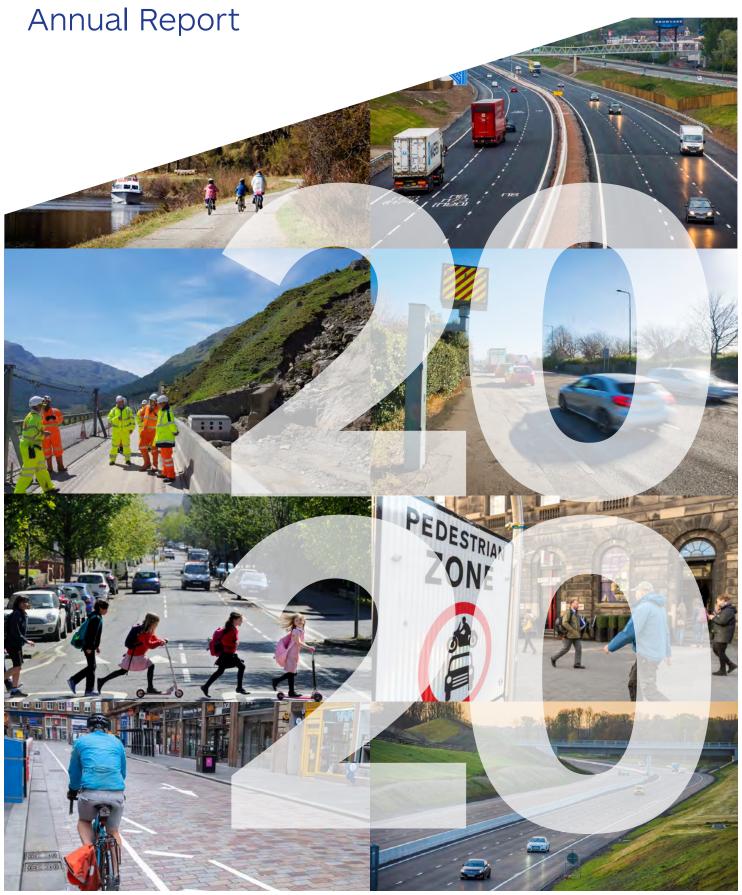
Road Safety FRAMEWORK









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Foreword



This is the 12th and final annual report for Scotland's Road Safety Framework to 2020.



This Annual Report concludes Scotland's Road Safety Framework to 2020 ("the framework"). The framework was launched in June 2009. It set out the vision for road safety in Scotland and included Scotland specific targets and milestones.

The targets were deliberately challenging, however the framework brought forward a strong partnership approach to the delivery of many road safety strategies and initiatives. The *'Reported Road Casualties Scotland in 2020'* provides finalised figures confirming all five national casualty reduction targets had been achieved and that overall casualty numbers and fatalities are at the lowest number since annual records began.

We have however been faced with a pandemic and, whilst it is no surprise that with fewer journeys over the lockdown period we are seeing fewer road casualties, prior to the pandemic road casualties in Scotland had been showing a clear, ongoing reduction. However, further improving road safety remains a priority for the Scotlish Government.

Our road safety partners and I know that one death on Scotland's roads is one too many. The fact we have met all our casualty reductions targets, putting us among the best performing European countries, means very little to those who have sadly lost friends and love ones in tragic circumstances.

The Annual Report summarises the work carried out at both a national and local level during 2020, provides an oversight of the governance and showcases the initiatives and activities supported by the Road Safety Framework Fund. All activity is evidence-based and, in the case of that funded by the framework, externally evaluated, to determine the extent of its impact on road safety.

A report evaluating how the framework performed over its ten-year period will be published separately.

Looking ahead, there is much still to do. You will see in this report the next steps we are taking in road safety on the path to delivering Scotland's new Road Safety Framework to 2030.

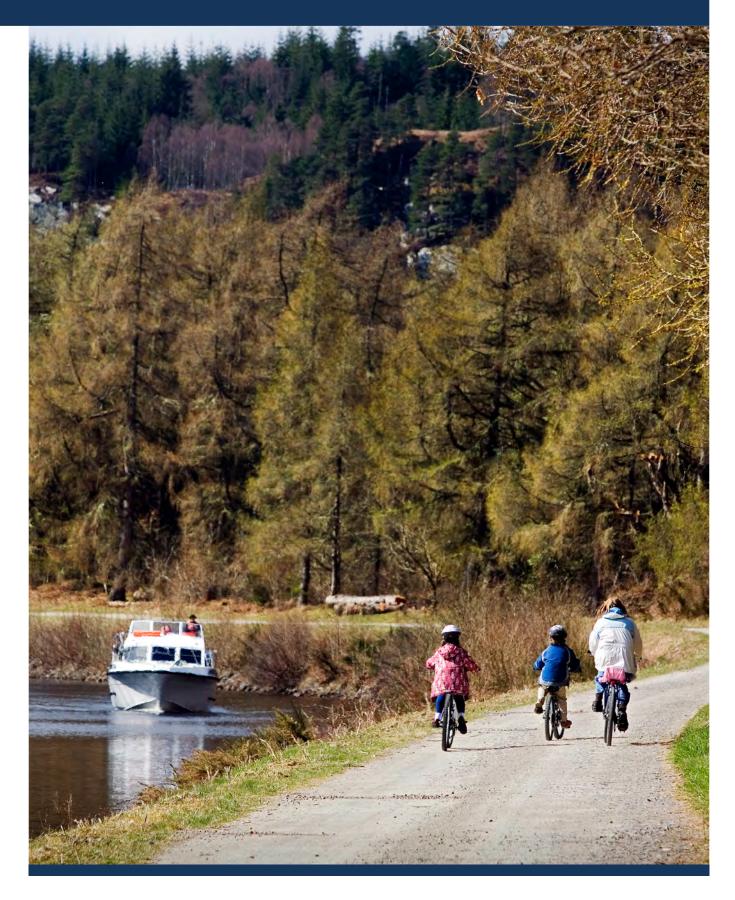
Finally, I would like to take this opportunity to offer particular thanks to all our road safety partners who work together to make Scotland's road travel safe for all. I look forward to continuing to work in partnership with you all throughout the next framework.

Graeme Dey

Minister for Transport



Introduction



As this is the final Annual Report for the Road Safety Framework to 2020, we have not only reported the great work carried out by road safety partners in 2020 but have provided a look back on the Journey throughout the framework's decade, showcasing key outcomes.

<u>The Journey</u> section provides an oversight of all the key activities over the lifetime of the framework, highlighting their successes. This includes successfully meeting our casualty reduction targets, operating the framework's governance structure efficiently, undertaking a Mid-term Review, introducing and managing the Road Safety Framework and Evaluation Fund and reporting annually on key partner highlights.

The <u>Activity Over 2020</u> section provides a detailed insight of the work carried out, and how it has progressed throughout the year while making a positive impact on road safety.

The <u>Road Casualty Reduction Figures</u> section provides a breakdown of the figures over 2020. This data allows us to track our targets that were set out at the start of the framework, clearly highlighting the success of meeting all five targets.

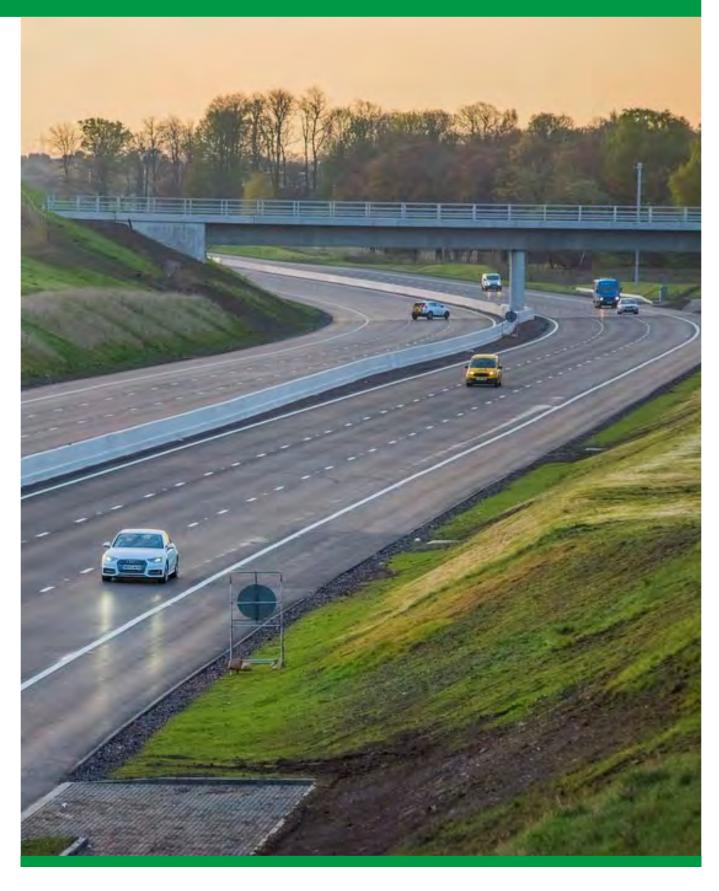
In the <u>Key Stakeholder Activity</u> section, road safety partners detail the initiatives and activities in which they have been involved in throughout the year and highlight their successes (and challenges) throughout the lifetime of the framework. They also give an insight into their priorities over the next framework.

In the <u>Local Activity</u> section, similar to The Key Stakeholder Activity, we asked local authorities and road safety partnership groups to detail their key activities over 2020 while providing an insight in to their actions undertaken throughout the framework.

The <u>Road Safety Framework and Evaluation Funding</u> section provides information on all the road safety initiatives that received funding over the course of the last funding round in 2019/2020.

The framework has now concluded and was replaced by a new Road Safety Framework to 2030 published in February 2021. The last section of this Annual Report provides a short summary of what is to come in road safety throughout the next decade.

The Journey



Meeting all of the 2020 Road Casualty Reduction Targets

The framework included five national casualty reduction targets, set for delivery in 2020. The targets were deliberately challenging, with road deaths separated from serious injuries to achieve significant casualty reductions in four distinct areas.

All targets have not only been met, but exceeded, which is a huge achievement.

Target	2020 target reduction	2020 achieved reduction
People killed	40%	52%
People seriously injured	55%	68%
Children (aged < 16) killed	50%	76%
Children (aged < 16) seriously injured	65%	77%
Slight injury rate per 100m vehicle kms	10%	67%

An Efficient Governance Structure of the Framework at National Level

The framework is governed by two groups, the Strategic Partnership Board (SPB) and the Operational Partnership Group (OPG).

The SPB works in partnership with Ministers and senior partner organisations to ensure a strategic and joined-up partnership buy-in to the framework. The SPB is chaired by Transport Scotland's Roads Director, with director level representation from Scotlish Fire and Rescue Service, NHS Scotland, The Society of Local Authority Chief Executives, Convention of Scotlish Local Authorities and the Assistant Chief Constable – Operational Support of Police Scotland.

SPB members are responsible for considering outcome-based evaluations of partner activity and consider directing further activity based on the results. Members consider and scrutinise papers highlighting issues for consideration from the OPG. The SPB are also responsible for making decisions regarding the best use of the framework budget, including approval of specific proposals from partners.

OPG members are responsible for the monitoring, analysis and distillation of evidence and information on activities being undertaken by partners towards the delivery of the framework. The OPG has representation from a variety of organisations with vested interest in, road safety, such as Police Scotland, Scottish Ambulance Service, Crown Office and Procurator Fiscal Service, Society of Chief Officers of Transportation in Scotland, Royal Society for the Prevention of Accidents, IAM Roadsmart, Cycling Scotland and more.

The OPG monitors progress against the road casualty reduction targets and key priority focus areas, as set out in the Mid-Term Review. OPG members are responsible for progressing relevant actions stemming from meetings and providing timely updates. They highlight any issues to the SPB providing any relevant recommendations for consideration. The OPG monitors and reviews an operational risk register, raising high-level risks for consideration by the SPB and proposes mitigating action. Members make recommendations to the SPB for areas where the framework budget might be spent to support its delivery.

Both the SPB and OPG meet biannually, with the <u>minutes</u> available on the Transport Scotland website.

Both groups ensure the framework follows an evidence-based, collaborative approach, with Transport Scotland working alongside local authorities, emergency services and third sector organisations.

Mid-Term Review

The <u>Mid-Term Review</u>, completed in 2016, assessed the progress made since the framework was published and for a baseline of the evidence to be established to measure progress towards the 2020 casualty reduction targets. The Review 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.

This allowed Transport Scotland and partners to concentrate efforts on areas where maximum impact could be achieved towards delivering the 2020 targets. This effort was supported by stronger partnership working and evidence-led decision-making.

The Review identified three priority focus areas of Age, Speed and Vulnerable Road Users.

This 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.

The Introduction of the Road Safety Framework and Evaluation Fund

The Road Safety Framework Fund was introduced in 2016 and was designed to promote and encourage further partnership working to help ensure the delivery of the framework.

Transport Scotland working in collaboration with partners identified that although many road safety initiative were taking place, there was not a full in-depth evaluation on the outcomes and the impact that these were having on road safety as a whole. The Road Safety Framework Evaluation Fund was therefore introduced in 2018 and has provided financial support to evaluate road safety initiatives.

The Road Safety Evaluation Fund focuses on the retrospective evaluation and the wider impact interventions are having on road safety. A robust, independent, and open evidence base helps provide clear evidence of the effectiveness and the impact our road safety interventions are having.

An understanding of how road safety interventions function – both in terms of their effectiveness in delivering outputs, aims and objectives, and the eventual broader impacts on road safety – is essential to inform strategic decision-making and the allocation of resources.

The OPG and SPB scrutinised the applications received for both the Road Safety Framework and Evaluation Fund.

Each initiative funded by the Road Safety Framework and Evaluation Fund focused on at least one of the three key priority areas: Age, Speed and Vulnerable Road Users.

Although casualties have decreased since the funds were introduced, it is difficult to evidence that these reductions can be only attributed to these funds.

All initiatives that received funding through the Road Safety Framework and Evaluation Fund are shared on the Transport Scotland Website.

Road Safety Partner Highlights

Drink driving was identified as a national Scottish priority of the Road Safety Framework to 2020. Driving under the influence of alcohol has a detrimental impact on one's driving. Drivers with blood alcohol content level (BAC) between 50 mg and 80 mg of alcohol per 100 ml of blood are 20 times more likely to be involved in a fatal collision, compared to sober drivers.

In Scotland on 5 December 2014, legislation came into effect lowering the drink-driving limit from 80 mg to 50 mg of alcohol per 100 ml of blood, with equivalent changes to the limits in breath or urine. This brought Scotland in line with the majority of other European countries. This meant Scotland was, and is now, firmly leading the way across the UK.

October 2019 saw the implementation of both Section 5A of the Road Traffic Act 1988 (which introduced new offences of driving or being in charge of a motor vehicle with concentration of a specified controlled drug above a specified limit) and the Drug Driving (Specified Limits) (Scotland Regulations) 2019 (which detailed the drug types to be included as part of the new offence and the associated limits for each drug type).

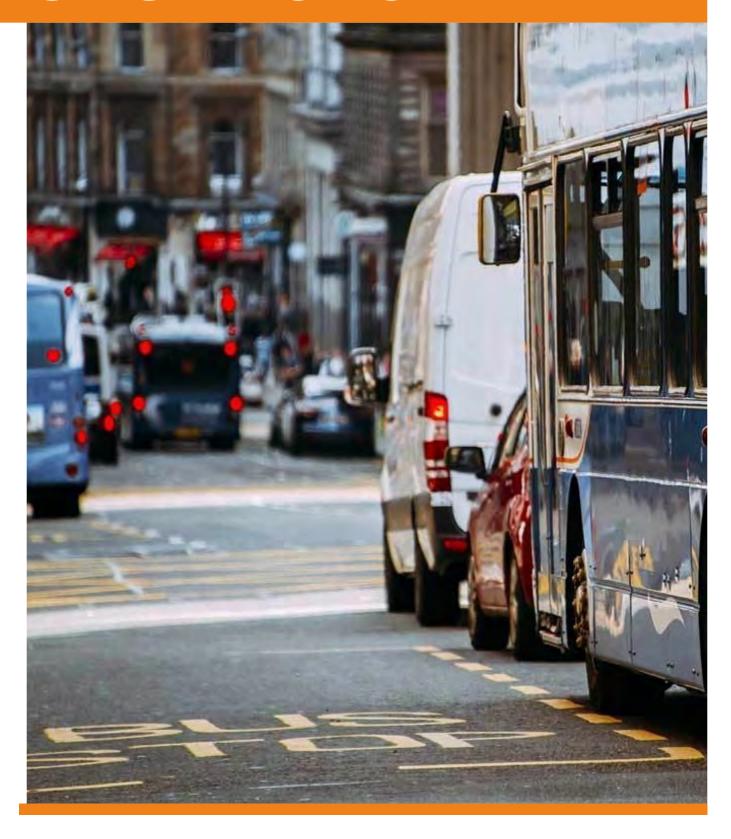
Police Scotland worked in close partnership with the Scottish Government, the Crown Office and Procurator Fiscal Service and the Scottish Police Authority to deliver policies, procedures, communications plans, marketing campaigns and forensic capacity to support this new legislation.

Operational officers are now trained and equipped with roadside screening devices which are used to detect the presence of cannabis or cocaine at the roadside.

To support this, Road Safety Scotland (RSS) developed a suite of campaigns to improve driver behaviour and reduce risk on Scotland's roads. 'Drive Like Gran's In The Car', targets 20- to 29-year-old males and tackles issues such as speed, distraction, and drink/drug driving.

Drive Like Gran's In The Car along with another RSS campaign (Breathtaking Roads) were nominated and won the Prince Michael International Road Safety Awards.

Activity Over 2020



Road Safety over Covid-19

2020 saw a general reduction in motor traffic due to the Covid-19 pandemic. The Department for Transport (DfT) estimate that motor traffic volume dropped by 23% in Scotland in 2020 compared with 2019 (key-reported-road-casualties-scotland-2020-key-findings-report.pdf (transport.gov.scot)).

Recognising that people may have been 'rusty' and perhaps not as confident with getting back on the road, Road Safety Scotland, in partnership with Police Scotland posted 'post-lockdown' videos for use on social media. One video is fronted by a Road Policing Officer which features a short drive. The Officer gave advice to prepare for being back on the road and also to remind drivers to be conscious of the increased numbers of vulnerable road users – pedestrians and cyclists – which is now evident on our roads. This video can be found on the below link:

Road Safety Scotland - RSS - PS driver education video | Facebook

Post-lockdown, Road Safety Scotland, working with colleagues in Police Scotland and the Scotlish Government Marketing and Insights Unit, also launched a number of campaigns, including campaign activity on vulnerable road users, and throughout the year, supported the Police Scotland campaigns such as the drink and drug drive campaign, fatigue campaign and more. Road Safety Scotland's videos can be found on the below link:

Road Safety Scotland - Videos | Facebook

Team Scotland Approach

The framework to 2020 established and maintained strong partnership working across the whole road safety community in Scotland, and therein lies its success.

Transport Scotland's Road Safety Policy Team continued to carry out the Team Scotland approach, where the team visited road safety partnerships across Scotland (where they exist) or individual local authorities prior to the Covid-19 restrictions, however, all subsequent meetings have been carried out virtually. Team Scotland's main aim is to provide an evidence base for road safety delivery and improve the connection at a local level.

Team Scotland is about delivering a wider understanding of the challenges we all face, and working more closely to devise and implement solutions for those challenges. We need to fully understand the processes in place, ensure different demographics are represented, the impact they have on road safety and the role they play in casualty reduction, highlighting that we can adapt and respond.

This is a way of working locally to build an evidence base of what is being delivered and to be able to share good practice and identify any gaps in interventions.

One of the outputs of this exercise was to map out of all safety partnerships across Scotland with their associated membership and road safety plans/strategies. A road safety questionnaire was also circulated to the partners in January 2020 to collect as much information as possible to help create a wider picture of road safety.

National Conversation

It is incumbent on partners working to deliver the framework's vision and targets to ensure casualty reduction – and road safety more generally – is raised higher up the agenda and to this end, partners are keen to see a National Conversation on road safety. The aim of the National Conversation is to encourage greater personal responsibility for all and a change in perception which ultimately, should lead to a transformation of road safety culture. Due to Covid restrictions this project has not progressed as much as planned and will continue into the 2030 framework.

Further Expansion of 20 mph Speed Limits

Following the 20 mph Restricted Roads (20 mph Speed Limits) (Scotland) Bill, which fell at Stage 1 of the Scottish Parliamentary legislative process in June 2019, the Scottish Government has continued to work with CoSLA and SCOTS to help identify straightforward, efficient and effective procedures for local authorities who wish to introduce more 20 mph speed limits in the right environment.

Research was conducted over July to September 2020 through the SCOTS network, to better understand potential barriers or issues which could be prohibiting local authorities from implementing 20 mph speed limits in the right environments. The research identified lack of funding, lack of resources and implementation as a low priority as the main barriers. The research, which was carried out during the Covid-19 pandemic, also highlighted that many local authorities had introduced 20 mph limits alongside wider measures to maintain social distancing as part of the Spaces for People (SfP) funding programme.

Transport Scotland is continuing to work with local authorities to encourage the implementation of 20 mph in the appropriate locations.

A national strategy for 20 mph speed limits and refreshed guidance will be explored as part of the next framework to 2030.

Road Traffic Fatality Research

To advance our knowledge and change our approach in preventing road deaths, Transport Scotland has been working in partnership with Police Scotland to establish Road Traffic Fatality Research in Scotland.

Research will be conducted through 'deep dive' investigations into the root causes of all fatalities on Scotland's road network, beyond the broad-based options currently available on the STATS 19 form, to fully understand the circumstances which led to the each fatal collision.

Reports will be created to inform stakeholders and support options for implementation of potential countermeasures that, if deployed, would either avoid or reduce the severity of those collisions and could mitigate future collisions on the road network that have similar characteristics. The research will lead to a more proactive/preventative approach in the reduction of road deaths.

A working group has been created to lead on the delivery of the research and once reports are produced, in February 2022, the group will examine the recommendations and agree on how to progress/action the countermeasures.

Scotland's National Speed Indicator

Following the SPB's recommendation, Transport Scotland has continued working in partnership with local authorities across Scotland to finalise the establishment of a National Speed Indicator.

Scotland's National Speed Indicator would measure and evidence the speeds travelled in Scotland across a variety of roads, initially establishing a baseline for speed and then to monitor going forward, providing information such as:

- Does Scotland have a speeding problem?
- Which vehicle types are speeding?
- Are vehicles travelling at excessive speeds?
- Does speeding occur on a particular type of road across Scotland or only in a particular geographical area?
- Is there a particular time of night/day people speed?
- Measure the amount of vehicles travelling our roads; are there fewer vehicles from the baseline?

A total of 100 speed counters have been installed on both trunk and local roads with a variety of speed limits from 70 mph down to 20 mph. To gain a true indication of speed across Scotland the speed surveys would not influence a driver's speed, with all the roads selected having free-flowing conditions, away from any road safety measures which would otherwise impede the drivers' natural speed for the road environment they are driving on. These can include junctions, roundabouts, traffic lights etc.

If a speeding problem is identified on a surveyed road, we would not simply modify the road but would seek to tackle the wider issue identified, i.e. a speeding campaign focused on particular roads, investigate engineering solutions for similar road types and targeted vehicle initiatives.

We have used the same equipment across the network to collect the data in a consistent manner, which will establish a robust and credible process in the collection of speed and the setting of baseline speed compliance.

The collected data will inform an analytical product that will measure speed compliance but will also be used to identify particular patterns, thereby focusing partnership efforts in the right places on the road network leading to a more proactive/preventative approach to speed.

A user-friendly reporting dashboard has been agreed by the SPB and OPG.

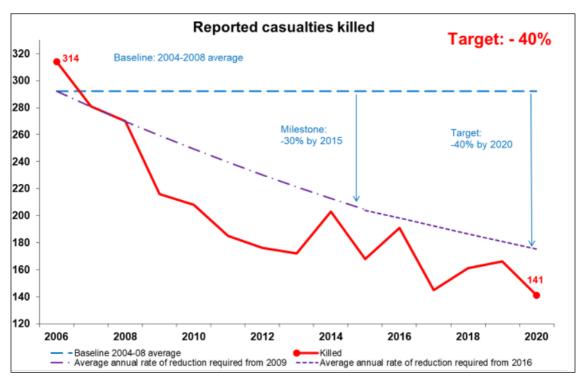
Road Casualty Reduction Figures



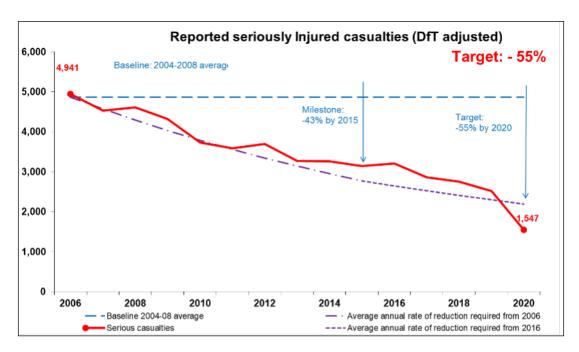
Reported Road Casualties Scotland 2020, the latest year for which official statistics are available, provides the final assessment of performance towards targets included as part of the Road Safety Framework to 2020.

Due to changes in the reporting system used by Police Scotland, the number of serious and slight casualties cannot be directly compared to previously recorded figures. As a result, progress against the serious casualty reduction targets is based on adjusted figures, produced by the Department for Transport. The adjusted figures show how many serious casualties there would have been in previous years if they had been recorded using the same sort of reporting system that Police Scotland use currently.

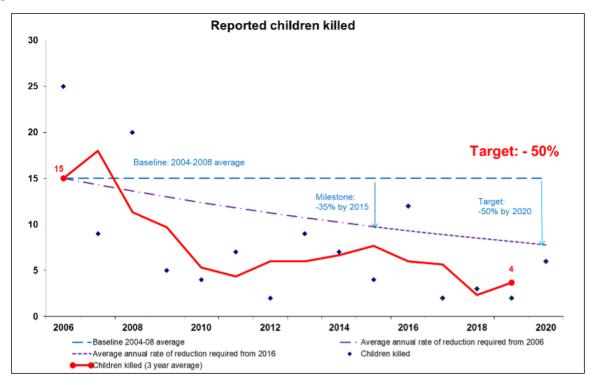
The charts show an 'indicative line' representing a constant annual percentage decrease that would result in meeting the 2020 targets.



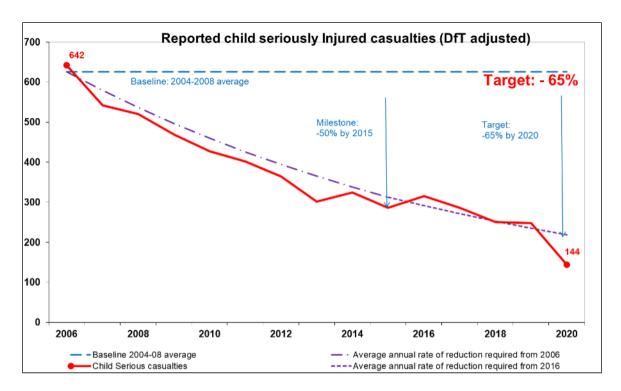
In 2020, there were 141 (52%) fewer road deaths than the 2004-08 average of 292; the reduction rate indicates Scotland has exceeded the 2020 target.



In 2020, there were 1,547 (68%) fewer seriously injured casualties than the adjusted 2004-08 average of 4,865. The number of people seriously injured has exceeded the 2020 target. Prior to the reduction in serious casualties in 2020, Scotland was not on track to meet or exceed the target.



6 children were reported as killed in 2020, an average of 4 a year in the 2018-20 period. There were 11 (73%) fewer deaths compared to **the 2004-08 average** of 15. The reduction has exceeded the 2020 target.



In 2020, there were 482 (77%) fewer child seriously injured casualties than the 2004-08 average of 626. The number of children seriously injured exceeded the 2020 target. Prior to the reduction in serious casualties in 2020, Scotland was not on track to meet or exceed the target.

Key Stakeholder Activity



In this section, Transport Scotland asked key stakeholders to provide an update on their activity over 2020, while reflecting on the framework and providing an insight to their priorities in to the new framework. Please note that, the use of 'we' in partners' contributions thereafter refers to the corresponding organisation.

Scottish Government



Road Safety Policy

Key Focuses

The Road Safety Policy Team continued to provide secretariat support to the Strategic Partnership Board and the Operational Partnership Group.

2020 was an exciting time in road safety as it saw road safety partners make a final push to meet the five casualty reduction targets and fully deliver the framework.

The team has administered grant funding for the Road Safety Framework and Evaluation Fund. Further details on the initiatives can be found on the <u>Framework Funding</u> page.

Throughout 2020 TSRSPT organised and chaired Stakeholder Working Groups with key road safety partners to continue developing the new Road Safety Framework to 2030. This culminated in the draft being published for public consultation between 8 September and 1 December 2020.

Following the Lord Advocate's decision in principle in January 2019, TSRSPT has continued to attend a Police Scotland-led steering group to devise the infrastructure and guidance required for the introduction of Road Traffic Diversionary Courses (RTDC), including Speed Awareness Courses. RTDC are designed to improve driving behaviours and are used, where appropriate, as an alternative to a prosecution for some road traffic offences. This was a commitment from Scotland's Road Safety Framework for 2020. This commitment has been rolled over to the new framework to 2030.

Successes

The Road Safety Framework to 2020 included five national casualty reduction targets due for delivery in 2020. All five targets have been met, with overall casualty figure for 2020 being the lowest since annual records began in 1950.

To coincide with the launch of the Road Safety Framework to 2030, Transport Scotland developed and launched a <u>microsite</u>. The site aims to make the framework more readily available, to share knowledge and successes and to promote and encourage further partnership working, all raising the profile of road safety. To avoid creating a new area for road safety in Scotland, it was agreed to add the microsite onto the current Road Safety Scotland site through a framework tab.

All the content is kept up to date and news articles are regularly published to tie in with messaging from partners such as Road Safety Scotland and Police Scotland.



Road Safety Priorities

Throughout the Covid-19 pandemic, RSS has continued to promote our road safety learning resources through our social media platforms, focusing on supporting parents, carers and teachers, by signposting to online and offline activities for young children on our website.

We also continued to deliver appropriate road safety campaign messaging, recognising the restrictions in place at any given time.

Initiatives

RSS produced an updated version of Road Safety Within Curriculum for Excellence for education professionals, ensuring all educational establishments in Scotland received copies.

RSS continued to engage with teachers and other education practitioners through advertorials in a variety of professional publications.

Mindful of the reduction in traffic, and change in transport mode RSS campaigns included issues relating to young drivers: fatigue; drink-and drug-driving; and motorcycling.

Activities/campaigns that your organisation has been involved in

RSS campaigns undertaken in 2020 include:

- Drink and drug-driving in support of Police Scotland campaigns (summer and festive)
- Motorcycling during the biking season, kicking off with a substantial presence at the Scottish Motorcycle Show in March. RSS also developed two post-lockdown videos covering both the rider and the bike; and a new Breathtaking Roads video the Road to the Isles including the PRIME markings at Appin
- A new driver fatigue campaign, including a night-time-driver video which aired in August/ September
- The development of a new speeding campaign to align with the launch of the new Road Safety Framework 2030
- The development of two guides dealing with older road users' safety one for drivers and one for users of other modes
- In keeping with Covid-19 restrictions RSS, working with Good Egg Safety, piloted a number of 'virtual' car seat checks

Website dedicated to road safety

www.roadsafety.scot

Successes or lessons learned

Following a report on traffic to RSS's website during 2020, there was an increase in engagement to our site. Page views and visits shows that the content is relevant, timely and that the interactive educational content is suitable.

Two RSS initiatives were recognised by the Prince Michael International Road Safety Awards scheme in 2020:

- 'Breathtaking Roads' (motorbikes)
- 'Drive Like Gran's In The Car' (young drivers)

Reflecting on RSF2030, what are your objectives and priorities for 2021?

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. 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.

RSS will continue to focus on social media activity to promote our resource for the early years and younger primary children and will progress field campaign to reach out to outdoor leisure spaces to introduce our early years resource to various locations across the country.

RSS's main primary school resource will undergo redevelopment to ensure it is current for teachers and children. New content will be produced that is teacher-friendly and aligned to Curriculum for Excellence.

RSS will begin development of a new road safety learning resource for additional support for learning, with support from colleagues in the education field and other professionals.

RSS will work with marketing colleagues to undertake fieldwork to explore the validity of continuing theatre in education or whether, in a changing world, there might be an alternative that could prove more effective and has greater scope to be measured. The findings will give an understanding on what we need to develop to ensure road safety learning continues embedded in the education that children and young people receive in schools.

RSS will review the content for Young Driver Interventions (Get into Gear resource) to consider the current structure of the content. Since its development, there has been a number of reviews and evaluations of young driver resources that could be used to update the focus and content, with the aim to develop a resource that encourages interaction and increased traffic from stakeholders.

Through social marketing campaigns, RSS will continue to address:

- Young Drivers
- Speed
- Fatique
- Motorcyclists
- Drink and Drug-Driving
- Older Road Users
- Child In-Car Safetv

RSS will also look to its assets for foreign drivers and repurpose some of them to address 'Staycationers', and develop a new campaign on seatbelts.

Major successes and challenges over the 10 years of the 2020 Framework?

We have developed many resources which are now linked closely to Curriculum for Excellence and evaluate well. We have made them all available online for anyone to access and continued to develop and the RSS website to make it easy to navigate.

We have developed campaigns which have evaluated positively and won a number of awards, both in the creative world and in the professional (road safety) one.

We have established a successful method of working with Scottish Government marketing colleagues which allows us to cover those behaviours we wish to address.

In terms of challenges, the disappearance of road safety professionals across many parts of the country has resulted in the loss of vital local support for our activity and resources.

Funding remains an ever-present challenge in using social marketing to address poor road user behaviour.



Scottish Safety Camera Programme

Road Safety Priorities

The Scottish Safety Camera Programme has continued to focus on reducing the number of casualties on Scotland's roads by encouraging improved driver behaviour.

Targeted safety cameras deployments take place through the programme primarily where they have the greatest potential to reduce injury collisions, and where there is evidence of both collisions and speeding.

This is in accordance with criteria contained in the Scottish Safety Camera Handbook and helps to ensure the right technology is in the right place at the right time.

Initiatives

Throughout 2019/20 to encourage good driver behaviour and speed limit compliance the Scottish Safety Camera has managed, maintained and operated over: 145 fixed camera sites; 31 mobile cameras; 30 red light cameras; and 7 permanent average speed camera systems.

Website dedicated to road safety

Home — Safety Cameras Scotland

Implementing engineering schemes or changes to infrastructure

As part of a significant investment in safety cameras in Scotland the following permanent safety camera sites were delivered during 2020.

- A82/A85: new average speed camera system March 2020
- A832 at Avoch, Highlands: new mobile camera site November 2020
- B987 Northern Road, Kintore: new mobile camera site November 2020
- A930 Broughty Ferry, Dundee: new mobile camera site November 2020

Successes or lessons learned

There has been a range of examples of where safety cameras have encouraged improving driver behaviour and speed limit compliance which has helped lead to a reduction in casualties. This includes: the A9 ASC system between Dunblane and Inverness which has helped deliver a significant improvement in road safety. Findings flowing from a full three-year performance report show there has been a 31% in fatal and serious casualties. These improvements have been achieved against a 13% increase in traffic, improved journey time reliability and a reduction in disruptive closures resulting from accidents or incidents. This scheme complements two other ASC systems on the trunk road network. One being the A90 between Dundee and Stonehaven which became operational in October 2017. Emerging evidence shows a 40% reduction in fatal and serious casualties alongside an encouraging improvement in driver behaviour, demonstrated by high levels (99%) of speed limit compliance. Another permanent trunk road ASC system is the A77 between Girvan and Symington. The most recent data shows there has been a 56% reduction in fatal and serious casualties compared with the original baseline published in 2005.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

The safety camera site prioritisation criteria has identified a significant number of new safety camera sites.

Work will be taken forward through 2021 and beyond to deliver these sites, using a mix of mobile, fixed, red light and average speed camera technology.

Delivery of these sites will help to ensure safety cameras continue to play a key role in enhancing road safety across Scotland and supporting the delivery of the broad road safety vision and associated targets to 2030 and beyond.

Major successes and challenges over the 10 years of the 2020 Framework?

Challenge – Budgets are always a finite resource and a continual assessment, support by the safety camera site prioritisation criteria, has been undertaken to ensure the casualty reduction potential of the Safety Camera Programme has been maximised.

Success – The delivery of ASC technology on key strategic trunk road routes (e.g. A9 and A90) has helped to encourage a significant change in driver behaviour and compliance with the speed limit. This in turn has helped lead to a significant and sustained reduction in in the number of road casualties on these routes.



Trunk Road Casualty Reduction

Road Safety Priorities

Supporting the delivery of the 2020 casualty reduction targets through our targeted programme of casualty reduction investment and oversight of the Scottish Safety Camera Programme.

Initiatives

We continue to promote motorcycle safe, pedestrian safety and targeted casualty reduction initiatives derived from the annual road safety review, as well as the assessment and delivery of safety cameras in line with the provisions of the Scottish Safety Camera Handbook.

Implementing engineering schemes or changes to infrastructure

Over the year we have delivered approximately £9 million in targeted casualty reduction schemes covering relevant locations on the Trunk Road network.

We have also delivered the Scottish Government's £4.8 million budget for the maintenance, operation and improvement of Safety Cameras, including the delivery of new or improved technology and new sites here appropriate.

Successes or lessons learned

We delivered our full programmes in spite of Covid-19 restrictions and have developed or are in the process of developing tools to support the delivery of the Road Safety Framework to 2030

Reflecting on RSF2030, what are your objectives and priorities for 2021?

To continue to deliver evidence-based casualty reduction and support the wider objectives of Transport Scotland and Scottish Ministers, as set out in the Road Safety Framework to 2030, the National Transport Strategy and the Strategic Transport Projects Review 2, etc. We intend to produce a new strategic road safety plan in support of the Road Safety Framework; work on that is yet to start.

Major successes and challenges over the 10 years of the 2020 Framework?

We have delivered a number of significant interventions, including the average speed cameras on the A9 and A90, delivered casualty reduction and active travel schemes at numerous locations across the Trunk Road network and supported the delivery of the 2020 framework targets.



Sustainable and Active Travel

Road Safety Priorities

The Sustainable and Active Travel Team focused on protecting vulnerable road users such as children, pedestrians and pedal cyclists.

Initiatives

In protecting vulnerable road users we have:

- Built more on- and off-road segregated walking, wheeling and cycling routes, safer junctions and improved design of place. The 'Spaces for People' programme in 2020, was a direct and rapid response to the Covid-19 emergency, enabling local authorities to deliver £39m worth of temporary active travel measures to allow people to physically distance and keep them safe from traffic whilst exercising.
- Delivered the 'Give Everyone Cycle Space', a high-profile media campaign to encourage drivers to give more space to cyclists; delivered in tandem with Police Scotland's 'Operation Close Pass' exercise.
- Continued to offer Bikeability Scotland Cycle Training to all primary school children in Scotland.
- Continued to offer adult cycle training.
- Continued to offer driver cycle awareness training for HGV and bus drivers.
- Supported the roll-out of 20 mph zones.

Activities/campaigns that your organisation has been involved in

'Give Everyone Cycle Space' run by Cycling Scotland, is widely supported by our Active Travel Delivery Partners, Police Scotland and the Active Nation Commissioner. This included the use of social media in spreading the message, which is ran annually.

Since 2018-19, we have offered funding with reduced match funding requirements (30% instead of 50%) to projects focusing on safer junctions (70% funding offered). This is ongoing throughout the year.

The 'Spaces for People' programme provided 100% funding to local authorities for safe routes for socially distancing and separation from traffic, which is ongoing throughout the year.

We have continued to show support for the roll-out of 20 mph zones across Scotland, including through capital funding programmes, which is ongoing throughout the year.

Implementing engineering schemes or changes to infrastructure

As before, we have built more on- and off-road segregated walking, wheeling and cycling routes, safer junctions and improved design of place. The 'Places for Everyone' and 'Spaces for People' infrastructure programmes, around £94m in 2020, funded by Transport Scotland and run by Sustrans, provides funding to partners to build safe routes.

As part of that, we provided funding of £23.9m directly to local authorities for cycling, walking and safer routes, especially around schools. Yearly programme funded through the Local Government settlement.

Successes or lessons learned

Successes

- Slower speeds and the roll-out of 20 mph zones.
- £39m investment in the 'Spaces for People' programme encouraged more walking and cycling during lockdown.

Lessons learned

Due to Covid-19 and lockdown, there has been a 47% increase in cycling between March 2020 and March 2021, compared to March 2019-2020. There have been fewer cars on the road and therefore people feel safer to cycle.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

We will still focus on vulnerable road users through education to promote safe road use, encourage safe speeds through supporting 20 mph roll-out and supporting local authorities to make some of the 'Spaces for People' temporary measures, permanent.

Major successes and challenges over the 10 years of the 2020 Framework? Successes

- More segregated paths built for walking, wheeling and cycling
- Achieving the roll-out of more 20 mph zones
- Successful and rapid response to Covid-19 emergency through 'Spaces for People' programme delivery

Challenges

- To ensure the right messages are articulated and training/info is provided to all road users when infrastructure changes are implemented
- Overcoming resistance to new proposed active travel infrastructure, especially from businesses
- Ensuring all infrastructure is accessible to all

National Agencies



Police Scotland

Road Safety Priorities

Our strategic intention was to 'influence road user behaviour and make Scotland's roads safer' and contribute to Scotland's Road Safety Framework to 2020.

- Reduce road casualties in collaboration with our partners
- Influence driver and road user behaviour

Road Safety focused around the Fatal Five:

- Inappropriate Speed
- Careless/Dangerous Driving
- Using a Mobile Phone
- Not Wearing a Seatbelt
- Drink/Drug Driving

Initiatives

The Covid-19 Pandemic had a detrimental effect on Road Policing Campaigns and Initiatives throughout the year. Where appropriate partnership working continued via social media, whilst partner engagement was maintained via virtual meetings.

Despite the difficulties the pandemic presented, Police Scotland delivered The National Road Safety Campaign Calendar in full, with support from partners and corporate communications.

Social media was our main platform to ensure the road safety message was delivered, whilst physical delivery was subject to local Covid-19 restrictions.

Activities/campaigns - that your organisation has been involved in

- Sat 27 June Fri 10 July 2020: Summer Drink & Drug Drive Campaign
- Fri 10 Sun 12 July 2020: Motorcycle Weekend of Action
- Tue 21 July 2020: Mobile Phone Day of Action
- Wed 12 August 2020: Seatbelt Day of Action
- Fri 28 Mon 31 August 2020: Motorcycle Weekend of Action
- Tue 8 September 2020: Speed Day of Action
- Sat 5 Sun 6 September 2020: Motorcycle Weekend of Action
- Mon 14 Sun 20 September 2020: Older Driver Awareness
- Wed 16 September 2020: Project Edward
- Tues 6 October 2020: Mobile Phone Day of Action
- Wed 14 October 2020: VRU Pedestrians & Children
- Sat 24 Fri 30 October 2020: Get Ready for Winter
- Wed 11 November 2020: Seatbelt Day of Action 2
- Mon 2 Sun 8 November 2020: No Insurance Campaign
- Wed 18 Tue 24 November: BRAKE Road Safety Week
- Tue 1 December 2020 Sat 2 January 2021: Festive Drink & Drug Drive Campaign
- Tue 12 January 2021: Mobile Phone Day of Action
- Tue 16 February 2021: Seatbelt Day of Action 3
- Wed 17 March 2021: Speed Day of Action

Website dedicated to road safety

Twitter: @polscotrpu

Implementing engineering schemes or changes to infrastructure

Road Policing via our dedicated Traffic Management officers and an Inspector embedded within Transport Scotland provide opinion on engineering schemes but do not directly implement these.

These officers also provide assistance, and ensure incidents on the strategic road network as far as reasonably practicable, are dealt with as efficiently as possible to minimise closures and delays.

Successes or lessons learned

2020 was a year of learning for many organisations with the Covid-19 pandemic impacting on daily business.

However with outstanding organisational management and support across Police Scotland as well as support from our partners we maintained not only our critical functions but our core enforcement role, delivering on our priorities and objectives.

Engagement with key stakeholders at an early stage, the sharing of vital traffic flow, mode of transport and hot spot information proved invaluable. This allowed our resources to be deployed in the right place at the right time to maximise our impact and effectiveness.

We also developed a deeper understanding of social media along with its benefits and effectiveness in reassuring the public of our commitment to road safety, and highlighted the continued work which was ongoing during the pandemic.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

Our focus will be on our core role of enforcement and positive engagement with drivers and other road users, in order to achieve our objectives and improve the safety on our roads.

Objective 1 – Effective patrolling of the roads

Enforcement and engagement activity will be focused on those priority routes identified as having a history of killed and seriously injured (KSI) collisions. Tasking will be supported by appropriate analytical products.

Objective 2 – Influence driver and road user behaviour

With a specific focus on the 'Fatal Five' offences, we will work closely with national and local partners to improve driver behaviour and protect vulnerable road users, through enforcement (including diversionary options), educational initiatives and campaigns, supported by a media strategy.

Objective 3 – Detect and deter all types of criminality on our roads

Enforcement activity will be enhanced by the use of Automatic Number Plate Recognition (ANPR), intelligence target packages and specific tasking to detect and deter criminal activity on the road network.

Major successes and challenges over the 10 years of the 2020 Framework?

Over the last 10 years our organisation has undergone significant change, moving from 8 legacy forces to the creation of Police Scotland. The key was to ensure the learning and excellent work already in place across legacy areas was captured and best practices adopted and rolled out nationally.

The main challenge will remain, so moving forward is to strive to further reduce those killed or seriously injured on our roads. Although we successfully realised a reduction in fatal collisions over the 10 year period, many still died on our roads. Throughout the period of the framework meaningful partnerships were forged and common goals realised. The excellent work done by our officers across Scotland to promote road safety and the assistance provided by our partners has been commendable and in no small part the reason for the reduction in those KSI.

Our major successes are those which we believe has improved road safety, or given our officers the tools to deal with those who continue to put others at risk, through their driving attitudes and behaviours.

- The reduction and implementation of the lowering of the drink drive limit in Scotland
- The introduction and implementation of Section 5a drug wipe technology
- Development and implementation Rider Refinement North
- Implementation of increase penalty points and fines for Fatal Five Offences
- Implementation and delivery of Operation Close Pass
- Development and delivery New Driver Early Intervention Scheme
- Involvement in Safe Drive Stay Alive events
- Deployment and development of technologies in Mobile Camera Safety Units and Motorcycles
- Development and utilisation of social media accounts for road safety messaging and engagement
- Development and delivery of the National Road Safety Campaigns Calendar
- Delivery of a National Motorcycle Safety Campaign
- Development of analytical products identifying collison hotspots and demand profiling

Other key points

Police Scotland are members of the Strategic Partnership Board, Operational Partnership Group and Local Partnership Forums. In addition to this, we also chair and lead the Tactical Options Working Group (over and above local Road Safety Partnerships and groups).



Scottish Fire and Rescue Services

Road Safety Priorities

- Road Safety Education for pre-driving age teenagers through school engagement sessions
- Participation and engagement in multi-agency local, regional and national road safety working groups
- Support and delivery of Safe Biker initiatives, i.e. 'Biker Down' (post-crash response) and 'Rider Refinement'.

Initiatives

Delivery of planned engagement initiatives was severely curtailed due to Covid-19 restrictions. A number of road safety education programmes for schools were developed into electronic format so they could be delivered on an 'online' basis.

In addition to this SFRS has also promoted and championed the following #Drivesmart & Fatal Four initiatives through social media and digital format:

- Country Roads
- Drink & Drug Driving
- Distraction
- Motorbikes
- Speed
- Brake Road Safety Week

Activities/campaigns - that your organisation has been involved in

- 19 September: Project EDWARD European Day Without a Road Death social media
- August 2020: Road Safety Scotland Driving Tired Kills social media
- 16-22 November: Brake Road Safety Week social media
- December 2020: Road Safety Scotland Winter Road Safety social media

Website dedicated to road safety

https://www.firescotland.gov.uk/your-safety/outdoors/road-safety/

Implementing engineering schemes or changes to infrastructure

Not directly but SFRS personnel sit on road safety groups and contribute towards discussion and decisions on road safety engineering schemes or changes to infrastructure.

Successes or lessons learned

The Covid-19 enforced move towards a digital engagement approach with school pupils provided some excellent opportunities to work with young people through new approaches and has potential to continue to be utilised as a blended approach going forward.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

- Review and Develop SFRS Road Safety Strategy, structure and delivery model. From the Road Safety Framework to 2030 key areas of development being considered will align to safe road use, safe speeds and post-crash response
- Development of improved digital school packages for schools, with potential to build upon the Dorset & Wiltshire Fire and Rescue Road Safety Team approach
- Work with NFCC to promote Fatal Five messaging and expand Biker Down
- Support and Develop Project Edward

Major successes and challenges over the 10 years of the 2020 Framework? Major success:

- Ability to delivery road safety programmes and messaging as part of co-ordinated multiagency approach
- Work undertaken to promote road safety within the education sector
- Biker Down delivery by SFRS

Challenges:

Over the 10 years of the 2020 framework SFRS has come together a single FRS for Scotland, integrating the previous 8 services. This has presented challenges in many areas including standardised delivery of Road Safety initiatives.

Other key points

In delivering against the Road Safety Framework to 2030 the SFRS will continue to work with and support the work undertaken by other a variety of agencies, i.e. NFCC Road Safety to identify opportunities and good practice that will allow us to contribute towards making Scotland's roads safer.

Road User Groups



Road Haulage Association

Road Safety Priorities

As a trade association we collaborate with a number of government bodies to support their road safety priorities. On any given year we will work with the following bodies promoting best practice in the these safety related issues:

- DVSA roadworthiness compliance, vehicle testing review and updates, brake testing requirements and review, driver CPC training
- DVLA, driver medical conditions and reporting, driver licensing requirements
- Traffic Commissioner driver conduct e.g. mobile phone use whilst driving
- Transport Scotland/National Highways infrastructure issues that impact haulage operations, e.g. bridge strikes, strategic road network issues
- HSE secure loading of vehicles, slips and falls from vehicles, safe coupling and uncoupling of trailers etc.

Initiatives

This year, as we have done for many years, will be supporting Project EDWARD, a pan European scheme operated by TISPOL. Each September, Project EDWARD or European Day Without A Road Death campaigns for a fatality-free day on Europe's roads, with the goal of raising awareness of road safety. Project EDWARD's key message is: if each road user makes small changes to reduce their own risk and their risk to other road users, then together we can make big improvements. The ultimate objective is to eliminate the number of people killed every day on Europe's roads – not only on the Project EDWARD day of action.

The 2020 day of action took place on Wednesday 16th September and was organised by the European Traffic Police Network (TISPOL), with support from the European Commission. The 2021 Project EDWARD campaign was during 13 – 17 September and was entitled 'Fit for the Road'.

Activities/campaigns - that your organisation has been involved in

Covid-19 dominated European commerce and it has to be recognised that it brought issues to businesses from all sectors. When other industries closed the logistics sector stayed open and ensured the country has food, pharmaceuticals and protective equipment. HGV drivers delivered the PPE that allowed businesses to stay open, the plant and safety equipment that allowed safe road improvements to happen and the kit that allowed social distancing throughout Scotland. This was recognised in open letters of thanks from Michael Matheson, Ben Rimmington and Ken Skates. Although not specific to road safety, the logistics sector kept Scotland safe and healthy during the worst pandemic in a lifetime.

We have also worked with and supported initiatives from PACTS: https://www.pacts.org.uk/

BRAKE https://www.brake.org.uk and the APPG for Transport Safety: https://transportsafetyappg.org.uk/

Implementing engineering schemes or changes to infrastructure

We have been part of the A9 Safety Group since its inception and as such we have been involved in promoting all the initiatives that have taken place over this time by the other partners (Drive Like Gran's In The Car, check your eyes are fit for driving, Red X etc).

Successes or lessons learned

Both National Lorry Week and HGV Heroes have been massive successes, promoting best practice and safe operating within the industry. Many events were held across the UK at schools, yards, service stations etc and the reach for both events on social media was outstanding. These events concentrate on highlighting blind spots, safe passing of HGVs and road safety principles.

- NLW key stats 7,452,412 impressions, 43,404 clicks and 160,777 engagements
- HGV Heroes 2,400,000 impressions, 130,000 clicks, 93,000 engagements

Reflecting on RSF2030, what are your objectives and priorities for 2021?

Our objectives remain the same as always:

- To work in partnership with other organisations to promote best practice in road safety for HGV's vans and coaches within the UK
- To embed road safety in all our training courses throughout the UK
- To support future initiatives from the Scottish Government, UK Government and related safety bodies
- To continue to promote the benefits of safety and compliance throughout the HGV, coach and van sectors.

Major successes and challenges over the 10 years of the 2020 Framework?

The RHA has for many years embedded road safety into their training courses and over the years thousands of drivers, transport managers, administrators and business owners have pass through our doors.

All our courses cover topics such as:

- Vulnerable road users,
- Essential rest periods
- Walk around checks
- Safe and secure loading
- Accident procedures

As well as specific courses on health and safety for drivers, first aid, health & safety courses including IOSH Managing Safely.

Other key points

The RHA has expanded their membership categories to include vans and coaches.

Vans have previously operated with little scrutiny or levels of compliance. Legislative changes beginning in 2022 means that there will be greater levels of compliance required to operate a van fleet and the RHA are looking to support this change in levels.

Our coach membership has come about because we were approached by a group of coach operators who want to be part of what we seek to achieve, to increase compliance levels, promote better and safer practices and to ensure their voices are heard in Westminster, Holyrood, the Welsh Assembly and Stormont.

Third Sector



Road Safety Priorities

At IAM RoadSmart we make better drivers and riders. As the UK's largest independent road safety charity, formed in 1956, we have spent more than 60 years making our roads safer by improving driver and rider skills through coaching and education.

Our qualified experts, our network of thousands of volunteers and around 180 local groups are our lifeblood. They champion our cause and help drive our vision – to be the best, most recognised provider of coaching and advice for all post-licence drivers and riders, and to help make our roads safer for all.

Our mission:

- To improve the standards of driving and riding on the roads
- To improve road safety
- To administer a nationally recognised advanced test

Initiatives

As well as providing the Advanced Driver and Rider tests through our network of Scottish IAM Groups we have contributed to local initiatives such as Rider Refinement North.

IAM RoadSmart also provide fleet training courses and Driving for Work advice across to clients across Scotland.

Our Mature Driver Review is also available in Scotland to give older drivers a one-hour independent view of their driving ability.

Our Research and Policy Director Neil Greig also chairs the Road Safety Scotland Publicity Advisory Group and serves on the framework's OPG.

Activities/campaigns - that your organisation has been involved in

Our main local campaign activity has included:

Rider Refinement North:

https://www.facebook.com/HighlandIslandsPoliceDivision/posts/rider-refinement-north-motorcycle-safety-courses-dingwalla-training-scheme-to-he/10155875540850824/

Driver Engagement North:

https://roadsafetygb.org.uk/news/initiative-to-provide-safe-environment-for-older-drivers/

Our local groups also work with a variety of road safety bodies to deliver training and road safety campaigns – you can find a local group in Scotland here https://www.iamroadsmart.com/local-groups

Website dedicated to road safety

www.iamroadsmart.com

Implementing engineering schemes or changes to infrastructure

IAM Members took part in the research for the PRIME motorcycle markings project.

Successes or lessons learned

Covid-19 has been a major challenge for us but we will hopefully emerge unscathed to continue to provide top quality advanced driver and rider training courses. In 2020 there was a new focus on driving for work initiated by HSE which we believe will be very influential in the future.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

Covid-19 has been a major challenge for us but we will hopefully emerge unscathed to continue to provide top-quality advanced driver and rider training courses. In 2020 there was a new focus on driving for work initiated by HSE which we believe will be very influential in the future.

Major successes and challenges over the 10 years of the 2020 Framework?

The framework has allowed IAM RoadSmart to be at the centre of road safety policy development and campaigning throughout the last ten years.

Our main successes have often been at a local level with our IAM RoadSmart Groups working as key partners in a variety of road safety campaigns and initiatives.



Road Safety Priorities

- Making it safer for more people of all ages and abilities to cycle
- Delivering the Give Cycle Space campaign
- Supporting the development of an ambitious new Road Safety Framework to 2030, including a focus and specific actions to improve safety for people cycling

Initiatives

Bikeability Scotland delivers an essential life skill: the ability to ride a bike easily, safely and confidently. Cycling Scotland's ultimate ambition is for every child in Scotland to have the opportunity to learn to cycle safely and confidently on-road. In 2020, delivery was curtailed by Covid-19 lockdown and restrictions. In 2019, the last full academic year of delivery, over 43,000 children took part with the biggest ever annual increase in the proportion of schools delivering on-road training to 47%. 100% of primary schools in four local authorities (East Renfrewshire, Shetland, Clackmannanshire and Western Isles) delivered on-road training.

The Adult Cycle Training programme will increase 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. Over 500 accessed the training to end of December.

Practical Cycle Awareness Training for Drivers of HGV and buses increases understanding of cycling behaviour for professional drivers. A PCAT evaluation of telematics data was completed in 2020 – identifying long-term, significant changes in driver behaviour reflected in change to speeding score.

Major evaluation of bikeability training with Children in Scotland, getting the voices of children on this and other road safety interventions.

Activities/campaigns – that your organisation has been involved in Give Cycle Space campaign

Cycling Scotland runs an annual campaign to educate drivers about giving more space to people cycling.

- Give Cycle Space launched on 6 July, timing with the increase in traffic levels post-lockdown. The campaign ran for four weeks on TV, radio and online across Scotland, and on bus backs in Aberdeen, Glasgow, Inverness, Edinburgh, Dundee, Stirling and Perth.
- The media launch was covered by most national and local media with more than 31.3 million opportunities to see.
- Independent research with 502 people across Scotland was carried out before and after the campaign (online, rather than face-to-face, due to Covid-19). Some of the key learnings were:
 - ° 73% remembered at least one element of the campaign.
 - Recognition of getting 3 points on your licence as a consequence of passing too close to a cyclist increased from 52% to 66%.
 - ^o The proportion of people who claim they always give 1.5m when passing someone cycling was 64% in the pre-campaign research and 67% post campaign.
- Linked to the campaign, we are carrying out a road signage pilot project to test the impact of roadside signage on overtaking distance. Results anticipated in Autumn 2021.

Website dedicated to road safety

www.cvcling.scot

Implementing engineering schemes or changes to infrastructure

We have supported the implementation of Places for Everyone funding, Cycling Walking, Safer Streets funds and other funds that will increase dedicated cycling infrastructure to improve road safety for all. In 2020, this has included the transformational Spaces for People funding.

Successes or lessons learned

- Increased cycling levels
- Reduced traffic levels and an increase in speeding during lockdown
- Cycling in Scotland: Review of cycling casualties published in February 2020 (Cycling in Scotland: review of cycling casualties | Glasgow Centre for Population Health (gcph.co.uk)

Reflecting on RSF2030, what are your objectives and priorities for 2021?

- Increase bikeability and other cycle training post-lockdown
- Support the development of third party reporting systems for road offences
- Support the development of an effective delivery plan for the Road Safety Framework
- Support implementation of the Transport (Scotland) Act 2019, which should help tackle dropped kerb and double parking which can increase hazards for people cycling

Major successes and challenges over the 10 years of the 2020 Framework?

- Expansion of bikeability and other cycle training to more pupils and adults
- Support for increased focus on cycle infrastructure investment

Other key points

Our long term objectives on cycling safety are:

- To increase the number of people cycling while reducing the exposure rate for serious injuries and fatalities
- To increase the availability of dedicated cycling networks, separated from vehicle traffic, allowing people of all ages and abilities to travel by bike
- To increase the availability of cycle training across the population: every child in every school to have the opportunity to receive Bikeability Scotland on-road cycle training
- To undertake research into attitudes and behaviours around road safety for people cycling and to tackle misconceptions
- To continue to work in partnership with Police Scotland, including on Operation Close Pass and the development of third party reporting
- To annually evaluate and evolve our Give Cycle Space campaign
- To reduce risks and perception of risks to people cycling through supporting changes in the speed, type and volume of traffic in towns and cities



Royal Society for the Prevention of Accidents Scotland (RoSPA)

Road Safety Priorities

RoSPA, via the Scottish Occupational Road Safety Alliance (ScORSA), continued to offer advice and resources to members on MORR topics – Management of Occupational Road Risk – for the benefit of employers and employees involved in driving and riding for work. The aim for 2020 was to:

- Continue to enhance the ScORSA website to inform and encourage organisations whose employees drive for work by promoting the development of policy, increasing the resources available and developing associated MORR working practices
- Increase ScORSA membership by providing relevant resources and information whilst engaging with trade associations and other relevant bodies to raise awareness of the organisation and their aims
- Provide Secretariat function for the Steering Group, drive activity and host/attend relevant meetings to progress the aims of ScORSA
- Deliver an annual seminar highlighting best practice, current legislative implications etc.
- Create, organise and deliver workshops dedicated to improving safe driving practices amongst young and ageing drivers, highlighting the benefits that technology including ISA, telematics, fleet management software etc. can bring to those who drive for work and to fleet managers
- Provide a series of workplace risk assessment for members which will be designed to review policy and working practices to improve driver safety in the workplace
- Offer driver profiling facilities to benefit members particularly those at risk
- Develop ScORSA resources and in particular the existing ScORSA Driving Risks Toolkit, potentially developing into a continuous professional development module for MORR in the workplace
- Independently evaluate, to assess impact and effectiveness of the project, gaining evidence from previous SMEs and evaluating backwards as well as forward

Initiatives

Fatigue and driving for work was a major focus for ScORSA in 2020. Policy was informed by RoSPA's National Road Safety and National Occupational Safety and Health committees.

Scorsa worked in partnership with Road Safety Scotland and their campaign team on the #DrivingTiredKills campaign.

A ScORSA member took part in the awareness campaign on fatigue. He was filmed telling his story from a personal and a business perspective.

Activities/campaigns - that your organisation has been involved in

On 31 March 2020, ScORSA Member and RoSPA-award-winning organisation TechnipFMC were due to hold a road safety open day for their staff and for staff of neighbouring organisations on the industrial estate where they are based in Dunfermline as well as friends, families and the wider community. ScORSA and RoSPA supported the graduate team who put the plans in place for a full day of events which covered whole-person, whole-life road safety.

Due to the first lockdown of the Covid-19 pandemic the event had to be cancelled at short notice. The TechnipFMC team went on to re-focus the enthusiasm of their young drivers and developed an online app to engage young drivers and their families. This was highlighted at a ScORSA St Andrew's Webinar.

Website dedicated to road safety

www.scorsa.org.uk

Successes or lessons learned

We have been pleased to be able to continue engaging with the ScORSA membership using online platforms. We replaced the annual St Andrew's Seminar, a full-day information and face-to-face networking event, with a series of three online webinars. This allowed us to focus on more aspects of managing occupational road risk than at the traditional event, engage with members with particular interests in each topic and gather feedback to inform future events and policy.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

In order to support the vision for Scotland to have the best road safety performance in the world by 2030, ScORSA will focus on three of the five outcomes of the Safe System –

- Safe Road Use
- Safe Vehicles
- Safe Speeds

The challenge will be -

■ Driving/Riding for Work and Workplace Culture – its effect on road casualties

And strategic actions will be -

- Change in attitudes and behaviours
- Technology
- Enforcement

Major successes and challenges over the 10 years of the 2020 Framework?

We have built good working relationships with partners in the OPG and acted as a conduit for partner messaging on road safety.

We have continued to deliver advice and resources to our membership via face-to-face events and adapted this and made a success of online engagement and delivery.



Living Streets Scotland

Road Safety Priorities

Living Streets Scotland continues to work in schools promoting the benefits of walking. This includes collaborating with junior road safety officers to promote our programme WOW. We have also explored issues around school gate congestion working with a group of schools in Glasgow. Finally, we have offered support to a number of councils planning school street closures.

Initiatives

Our work has focused on working with schools, social housing providers and supporting older people to secure street improvements. Much of this activity has been curtailed as result of the pandemic in 2020. Substitute research-based work around equalities and accessibility issues has yielded lessons applicable to the delivery of road safety projects.

Successes or lessons learned

Our work with older people has demonstrated that it is possible to secure small-scale improvements to streets through community engagement and raising the awareness of transport officers regarding local priorities. Our work has revealed the need to improve how equality impact assessments are delivered in the context of transport infrastructure improvements.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

Living Streets Scotland will continue press for the following priorities:

- Reviewing speed limits and adopting 20 mph on residential and urban streets
- School street closures as part of wider initiatives to encourage children to walk to school
- Better engagement with communities concerning road safety issues that discourage walking
- Closure of streets near schools to promote both safety and walking to school

Major successes and challenges over the 10 years of the 2020 Framework?

Living Streets been pleased to support:

- The continued uptake of 20 mph limits in urban areas especially in Edinburgh
- Maintaining walking levels to school and the general decline pedestrian casualties
- The biggest challenge relates to a lack of data on walking levels and understanding how this is reflected in casualty statistics
- The contraction of local authority road safety expertise and resources at a local authority level has made it difficult to deliver many changes



Scottish Community Safety Network

Road Safety Priorities

Supporting the work of the Operational Partnership Group and continuing our knowledge exchange role between community safety partnerships in Scotland and what is going on in road safety. We shared road safety developments, emerging issues, trends and campaigns with community safety professionals through our social media and newsletter. We also shared campaigns with our sister organisation Neighbourhood Watch Scotland for communicating through their ALERT system.

Contributing to the development of the RSF2030 by participating in the stakeholder group, submitting a response to the consultation on the RSF2030 and participating in the KPI development group.

We also wrote a briefing paper on the impact of the Covid-19 pandemic on road safety for the sector.

Activities/campaigns – that your organisation has been involved in

As an intermediary organisation covering all community safety issues, not just road safety and not a delivery partner, we have not been involved in any. We do share all the Road Safety Scotland campaign materials with the 32 community safety leads in each local authority area and support the campaigns by sharing on our own social media and in our monthly newsletter.

Successes or lessons learned

It has been a challenging and unusual year. Getting the framework published has been a super achievement and one which all partners can be proud of.

SCSN think the OPG could have made more of a link between the active travel and road safety policy areas, particularly during the pandemic and support 'build back better' efforts. Developing a shared understanding of the implications for road safety during and post-pandemic would have been a useful exercise. Having a plan for education on road safety this past year and into the first couple of 'post-pandemic' years would have been welcome, and something that could have been co-created.

SCSN think the process creating the KPIs, targets, outcome indicators for the framework has been a successful one – we are particularly pleased to see some of the changes to the danger/risk per mode per distance travelled and raising the importance of how safe people feel on Scotland's roads. The latter is closely linked with active travel efforts and we welcome its inclusion.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

Continuing to contribute to the work of the OPG and better connecting road safety policy to wider safer communities policy and partnerships.

Help to improve the links between community level road safety to local partnerships to national policy in terms of insight and influence.

Help road safety policy area think more broadly about measurement, evaluation and learning and perceptions and experiences.

Support road safety colleagues to build their understanding of the role that feeling safe plays in the road safety landscape, particularly in light of some of the conversations on women's safety and participation in active travel.

We want to do some work on language used in the media in relation to women and safety but also in relation to road safety incidents, particularly those involving cyclists, pedestrians and the misconceptions that are perpetuated via careless reporting.

We hope to support some work via OPG on education initiatives where community safety partners are involved – as per the sub-group of a few years ago and evaluation of one-off large education events.

Major successes and challenges over the 10 years of the 2020 Framework? Challenges:

- Challenging the prevailing thinking/dominant voices around enforcement, large-scale one-off education events, delineation of road safety and active travel, perceptions of safety and involvement/voices of communities and citizens, road user hierarchy of those causing greatest damage needing to take most responsibility, challenging evaluation and measurement approaches. Welcome progress on most of these over the course of the 10 years of the 2020 framework and over the 3.5 years of SCSN's involvement in the RSF and OPG.
- Remaining challenge of connection road safety into wider community safety (especially at a national level) and unintentional injury. Some of our other answers reference challenges too.

Major successes:

- Making some headway in evaluating and measuring differently, bringing active travel and road safety closer together, moving towards understanding the importance of perceptions and citizen voice
- Some fantastic campaigns
- The work of the OPG as a collective has really strengthened over the past years credit to all involved
- The RSF2030 is an exciting piece and has come on so much since 2020 setting the framework for the next chapter

Other key points

Our other answers capture everything we'd like to say apart from the following points:

- It might be useful to undertake a self-evaluation/self-assessment of the OPG to see where this collective could develop in the future.
- We would welcome some more consideration of the national-local link
- TS (and OPG partners) should continue their work on education initiatives as this has not received the attention needed. We would encourage TS (and other OPG) partners to attend to the risk register as there are some risks that have remained stubbornly stationary.

Local Activity



Road Safety North East Scotland

Road Safety Priorities

Road Safety North East Scotland supports the delivery of the various priorities identified in each of our three local authority road safety plans but, unfortunately, because of Covid-19 related restrictions and related work most of our anticipated activities were paused during 2020.

Initiatives

2020 saw very limited partnership-based road safety activities because of the Covid-19 related restrictions. Planned initiatives based around motorcyclists and young drivers did not occur and several of our regular meetings were cancelled due to partnership staff being deployed to other duties.

In 2019, Transport Scotland awarded funding to RSNES and Robert Gordon University to undertake research into motorcycle safety in North East Scotland. Planned activities including face-to-face interviews with motorcyclists were cancelled due to Covid-19; however, other approaches were used including electronic surveys from which various responses were received. Motorcycle safety remains an issue of local concern and it was noteworthy that for the first time in many years, there were no motorcycle fatalities on North East roads during 2020; Covid-19 related travel restrictions likely featured as one of the key reasons behind this statistic. As restrictions are now easing, it is hoped to conclude the research during 2021.

Activities/campaigns - that your organisation has been involved in

December 2020 saw the launch of the annual winter pedestrian safety campaign, working in conjunction with NESTRANS – the North East Scotland Transport Partnership. This information-based campaign coincides with anticipated local increases in pedestrian casualties which normally occur over the winter months.

Media adverts highlighting pedestrian vulnerability were produced and circulated through a range of mediums. These included radio adverts, social media platforms and the local partnership transport-focused website 'GetAbout', which promotes healthy and sustainable transport choices for people travelling within Aberdeen and Aberdeenshire.





Reflecting on RSF2030, what are your objectives and priorities for 2021?

On a local basis and with hopefully fewer Covid-19-related restrictions in the year ahead, the primary RSNES objective will be to support the three local authorities and partners with the delivery of road safety across North East Scotland. This coincides with the arrival of the new national Road Safety Framework which provides the strategic backdrop upon which to focus our activities on.

The establishment of Local Partnership Forums as part of the national road safety governance structure should enable a wider, regional approach to road safety; it should also improve the information flow in both directions between national road safety resources and those engaged with the local delivery.

Our local road safety priorities will be developed by the three North East local authorities and refreshed local road safety plans are already being prepared to meet the challenges faced in the decade ahead.

It is recognised that road use as we currently know it may look considerably different in the years ahead. Autonomous vehicles, electronic collision avoidance systems, increases in sustainable travel, e-scooters and alternative fuel-powered vehicles are but a few of the changes we may encounter over the next decade, with most having some implications on road safety. We need to be alert to these changes and ensure that our road safety approach remains flexible to meet new developments.

Major successes and challenges over the 10 years of the 2020 Framework?

Road casualties in North East Scotland have seen significant reductions over the past decade and by any standards or criteria, this must be the greatest success.

The question which is then regularly asked and is 'why have these reductions occurred?' This is challenging to answer with the reasons probably coming from a variety of factors.

Looking at our local successes over the past decade, we developed the Road Safety North East Scotland approach and now have a well-established two-tier operating model which involves the key partners involved in the delivery of local road safety.

While that affords us the benefits of a robust operating structure, we have also faced challenges in terms of fewer resources and reduced road safety activity in a practical context. Interestingly, despite these challenges, road casualties have continued to fall locally which is an interesting fact to consider when contemplating future road safety activity and the use of available resources.

Dumfries and Galloway Council

Road Safety Priorities

Dumfries and Galloway Council – Local Roads Authority:

- Accident/casualty reduction
- Review of speed limits/speed management in towns and villages increase the proportion of vehicles travelling at appropriate speeds on our local roads to support reducing road casualty numbers
- Improve local road network safety maintain and undertake improvements to protect against accidents and injuries and create a safe local road network for all road users
- Safer Active Travel protect vulnerable user groups

Initiatives

Road Safety Programme – we undertake an annual Accident Investigation and Prevention (AIP) programme to identify sites and implement road safety improvement schemes at known collision hot-spots.

Speed Limits and Traffic Calming Programme – speed limit reviews/traffic data surveys at specific locations following reports/requests from Police Scotland/local communities, introduction of 20 mph speed limits, traffic calming/speed reduction measures.

Roads and Infrastructure Capital Programme – road maintenance/improvement schemes including carriageway surfacing works, drainage, lighting, traffic signs and road markings, verge clearance which all contribute to the road safety effort.

Active Travel Programme – new/improved active travel infrastructure, making it safer for those who choose to walk, cycle or wheel.

Activities/campaigns - that your organisation has been involved in

Council promoted and were involved with 'Road Safety Week' in November 2020 which was co-ordinated/organised by the road safety charity 'Brake'.

The theme was 'No Need to Speed'. The formula is simple: the higher the speed, the longer the stopping distance and the harder the crash and the greater the risk of death and injury. 'No Need to Speed' was a reminder to everyone of how the speed they travel affects other people.

This was shared on various social media including council Facebook, Dumfries and Galloway What's Going On, and Dumfries and Galloway Road Safety Partnership.

Council ran a social media campaign entitled 'Slow Down During Lockdown' in April 2020. The message was:

'Unnecessary travel and speeding on our roads during coronavirus lockdown is irresponsible and puts unnecessary pressure on the NHS and emergency services.

'With only essential travel permitted, our key workers are walking and cycling to work – so do not put them at greater risk by unnecessary travel and driving too fast!

'Basically, no one should be travelling on the roads unless they are making an absolutely essential journey, and that journey should be safe and under the speed limit. "Think Before You Drive."

Website dedicated to road safety

Dumfries and Galloway Council do not have a dedicated website to road safety, but the following link does provide details of the Dumfries and Galloway Road Safety Partnership:

www.dgrsp.co.uk

Implementing engineering schemes or changes to infrastructure

- Road maintenance/improvement schemes across the region including surfacing works, pot hole repairs, patching works, drainage, traffic signs and road markings, verge/vegetation clearance which all contribute to the road safety effort
- Speed limit reviews/traffic data surveys at specific locations following reports/requests from Police Scotland/local communities
- 20 mph speed limit schemes implemented in Kelloholm and Moniaive
- Design of a temporary 20 mph speed limit scheme for Dumfries town centre (implemented in March 2021) as part of Sustrans 'Spaces for People' programme
- Road Safety Programme the annual Accident Investigation and Prevention (AIP) programme 2020/21 identified 7 No. sites for road safety improvement measures (4 No. in Stewartry, 3 No. in Annandale and Eskdale)

Successes or lessons learned

Accident statistics not yet available for 2020, therefore difficult to quantify any accident/injury reduction successes.

Working with local communities in funding, procuring and installing new Vehicle Activated Signs (VAS).

Continuation with 20 mph speed limit programme, taking a holistic approach to consider wider community and roads in the vicinity of key facilities, such as schools, hospitals and medical centres.

Road Safety improvement schemes across region, targeting areas with history of accidents/collisions.

Improved use of social media in advertising and promoting schemes, initiatives and campaigns.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

Road Safety Programme 2021/22:

- Accident Investigation and Prevention (AIP) programme
- Minor works (localised road safety improvement measures)

These align with the following RSF2030 outcomes:

- Safe road use
- Safe roads and roadsides

The annual Road Safety Programme on average delivers five road safety improvement schemes in the region, targeting locations with a history of injury accidents/collisions, to improve the road environment with appropriate engineering measures to reduce the risk of an accident/collision and injury severity.

Speed Limits and Traffic Calming Programme 2021/22

Dumfries and Galloway Council operate an annual committee-approved Speed Limits and Traffic Calming Programme. As a result of a recent Roads Service Review, a new recommendation is to develop the strategy and programme to deliver 20 mph schemes:

- Review existing commitments, 20 mph policy and prioritisation list and prepare new speed limit/review strategy
- Develop future programme for 20 mph schemes and present to the Road Safety Partnership and relevant community and council decision-making bodies
- Review selection, prioritisation, community engagement and TRO processes

Urban locations with an injury accident record involving pedestrians and cyclists are the main priority followed by the conclusion of the programme of 20 mph speed limit provision at all schools in the region.

These align with the following RSF2030 outcomes:

- Safe road use
- Safe roads and roadsides
- Safe speeds

20 mph and other reduced speed limits are gaining popularity for towns, villages, urban/residential areas, schools etc and contribute to a wide range of safety, environment, health and behavioural change positive improvements.

Major successes and challenges over the 10 years of the 2020 Framework? Successes:

- Partnership approach which led to the formation of the Dumfries and Galloway Road Safety Partnership bringing together partner organisations from across the region with one aim: to reduce the number of people who are killed or injured on the roads in Dumfries and Galloway
- Strategic Delivery Plan was used to create a Strategic Road Safety Plan for D&G Road Safety Partnership
- Road Safety Targets to 2020 the council's annual Road Safety Programme has delivered numerous schemes across the region which have significantly improved road safety at known collision 'hot-spots'
- Speed Limits and Traffic Calming Programme aligns with the speed outcome, to increase the proportion of vehicles travelling at appropriate speeds on Scotland's roads to support reducing road casualty numbers; increase in schools, new developments, and residential areas with 20 mph speed limits

Challenges:

- Adopting and tailoring national strategies to a local level with regards to a rural local authority with a variety of road users – agricultural, timber, commercial, public transport, tourists/visitors, locals, walkers and cyclists etc
- Limited council capital road safety budget, therefore focus on reactive rather than preventative measures
- Commitments from D&G Road Safety Partnership to delivering the 5 E's
- Local road safety resources/budgets
- UK Government spending review and delivery of public services
- Rural region reliance on motorised vehicles as primary form of travel

Other key points

- Road safety campaigns not just for central belt (ie. TV campaigns only shown on STV)
- Improved collaboration between trunk roads (TS) and Local Roads Authorities/regional partnerships
- Share/communicate schemes, initiatives, road infrastructure/engineering solutions that work well; there is not enough 'sharing information' between Transport Scotland and Local Authorities/regional partnerships
- Sub-divide Scottish road safety into trunk roads, urban, residential, rural what works best in these areas to improve road safety and reduce collisions/injury severity
- Local Roads Authorities to be considered/invited to national events/training/workshops etc.

Aberdeen City Council

Road Safety Priorities

To encourage sustainable and safe transport systems for all road users.

During the Covid-19 period, there was an unexpected opportunity to amend our networks to focus on active travel options, supporting our citizens to access their local areas safely and confidently. Monitoring of these interventions will provide valuable, useful feedback for future endeavours of a similar form.

Identifying what worked well and what lead to challenges and conflicts will help shape future networks.

Prior to Covid-19, road collisions and casualties had a sustained period of reduction, so something appears to be working well.

Challenges: there has been a gap in Scottish road safety communication between what is discussed and agreed at a national level and how that is communicated to those involved in front line delivery. On a local basis, we are well served by updates from Road Safety Scotland, but strategic decision-making and policy information updates from Transport Scotland (i.e. Strategic Partnership Board/Operational Partnership Group) have previously been limited in nature.

Initiatives

Due to the Covid-19 pandemic's impact on school accessibility and learning processes, the educational elements listed below that would usually go ahead, were put on hold.

- Alan's road safety magic show specially designed show to present key road safety messages to children in Primary 1, 2 and 3 in a fun and entertaining way
- Road Safety Scotland Curriculum for Excellence provides road safety learning at every level, engaging children and young people
- Crash Live Scottish Fire & Rescue Service aimed at all ages involving firefighters and police officers talking through the difficult work they carry out at the scene of a road traffic collision with a 'live' simulation of the aftermath of a serious road traffic collision for visual knowledge
- Bikeability is a cycling programme to give children the practical skills and understanding on how to cycle safely. It builds skills and confidence for all kinds of cycling. Many schools within Aberdeen take part in this training with specific focus around Primary 6 year groups. Safe Drive Stay Alive is a live show aimed at 16/17 year olds featuring those parties actively involved in RTC

Road Safety Scotland works to promote awareness of road safety issues in Scotland. Seasonal campaigns are held.

Car seat clinics are held throughout the year to check and advise on the fitting of child safety seats; however, these were moved online as a pilot project with 10 consultations in a day.

Activities/campaigns - that your organisation has been involved in

ACC Marketing campaigns for road safety:

- Funded I Bike officer, employed by Sustrans, to work with the Aberdeen Grammar School Associated
- School Group during the 2020-21 academic year; however, much of this work was put on hold throughout the lockdown/pandemic

Living Streets Travel tracker will run in 10 schools this year.

Climate change mitigation and adaptation modelling work is being undertaken with SEPA

Website dedicated to road safety

https://www.aberdeencity.gov.uk/services/roads-transport-and-parking/road-safety-and-traffic-management

Implementing engineering schemes or changes to infrastructure

Proactive addressing of concerns:

With minimal recording of damage-only incidents, and the successful resolution of the most significant areas of concern, route risk mapping can identify hazards and minimise risk, protecting travellers and reducing damage to infrastructure.

As part of the Spaces for People project several schemes were introduced over summer 2020 which reduced through traffic and set road space over to pedestrians and cyclists in Aberdeen City Centre and adjacent communities.

These are detailed on our website at:

https://www.aberdeencity.gov.uk/services/coronavirus-covid-19/spaces-people-including-city-centre

Footway extension on Bon Accord Street near a primary school to assist in reducing vehicular speeds and improving pedestrian crossing opportunities. Installed January 2021.

Successes or lessons learned

The majority of effort this year has been allocated to Spaces for People projects. The pandemic and lockdowns have changed the travel patterns and modes of pedestrian and cycle interventions at Union Street, West End, Rosemount, Victoria Street (Torry) and George Street. Plus. Active Travel Corridor at Aberdeen Beach.

The Active Travel Corridor measures at Aberdeen Beach are currently being reduced following a council committee decision.

Amendments have been carried out throughout the development and post implementation of the majority of the schemes following stakeholder feedback and engagement.

Monitoring of the measures installed during the pandemic has shown a reduction in road traffic and changes to traffic patterns. There are no longer pronounced AM or PM peaks, with traffic volumes being reduced and levelled out throughout the day.

Following the first national lockdown, vehicle traffic for the week commencing 30 March 2020, at the monitored sites, dropped to 31% of the average levels experienced in March 2019. Since then, after an initial decrease, traffic levels had been on an upward trend. However, following the reintroduction of more stringent social distancing measures by the Scottish Government from the beginning of 2021, average daily traffic levels in February 2021 have decreased to 57% of the levels experienced in February 2019. The monthly increase in vehicle traffic from January 2021 was 10%.

A comparison with February 2019 shows the current daily number of pedestrians, for the sites monitored, is at 187% of the levels recorded in January 2019. This significant increase in pedestrian numbers is a result of much greater levels of recreational walking than is usual for this time of year, at sites like Duthie Park, Seaton Park and the Beach Esplanade. A comparison with February 2019 shows the current daily number of cycle users, for the sites monitored, has fallen to 87% of the levels recorded in February 2019. It is anticipated this drop in cycle numbers is due to the climatic conditions throughout February 2021. (Data for March 2021 shows a level of 122% of March 2019 levels.)

Reflecting on RSF2030, what are your objectives and priorities for 2021?

It has been recognised that most impactive benefits have already been made through work undertaken in previous years.

Protecting road users from miscalculations or momentary lapses is a challenging focus and we may have to be realistic about both interim and long-term target achievement given the types of collision which remain to be addressed.

With the levelling off of national and local incident rates, future reductions will not come without considerable effort and financial cost. Considerable investment is required both in our existing and developing infrastructure, along with education and significant vehicle-based safety technology.

Major successes and challenges over the 10 years of the 2020 Framework?

As casualty reduction levels reduce; trends and patterns become more challenging to identify; the fact that regional/national trends or patterns cannot be seen or considered by local groups/partnerships is viewed as a shortcoming.

Angus Council

Road Safety Priorities

Key road safety priorities were the implementation of infrastructure measures to encourage greater walking and cycling throughout the coronavirus pandemic by bidding for funding from the Scottish Government's Spaces for People fund and the installation of new and upgraded footway/cycle paths within Angus through the CWSR scheme. All previous road safety priorities had to be put on hold until the lockdown restrictions allowed works to be progressed.

Initiatives

In 2020 Angus Council was involved in the following road safety initiatives:

Spaces for People

- Implementation of temporary 20 mph speed limits in the 7 town centres within Angus and covering 25 villages
- Installation of vehicle activated signage to reinforce the new temporary 20 mph speed limits in 25 villages in Angus
- Installation of cycle shelters within the town centres
- Installation of physical interventions (mainly signs and stickers) at primary and secondary schools throughout Angus

Cycling, Walking and Safer Routes (CWSR):

- Upgrade of an existing footpath within Forfar Country Park
- Upgrade of an existing footpath at Braefoot, Carnoustie route to school
- Installation of a new footpath/cycleway at Marine Drive, Monifieth
- Drainage improvement to footpath at Monifieth High School
- Footway/Cycleway improvement at Broomfield, Montrose
- Design of new pedestrian crossing on Westway, Arbroath installed 2021

Activities/campaigns - that your organisation has been involved in

- Get on the Go Campaign 2020/21 social media campaign in conjunction with our neighbouring local authorities to promote and support the its success of its wider Smarter Choices Smarter Places programme as well as active and sustainable travel initiatives
- Bike Recycling Support & Regional Community Engagement Programme 2020/21 supporting Angus Cycle Hud CIC to extend and deliver the current bike recycling programme operating in Angus and the development of a community engagement programme and incentive scheme to encourage people to cycle more
- Park Smarter Campaign 2020/21 delivery of a campaign to help reduce road safety risks and local traffic congestion caused by parent/carers driving primary school children to school and parking too close to the school gates
- Active Travel and on Bus Safety Workshops 2020/21 workshops for P7 pupils to help promote independent active travel for pupils making the transition from primary to secondary school

Implementing engineering schemes or changes to infrastructure

In 2020, Angus Council implemented the following road safety engineering schemes:

- Arbroath West Links NCR1: Path Upgrade Feb 2020
- Carnoustie to East Haven Cycle Path: Barrier Upgrade Feb 2020
- Checkiefield: Footpath Upgrade Feb 2020
- Ashludie Park, Monifieth: Footpath Upgrade Mar 2020
- Craig o' Loch Road, Forfar: Dropped Kerb Installation Mar 2020
- Traill Drive, Montrose: Traffic Calming Installation Feb 2020
- Hayswell Road, Arbroath: Installation of traffic calming measures & a one-way traffic management system Feb 2020
- Spaces for People Initiatives: Installation of temporary 20 mph speed limits, installation of physical measures outside schools and installation of cycle shelters Jun-Dec 2020

Successes or lessons learned

Our planned works/initiative that we had for 2020 were severely hindered by the coronavirus and the implementation of the lockdowns. Our priority had to shift to the installation of Spaces for People infrastructure measures. The success of the implementation of the temporary 20 mph speed limits in the 7 town centres and 25 villages was hindered by the high demand for the supply and manufacture of signs and the implications that the lockdown and self-isolation rules affected resources.

Angus Council has successfully been able to maintain a high level of service by its roads staff through the pandemic, with all staff working from home and being supplied with suitable resources in order to work agilely.

Reflecting on RSF2030, what are your objectives and priorities for 2021?

One of the key priorities for 2021 of our Road Safety Member Officer Working Group (MOWG), is to produce a new Road Safety Delivery Plan towards 2030. The MOWG is also looking to review the council's speed limit strategy, winter services and public transport services in 2021.

Another priority is the implementation of school exclusion zones at three primary schools within Angus for a trial period.

The thirty-two 20 mph speed limit areas that were installed through 2020/21 will require to be monitored throughout the eighteen-month trial period and once complete an assessment of its success will require to be undertaken to decide if the 20 mph speed limits should be made permanent, if made permanent should additional measures be required to be installed, and should further 20 mph speed limits be installed at other villages.

Angus Council will continue to look to make improvements to our roads network across Angus to assist with the reduction of road traffic collisions. This will be achieved through the annual programme of road safety improvement schemes implemented as part of the Accident Investigation & Prevention (AIP) Programme as well as the annual surface improvement schemes undertaken by the Roads Maintenance Team. However, with a reduction in available funding and resources issues will require to be prioritised.

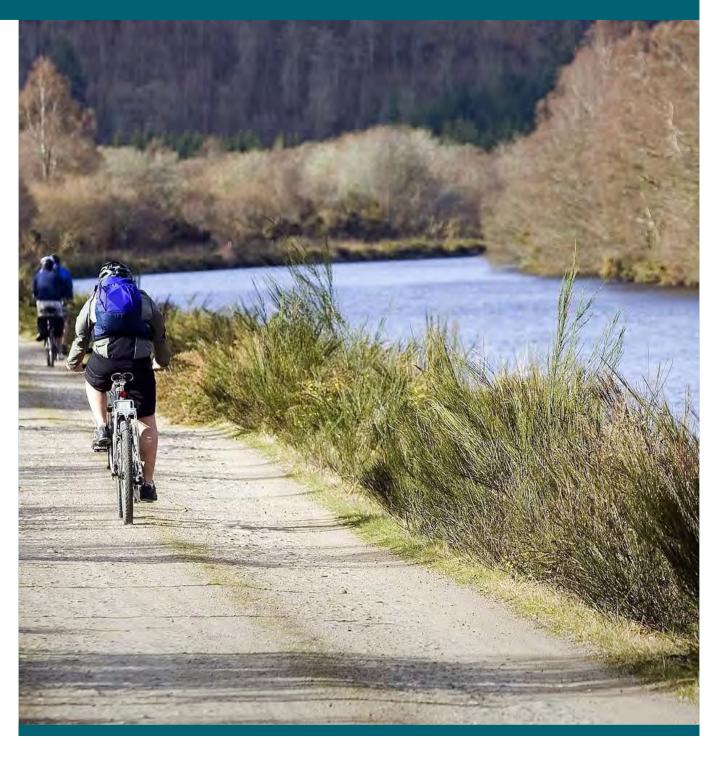
Safety improvements are historically based on evidence such as collision records, causation factors and speed data, and are prioritised and subject to funding availability. More proactive and preventative measures will be sought in the future to ensure that travel is as safe as possible.

Major successes and challenges over the 10 years of the 2020 Framework?

Our major challenge over the last 10 years has been providing the same level of road safety initiatives with decreasing resources budgets.

The Angus Area Traffic Co-ordination Group, which consists of representatives from Roads Maintenance, Roads Traffic, Transport, Schools & Learning, Planning, Community Enforcement and Police Scotland, worked well over the past 10 years. The group met on a monthly basis to discuss local road safety and traffic management issues, including reports of concerns from residents and elected members. This collaborative work resulted in a variety of improvements to road safety being implemented including recommendations to the appropriate council committees for traffic calming measures, speed limit amendments, installation of pedestrian crossings and parking restrictions.

Road Safety Framework and Evaluation Funding



Through Scotland's Road Safety Framework and Evaluation fund, the below initiatives were delivered over 2020. All activity is evidence-based and, in the case of such activity being funded by the framework, external evaluation is conducted to determine the extent of its impact on road safety.

Evaluation of Eddleston A703 Traffic

Location/Organisation

Scottish Borders Local Authority/Edinburgh Napier University

Priority Focus Area

Speed

Commitment

- RSF 20: Continue to raise awareness of speed limits and their purpose, including those that apply to different types of vehicle on the different categories of roads
- RSF 21: Continue to support the Safety Camera Programme

Initiative Summary

Scottish Borders Council is currently working with the village of Eddleston on the A703 on reducing the speed of vehicles through the village. Over the years the community has raised concerns over inappropriate speed and driver behaviour of some travelling through the village and the same local community council has agreed to take part in a project/study to trial and evaluate a number of traffic calming interventions to be introduced incrementally over a two-year period.

The overall aim of this project is to gauge what traffic calming features actually work to reduce speeds for a rural community with a 30 mph speed limit, bounded north and south by roads with national speed limits.

Evaluation of Motorcycle Safety in North East Scotland

Location/Organisation

Aberdeenshire Council/Robert Gordon University

Priority Focus Area

Speed

Commitment

- RSF 19: Continue to publicise and educate people about the risks associated with speeding.
- RSF 76: Provide support for motorcyclists, e.g. through advanced rider training schemes and raise awareness of bad or dangerous riding behaviour, through safety awareness initiatives such as Operation Zenith.
- RSF 77: Through RSS, support targeted publicity campaigns aimed at motorcyclists.
- RSF 92: Consider the needs and vulnerabilities of motorcyclists in developing motorcycle-friendly roads and roadsides where this may support casualty reduction, while ensuring that motorcycle safety is fully considered when other traffic calming schemes are introduced.

Initiative Summary

The initiatives to be evaluated are those motorcycle-specific road safety initiatives operated by Police Scotland, the former Grampian Police and Aberdeenshire Council across North East Scotland. Given that various initiatives have been undertaken to address this issue, a longer-term period of almost twenty years is potentially going to be being reviewed. While this may appear a considerable timescale, various records remain which provide valuable background information.

Most of these initiatives will have been subject of individual evaluation; however, this broader study seeks to identify key themes and best practice across the various methods used.

The various approaches taken by these initiatives have sought to: (a) positively influence the road-using behaviour of motorcyclists; (b) raise awareness of their road-based vulnerabilities; (c) highlight specific road-based motorcycle risks; (d) increasing skill levels, with the ultimate goal of changing behaviours and leading to reductions in both the number of motorcycle-involved road traffic collisions and related fatal and serious injuries.

The following targeted initiatives have included elements such as group-based discussions, on-road and classroom-based training, motorcycle engagement events, media campaigns, self-evaluation and reflection of riding skills and bespoke engineering interventions, and are:

- Motorcycle specific road signage on key north east routes used by motorcycles (2001 2019)
- Bikesafe (2001 2010)
- Operation Zenith (2009 2013)
- Live Fast Die Old (2015 2019): general observance of and reaction to the national initiative, as perceived by local motorcyclists
- Rider Refinement North (2018 2019)

Questionnaire

Describe how the Road Safety Framework fund has benefited your project?

Without the funding made available by the Road Safety Framework, it would not have been possible to complete our project. Academic research relies on funders to pay for staff time and without the money from Transport Scotland, it simply would not have been possible to undertake this work.

Is the project still ongoing after receiving the framework funding?

We had to delay the work due to Covid-19. We anticipate that successful completion of the work will open up broader opportunities within local authorities and other relevant stakeholders in relation to discussing findings of the work and that this will be a significant legacy of the project.

Have you considered rolling out this project in different locations/local authorities?

We will seek opportunities to disseminate the findings of the research to other local authorities. We have already received interest from a local authority in England and from parties in New Zealand interested in the outcomes of the project. We also anticipate that using the forum the Road Safety North East Scotland Lead Officers' Group will allow for dissemination of findings across a variety of organisations.

Have you had any feedback from participants that you wish to share or is there any other information you would like to highlight?

There has been general feedback from the biking community that the research is of value and that a specific focus on motorcyclists and their needs is welcome.

Was there any issues or challenges that you faced which would be helpful to others running similar interventions?

Covid-19 has been the main challenge to our project and the ability adapt research plans has been important. Having a backup plan for data collection has been an important tool to allow our research to remain on track.

Evaluation of Bikeability Scotland and Broader Road Safety Perceptions of 10+ age

Location/Organisation

Cycling Scotland/Three identified locations of urban, remote rural and suburban.

Priority Focus Area

Age/Vulnerable Road Users

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.
- 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.

Initiative Summary

Bikeability Scotland is the national cycle training programme for school children. Since the brand was introduced in 2011, more than 300,000 school children have participated.

The aim of Bikeability Scotland is to support the next generation of confident and responsible road users. Bikeability Scotland is a recognised indicator supporting commitment number 28 in the framework. Bikeability Scotland also contributes to Scotland's Active Travel Framework, supporting efforts to promote modal shift, and has demonstrable links to Active Nation outcomes.

The immediate objectives of on-road Bikeability Scotland are to support pupils to develop the knowledge and skills to:

- Prepare rider and cycle for a journey
- Cycle safely and responsibly
- Share the road with others
- Manage risk when cycling

On-road training begins at 10/11; prior to this it accepted that children struggle to judge speed and distance effectively. However, many of the skills required to cycle safely and anticipate danger can be developed earlier in environments free of motor-traffic.

Evaluation of New Driver Early Intervention Scheme

Location/Organisation

Police Scotland/Across Scotland

Priority Focus Area

Speed/Age

Commitment

- RSF 19: Continue to publicise and educate people about the risks associated with speeding.
- 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.
- RSF 61: Encourage initiatives which lead to qualifications and safer driving attitudes and behaviours and explore flexible delivery and certification approaches to increase uptake.

Initiative Summary

The New Driver Early Intervention Scheme was launched in partnership with the Scottish Fire and Rescue Service and the Motor Schools Association of Great Britain by Inspector Lorraine Napier and Sergeant Craig Beaver.

Research conducted confirmed that 70% of new drivers were aged 17-25 years and despite only representing 10% of all UK licence holders, this age group was over-represented in road collisions, and accounted for 23% of all fatal road collisions. In addition to this, current educational tools were examined which highlighted that little road safety education was carried out in secondary schools, if indeed, at all, beyond the age of 16; especially for those who chose to leave school at an early age. It was recognised that a road safety education gap existed at a crucial time in a new driver's driving journey.

The resource developed by PI Napier/PS Beaver is a structured interactive presentation, delivered in three clear sections, primarily aimed at 17-25 year olds, which addresses this gap. This resource provides a solid reminder of the individual responsibilities that a driver has, both for themselves and for other road users by using GO PRO footage recorded by a driver concerned in a convoy of five vehicles travelling to a car cruise event. This ultimately resulted in one of the convoy vehicles becoming involved in a fatal road traffic collision. The footage used captures the manner of driving on the way to this event and also the aftermath of the fatal road collision, however the decision was made at an early stage to exclude sensitive and graphic images.

Questionnaire

Describe how the Road Safety Framework fund has benefited your project?

The Road Safety Framework fund has benefited Police Scotland's New Driver Early Intervention Scheme (NDEIS) positively. During the conception and subsequent roll-out nationally, several key stakeholders and partners raised the important aspect and necessity of an evaluation being carried out. The RSF fund has now allowed us to work with an external company to explore the benefits of the NDEIS and also areas in which it can be improved.

It is anticipated that the outcome of the evaluation will enable us to ensure the future sustainability of the scheme, with the flexibility to alter its delivery based on feedback, and improve its delivery method.

Is the project still ongoing after receiving the framework funding?

The NDEIS initially stalled due to the pandemic; however, through close partnership working, determination and demand from stakeholders, the scheme is now firmly back up and running.

Face-to-face presentations no longer take place due to health and safety reasons; therefore the delivery method has evolved to an online digital platform allowing us to effectively delivery the initiative, with the added benefit that we can deliver to a greater number of participants.

Due to the above delays, the evaluation was concluded in September 2021.

Have you considered rolling out this project in different locations/local authorities?

The NDEIS has been rolled out nationally throughout Police Scotland's divisions. Partners such as the Scottish Fire and Rescue Service have adopted the scheme and deliver in in conjunction with us to internal and external groups. Several local authorities have adopted the scheme nationally.

With restrictions easing, demand for face-to-face presentations has increased. This is being looked at closely with appropriate risk assessments being conducted.

At present there are a number of inputs planned. Colleagues from Police Scotland's Dumfries and Galloway Division are planning to deliver several inputs throughout June in conjunction with their local road safety partnership forum.

Following consultation with the evaluation team, the NDEIS is now delivered to a wider range of participants, ensure a larger demographic reach.

Have you had any feedback from participants that you wish to share or is there any other information you would like to highlight?

A significant amount of feedback is collected immediately following the delivery of an event via a Level 1 evaluation. To date, feedback has been extremely positive, however the RSF funding has allowed us to progress this feedback to a more in-depth level. As such the feedback will be shared at the conclusion of the evaluation

It should be noted that the initial proposed evaluation was designed to analyse face-to-face inputs; however, due to the challenges with the pandemic this has now been reviewed and amended for analysis via MS Teams. The chosen evaluator has amended the proposal accordingly to take cognisance of this.

Was there any issues or challenges that you faced which would be helpful to others running similar interventions?

A number of financial challenges arose during the initial design of the scheme. To overcome this, the project team reached out to several local authorities and partners to assist with funding.

A significant amount of research was carried out with road safety partners to ensure that all material presented were appropriate, up to date and did not have a detrimental effect of any participants. Traditional hard-hitting road safety methods were deliberately avoided as research suggested these would have a negative impact on audiences.

Encouraging Uptake of Further Rider Training Through Motorcyclist Communications

Location/Organisation

RoSPA/Across Scotland

Priority Focus Area

Speed/Vulnerable Road Users

Commitment

- RSF 76: Provide support for motorcyclists, e.g. through advanced rider training schemes and raise awareness of bad or dangerous rider behaviour, through safety awareness initiatives such as Operation Zenith.
- RSF 77: Through RSS, support targeted publicity campaigns aimed at motorcyclists.
- RSF 19: Continue to publicise and educate people about the risks associated with speeding.
- RSF 20: Continue to raise awareness of speed limits and their purpose, including those that apply to different types of vehicle on the different catergories of roads.
- RSF 73: Provide information on the benefits of lower-speed driving in relation to fuel efficiency, health impacts and road safety.

Initiative Summary

RoSPA's current Transport Scotland-funded project which is aiming to improve communications targeted at older drivers is providing a wealth of learning to be shared to the benefit of the entire road safety community across Scotland and there has already been interest in the project's findings from further afield.

The same would be true of this project, aiming specifically to encourage motorcyclists towards further rider training. Beginning with a comprehensive research phase, the project would utilise both primary and secondary research to establish an evidence base for a communications campaign that would complement other motorcycle safety interventions in Scotland. Road Safety Scotland's Live Fast Die Old: Breathtaking Roads initiative, for example,

capitalises on the amazing opportunities provided by Scotland's geography, and includes written and video advice on safety. As stated above, there are also various providers of further rider training in Scotland. The innovation in this project would be that it would, for the first time, promote the concept of further rider training in general, adding a vital communications element to efforts to improve motorcycle safety across Scotland.

This project intends to provide qualitative and quantitative research data to influence future communications with motorcyclists that signpost them to further rider training. The results, when made available, will assist all future campaigns and interventions targeting this group.

Questionnaire

Describe how the Road Safety Framework fund has benefited your project?

The fund enabled RoSPA to implement the 'Better Bikers' campaign based on a sound footing of audience research which informed a communications campaign to increase awareness of the advantages of advanced training.

Is the project still ongoing after receiving the framework funding?

RoSPA plan to take the lessons learned from the campaign into their proposed delivery of the Scottish Occupational Road Safety Alliance (ScORSA) in 2021/22 and expand the audience and messaging to include those who drive and ride for work.

Have you considered rolling out this project in different locations/local authorities?

The Better Biker campaign was researched and implemented across Scotland. There is an opportunity to raise awareness of its findings through the local partnership network linked to ScORSA activity for 2021/22 to keep building on its core messages which are not time-bound.

Have you had any feedback from participants that you wish to share or is there any other information you would like to highlight?

The independent evaluation of the campaign noted that it was unique in its approach – targeting riders through their shared identity as motorcyclists rather than through the lens of road safety.

The key success factors for the campaigns were:

- developing the campaign messages from research with the target group;
- focusing campaign messages on enjoyment, rather than safety; and
- using social media tools to directly target the audience.

Was there any issues or challenges that you faced which would be helpful to others running similar interventions?

The key challenges for the campaign were monitoring the number of individuals taking up advanced training as a result of the campaign; and the restrictions on group activities, events and road use due to the Covid-19 pandemic.

Scottish Occupational Road Safety Alliance (ScORSA)

Location/Organisation

RoSPA

Priority Focus Area

Speed

Age

Vulnerable Road Users

Commitment

- RSF30: Encourage and support the Royal Society for the Prevention of Accidents (RoSPA) with the formation of the Scottish Occupational Road Safety Alliance (ScORSA) in order to raise employers' awareness of the need to have a policy on the Management of Occupational Road Risk (MORR).
- RSF 60: Encourage young drivers to undergo post-test training, by engaging with the private sector including the insurance industry to explore incentivisation, and support national coordination of the use of outcome-based evaluation in post-test training.
- 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.
- RSF 69: Support the voluntary use of intelligent speed adaptation (ISA) and other technologies designed to encourage compliance with speed limits, through engagement with employers and the commercial sector.

Initiative Summary

With limited internal capacity, SMEs in Scotland often feel isolated or unable to address with confidence MORR (managing occupational road risk) issues. Whilst our current membership of 428 organisations have taken the initial step to progressing these as a priority, there is a need to reach out to all organisations in Scotland who have employees who drive for work. ScORSA recognises the importance of providing relevant information to businesses through appropriate formats. To ensure we at RoSPA continue to deliver relevant information to current and potential new members we will:

- Continue to enhance the ScORSA website to inform and encourage organisations whose employees drive for work by promoting the development of policy, increasing the resources available and developing associated MORR working practices.
- Ensure that the current website is accessed by members and others, acting as a gateway to our information/resources. It is imperative the content remains relevant and new information and research is posted for visitors. We seek through this medium to encourage more organisations to consider MORR as part of their mainstream health and safety within the workplace.

Carry on with the communications campaign, in order to drive more people to the website, to become members and to introduce MORR practices. This will involve carrying out a 12-month campaign to raise the profile of ScORSA to a) increase membership and b) start a national debate to highlight the role and importance businesses have in reducing KSIs in line with the Road Safety Framework.

Objectives will be set against established benchmarks, and be SMART so as to be measureable and trackable throughout the year.

Questionnaire

Describe how the Road Safety Framework fund has benefited your project?

The fund enabled RoSPA to develop, manage and deliver the Scottish Occupational Road Safety Alliance. We engaged with the membership, increased member numbers, added resources and offered one-to-one advice sessions. The annual St Andrew's Seminar was replaced with a series of three webinars which allowed online networking opportunities in the face of Covid-19 pandemic restrictions on face-to-face events.

Is the project still ongoing after receiving the framework funding?

Scorsa is an active membership community and Rospa has submitted proposals to maintain and further develop the network in 2021/22.

Have you considered rolling out this project in different locations/local authorities? ScORSA is available to all businesses and organisations across Scotland and RoSPA actively promotes the group across all RoSPA geographies worldwide.

Have you had any feedback from participants that you wish to share or is there any other information you would like to highlight?

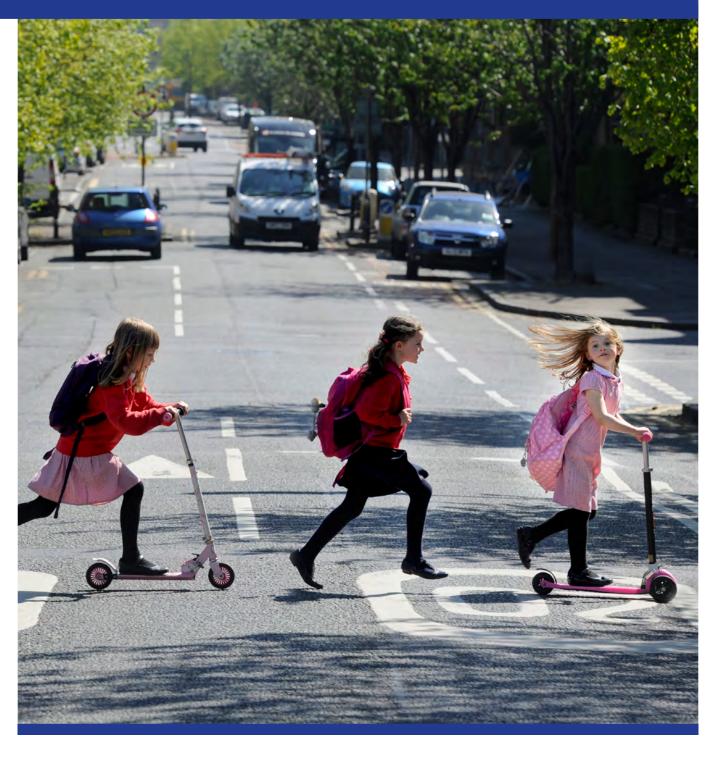
The annual independent evaluation of the project produced four case studies which highlight the benefit of ScORSA membership:

- Edinburgh College
- Scottish Autism
- CHAS
- A home care organisation

Was there any issues or challenges that you faced which would be helpful to others running similar interventions?

In 20/21 RoSPA faced the challenge of developing a network without the ability to hold face-to-face workshops or networking events. The development of one-to-one online advice sessions and a series of webinars with break-out workshop sessions allowed members to continue to share knowledge and experience among fellow businesses and organisations at a distance.

Road Safety Framework to 2030



The Scottish Government published a new <u>Road Safety Framework to 2030</u> in February 2021. The framework sets out a vision for Scotland to have the best road safety performance in the world by 2030 and a compelling long-term vision for road safety, Vision Zero, where there are zero fatalities and serious injuries on Scotland's roads by 2050.

We will build on what we have already achieved and our new framework will do so through a sharper focus, improved evaluation, mode-specific targets and stronger connections between national and local levels. The journey to achieving this vision will also include ambitious interim targets where the number of people being killed or seriously injured on our roads will be halved by 2030.

Our Interim Targets to 2030

- 50% reduction in people killed
- 50% reduction in people seriously injured
- 60% reduction in children (aged <16) killed
- 60% reduction in children (aged <16) seriously injured

To help achieve that vision, the framework sets out five strategic outcomes which describe the road safety environment it aims to deliver. These outcomes align with the five pillars of the Safe System:

- Safe Road Use
- Safe Vehicles
- Safe Speeds
- Safe Roads and Roadsides
- Post-Crash Response

Embedding the Safe System approach at a national, regional, local and even individual level will play a major part in achieving our vision.

In order to strengthen the communications between national and local level and achieve our shared vision, the Road Safety Framework to 2030 introduces a third tier to the framework governance structure – Local Partnership Forums (LPFs). The LPFs are in place to support the Road Safety Partnership Groups that are already in place locally.

Transport Scotland will continue to work in collaboration with road safety partners to achieve our ambitious targets and fully deliver the Road Safety Framework to 2030.

Together making Scotland's roads safer.



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