Transport Research Laboratory

Improving School Transport Safety
Initial evaluation

by N. Kinnear

CPR1026

Transport Research Laboratory

PROJECT REPORT CPR1026

Improving School Transport Safety
Initial evaluation

by N. Kinnear (TRL)

Contents

List of Figures

List of Tables

1 Introduction

1.1 Background

Reducing child causalities is defined as one of the priority areas in Scotland's Road Safety Framework to 2020 (Scottish Government, 2009). The Scottish Government aims to reduce the number of children (aged less than 16 years) killed on Scotland's roads by 50% and those seriously injured by 65% by 2020. The Scottish Government is also committed to encouraging active travel to and from school to reduce car use and dependency[1].

In 2010, TRL was commissioned by Transport Scotland and SCOTS, through Transport Scotland's Trunk Road Research Programme, to develop a guide outlining current policy and good practice procedures related to school transport safety. The guide was the key output of the project and is aimed at local authorities and others with a responsibility for school transport safety, as a first point of reference. The guide includes a measure of relative risk for different transport modes, as well as outlining policy and guidance associated with different transport modes. The guide also makes recommendations to address areas of risk and improve the safety of pupils travelling to and from school.
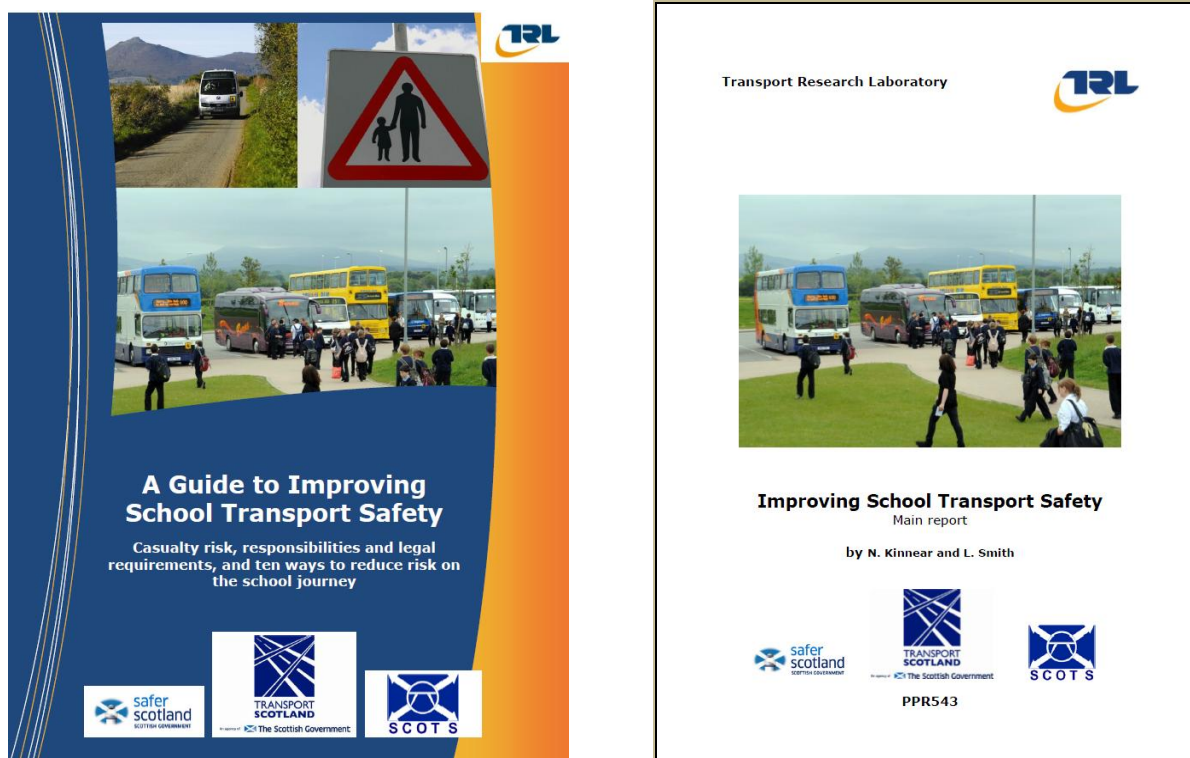
Figure 1: Front page screenshot of the guide and report

The guide was designed to raise awareness, be accessible, highlight key points and promote a consistent approach to school transport safety across Scotland. As a result of identifying the lack of accessible information relating to school transport safety during the course of the project, it was decided that it would be valuable to support users of the

---

[1] The promotion of walking and cycling to and from school is also compatible with both the Schools (Health Promotion and Nutrition) (Scotland) Act 2007 and the Health and Wellbeing outcomes in A Curriculum for Excellence (LTS, 2010).

guide by also publishing a more comprehensive report where further information could be accessed. Both documents therefore support one another to outline existing legal responsibilities and guidance for authorities regarding school transport safety (i.e. the things local authorities **should** be doing), and the key recommendations for improving school transport safety (i.e. what authorities **could** be doing) based on an appraisal of available and supporting scientific evidence and theory.

The overall aim of the documents is to promote road safety on the school journey by raising awareness, identifying responsibilities and by providing recommendations for how casualty risk on the school journey can be reduced. Authorities and their partners are encouraged to take a consistent and holistic approach to school transport provision and safety across Scotland with the ultimate aim to reduce child casualties on Scotland's roads.

A Guide to Improving School Transport Safety
http://www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/improving-school-transport-safety-guide

Improving School Transport Safety: Main Report
http://www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/improving-school-transport-safety-report

The documents were published online in December 2010, publically available for download from Transport Scotland's website at no cost.

1.2   Aim

TRL has been asked to provide an initial evaluation of whether those with a responsibility for school transport safety at councils and organisations in Scotland are aware of the guide and the report. For those who are aware of the guide and report, it is of further interest to establish their initial impression and whether or not there were any topics not covered that they would have expected.

The timing of this evaluation was set by a request from the Scottish Parliament Public Petitions Committee. The committee requested information on reaction to the Guide before the committee's final meeting in the current parliament term.[2]

1.3   Limitations

While intertwined with the research aim, this initial evaluation is nevertheless limited by the recent publication of the documents; it can be difficult to recruit participants to respond to questions regarding something they are not aware of. Every effort was made to gain responses from both those who *were* and *were not* aware of the guide and the report. Even so, it is not possible to discern whether the ratio of responses from those who are and are not aware of the guide and the report is representative of the wider population of those who have a responsibility for school transport safety in Scotland.

---

[2] Transport Scotland recognises that due to the short timescale between publication of the Guide and the initial survey, some local authorities, or others with an interest in school transport, are unlikely to have been able to consider in detail any actions they would wish to take following the publication. TRL have therefore been asked to undertake a full review of the guide early in 2012, a year after publication, when more detailed feedback may be obtained. It should be noted that the guide has been published as an on-line document thereby retaining the flexibility to update it, as necessary, if any significant issues arise during the year.

2 Methodology

To measure awareness of, and reaction to, the guide and the report, a survey was designed by TRL and hosted by SurveyMonkey™. The survey was deliberately short to attract participation and required a maximum of 5 minutes to complete.

2.1 Survey design

In separate questions, participants were asked to identify if they had seen the guide and the report, by answering either 'yes' or 'no'. Each question was accompanied by a picture of the front cover, like those shown in Figure 1. If a participant responded 'no' to both questions then there were no further questions. If a participant responded 'yes' to seeing the guide and/or the report, they were directed to further questions regarding the guide and/or the report to establish the following further information:

- How were they made aware of the guide/report?

- How useful did they find the guide/report?

- Did they find the guide/report easy to understand?

- Did the guide/report contain information that they were not previously aware of?

- Did they think the guide/report would help them to improve school transport safety?

- Did they think the guide/report would help to encourage a consistent approach to school transport safety in Scotland?

The survey structure and the full list of survey questions and answering options can be seen in Appendix A.

2.2 Participant recruitment

A distribution list of local authority transport contacts for each local authority in Scotland was provided by Transport Scotland and these contacts were emailed directly by TRL with a link to the online survey. The covering email (see Appendix B) explained the purpose of the research and invited recipients to forward the email onto colleagues and other contacts with a responsibility for school transport safety. The email requested that participants respond even if they had not seen the documents. Links to the guide and the report were provided at the end of the survey for those who had not seen the documents.

A one week deadline for responding to the survey was given. The original recipients were emailed on the final day to remind them to respond and again they were invited to forward the survey onto any colleagues with a responsibility for school transport safety.

In addition to the email contact list provided by Transport Scotland, SCOTS agreed to forward the initial email onto members on their distribution list.

3   Results

3.1   Sample

A total of 60 participants started the online survey. Two participants entered their details but did not continue with the survey when they encountered the first question; these participants were removed from the analysis. Fifty-eight participants therefore started the first section relating to the guide. Three participants dropped out between the first section regarding the guide and the second section regarding the main report; a total of 55 participants completed the full online survey questionnaire.

Responses were obtained from participants with a range of job titles; including engineers, road safety officers, school travel coordinators and transportation managers. Fifteen participants decided not to complete job title information. A summary of job titles, from the 43 participants who voluntarily completed this field, is shown in Table 1.

Table 1: Summary of participant job titles

Field of work	Number of participants
Road Safety (Officer/Manager)	11
Roads and Transportation (Head/Manager/Team Leader)	9
Planning, Transport coordinator, Transport Development officer and sustainable transport	8
School Travel Coordinator	8
Strategy/Policy Officer	3
Engineer	3
Active Schools Team Leader	1
Did not state	15
Total	58

The 58 participants represented 24 of Scotland's 32 unitary authorities[3]. Two responses were from Sustrans. Glasgow City Council are represented by the largest number of responses from a single council (five responses), with three councils represented by four responses each and six councils represented by three responses each.

Of the 24 councils who are represented, at least one participant from 16 of them had seen either the guide or the report (there were no participants who had seen only one of the documents). There were, therefore, representatives of 8 councils who responded to the survey and had not seen the guide or the report.

A summary of this information can be seen in Table 2.

---

[3] The following councils were not represented: Aberdeen City Council; Argyll and Bute Council; Dundee City Council; East Dunbartonshire Council; Falkirk Council; Fife Council; North Lanarkshire Council; West Lothian Council.

Table 2: Summary of the number of responses from each council or organisation

Council/Organisation	Number of participants	Whether at least one respondent from the council or organisation had seen the guide or the report.
Aberdeenshire Council	2	Yes
Angus Council	1	No
Comhairle nan Eilean Siar	1	No
Clackmannanshire Council	1	Yes
Dumfries and Galloway Council	3	No
East Ayrshire Council	3	Yes
East Lothian District Council	1	Yes
East Renfrewshire Council	2	Yes
Edinburgh City Council	1	No
Glasgow City Council	5	Yes
Highland Council	2	Yes
Inverclyde Council	2	No
Midlothian Council	4	Yes
North Ayrshire Council	3	No
Orkney Islands Council	1	Yes
Perth and Kinross Council	2	Yes
Renfrewshire Council	1	No
Scottish Borders Council	1	No
Shetland Islands Council	3	Yes
South Ayrshire Council	3	Yes
South Lanarkshire Council	4	Yes
Stirling Council	3	Yes
Sustrans	2	No
The Moray Council	3	Yes
West Dunbartonshire Council	4	Yes
Total	**58**	

3.2   The Guide

3.2.1   *Have you seen Transport Scotland's "A Guide to Improving School Transport Safety"?*

Participants were asked whether they had seen the guide to improving school transport safety. The question was accompanied by a screenshot of the front cover of the guide, like that seen in Figure 1. This question was intended as a measure of awareness of the guide.

A total of 58 participants responded to this question with 30 responding that they had seen the guide and 28 responding that they had not seen the guide; as shown in Figure 2.
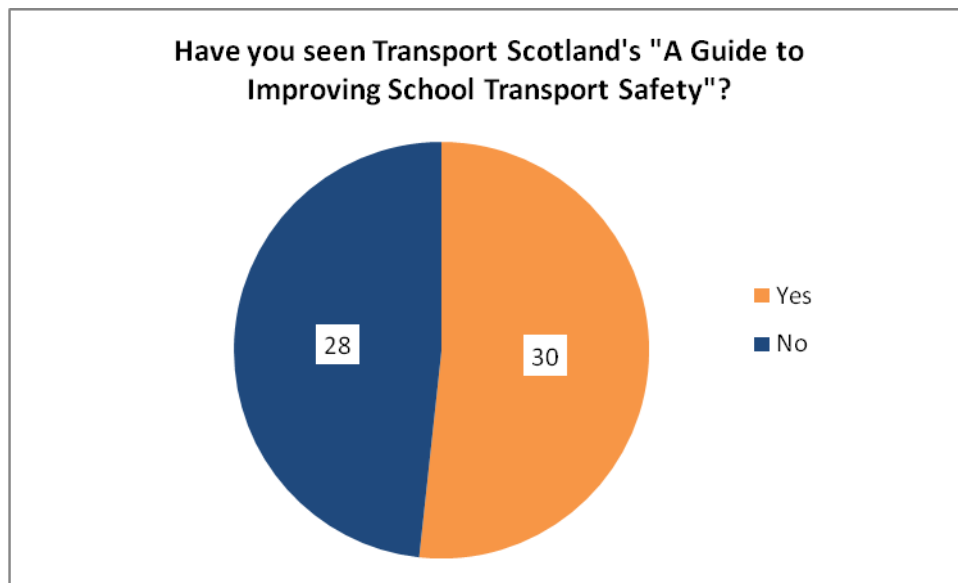
Figure 2: The number of participants who have or have not seen the guide to improving school transport safety

3.2.2   *How did you hear about the guide?*

Those who had seen the guide were asked further questions, one of which was to establish how they were made aware of the existence of the guide. One respondent dropped out at this stage. As can be seen in Figure 3, most of the 29 remaining respondents who answered this question had heard about the guide from a colleague (12 participants), while some had been made aware of it via some form of media communication (5 participants). Four participants had come across the guide on the Transport Scotland website with one participant finding the guide through an internet search engine and another by following a link from the report.

Five participants were made aware of the guide through other means including:

- Being made aware of it through SCOTS.
- Being involved in the development or review of the guide during the project.

The results suggest that to date, word-of-mouth is the most likely way for people to have become aware of the guide.
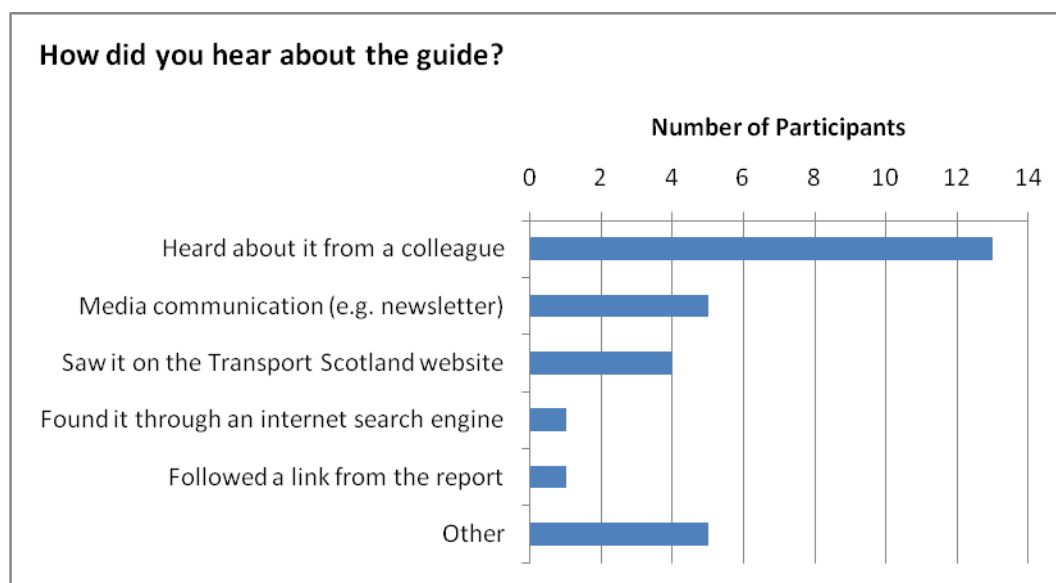
Figure 3: How participants who had seen the guide became aware of it

3.2.3   Rating the guide

Those who had answered that they had seen the guide were also asked for their initial impression of the guide. Participants were asked to indicate their agreement with a number of statements on a 5-point scale from strongly disagree to strongly agree. Twenty-nine participants responded to all of the following statements.

3.2.3.1   Usefulness

Participants were asked to rate their agreement with the statement "I found the guide to be useful". Of the 29 participants who completed this question 18 agreed or strongly agreed (62%). Nine participants neither agreed nor disagreed and two participants disagreed. No participants strongly disagreed with this statement. Overall, the results suggest that the majority of respondents who have seen the guide found it to be useful, although some were uncertain. The distribution of responses can be seen in Figure 4.

Figure 4: Level of agreement with the statement "I found the guide to be useful"

3.2.3.2   Understanding

Participants were also asked to rate their agreement with the statement "I found the guide easy to understand". Eighteen participants agreed with this statement and four strongly agreed (see Figure 5). Seven participants neither agreed nor disagreed. None of the participants disagreed or strongly disagreed with the statement. The results suggest that the guide is considered accessible and easy to understand.
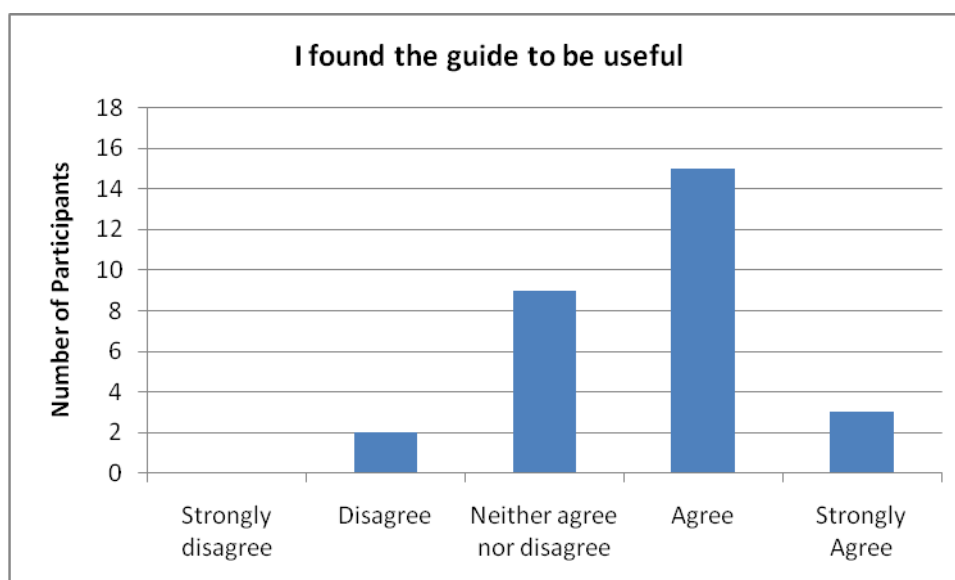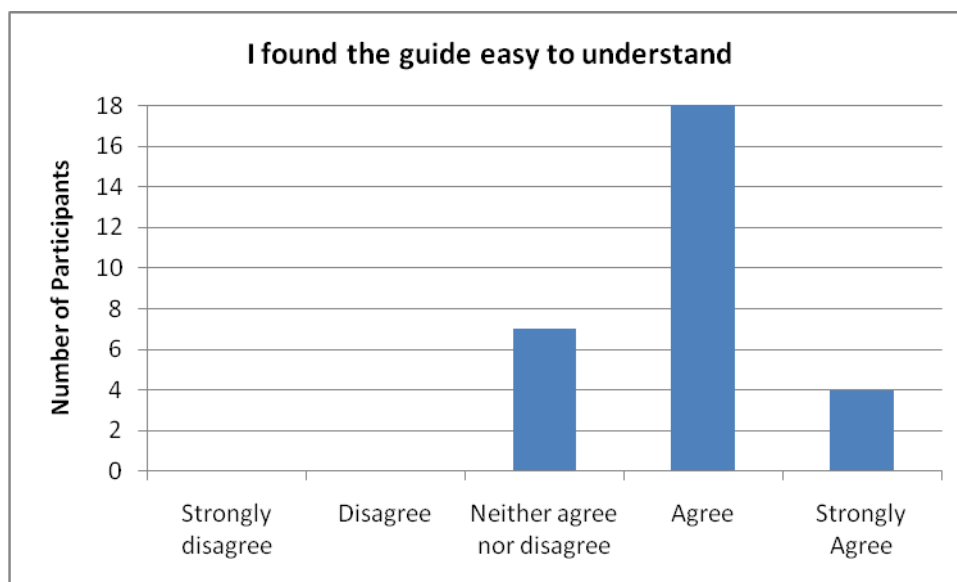

Figure 5: Level of agreement with the statement "I found the guide easy to understand"

3.2.3.3   New information

The aim of the guide is to highlight key information, raise awareness of school transport safety and promote a consistent approach to it across Scotland. While the guide did not specifically aim to provide new information, it is based on up-to-date research and there may be areas where the guide highlights new information for some. To measure whether the guide was seen to provide new information to the reader, participants were asked to rate their agreement with the statement "The guide contained information I was not aware of". Thirteen participants agreed with this statement (45%) although no participants strongly agreed. Twelve participants neither agreed nor disagreed (41%) while four participants either disagreed (n=3) or strongly disagreed (n=1) with the statement (14%). The distribution of responses can be seen in Figure 6.

The results suggest that while many felt that the guide contained new information, a similar number were unsure, while a few did not think the guide contained information they were not aware of. Nevertheless, it is possible that the guide provides some new information relating to school transport safety for a number of those reading it.

The guide contained information I was not aware of
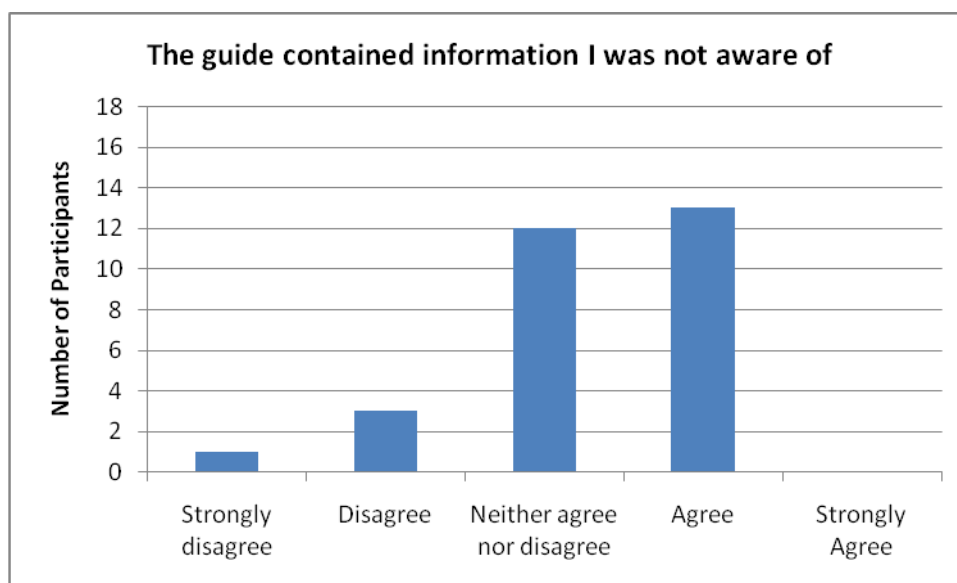
Figure 6: Level of agreement with the statement "The guide contained information I was not aware of"

3.2.3.4 Helping to improve school transport safety

Participants were also asked to indicate their level of agreement with the statement "I think the guide will help me to improve school transport safety". Twelve of the twenty-nine participants (41%) agreed with this statement with fourteen neither agreeing nor disagreeing (48%). Two participants disagreed and one participant strongly disagreed.

I think the guide will help me to improve school transport safety
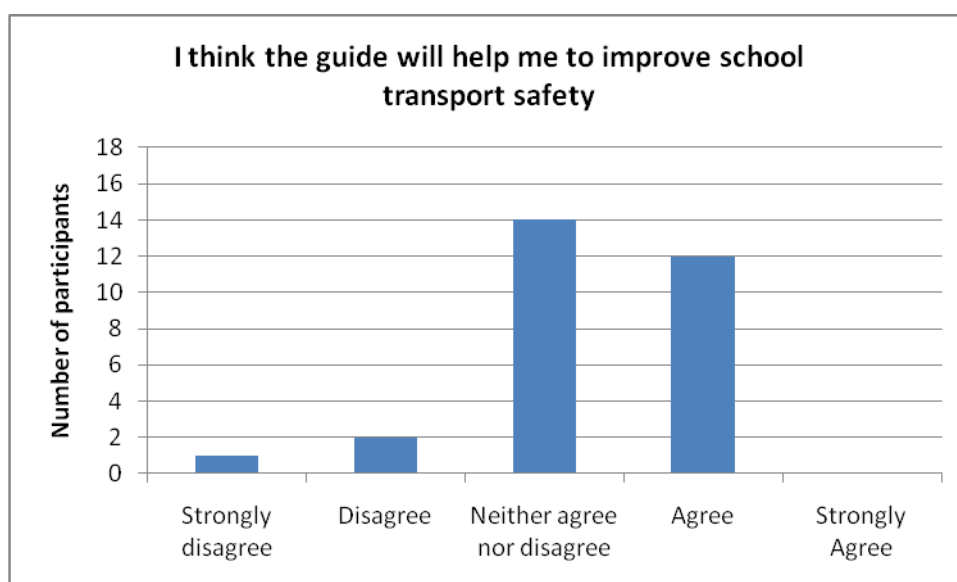
Figure 7: Level of agreement with the statement "I think the guide will help me to improve school transport safety"

3.2.3.5 Encouraging a consistent approach

As the guide aims to encourage a more consistent approach to school transport safety across Scotland, participants were asked directly to state their agreement with the statement "I think the guide will encourage a more consistent approach to school transport safety in Scotland".

Twelve participants agreed (n=11) or strongly agreed (n=1) with this statement (45% of participants). A large number (n=14) neither agreed nor disagreed (48%) and three participants disagreed.
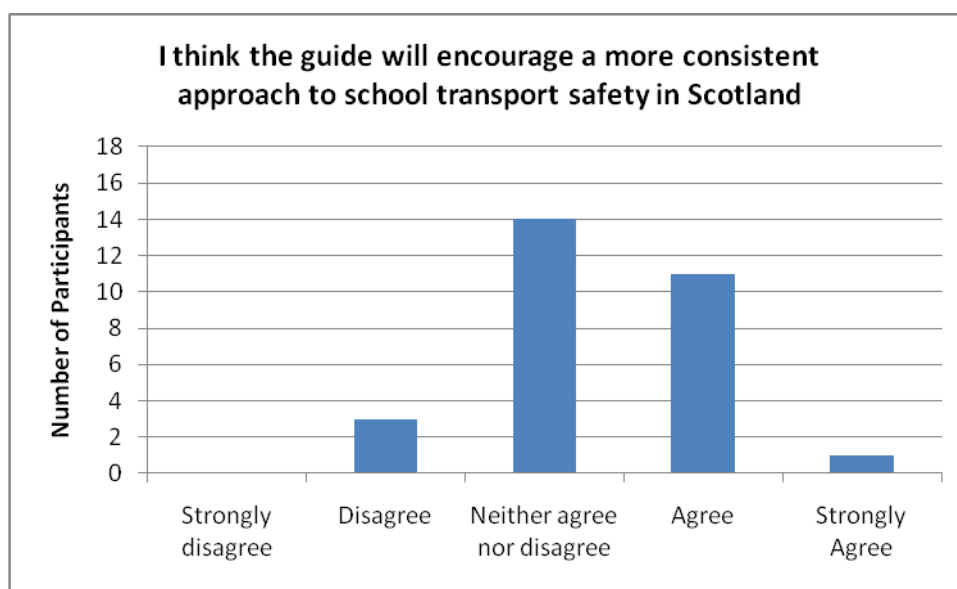
Figure 8: I think the guide will encourage a more consistent approach to school transport safety in Scotland

3.2.4 Comments

Participants were asked to enter comments into two open text boxes in response to the following questions:

1. Is there any information that you think should be in the guide that is not covered?
2. Do you have any other comments about the guide?

Seven participants entered comments in response to question 1; an additional five participants simply entered 'no'. Ten participants entered comments in response to question 2 (four of whom had answered 'no' and two who entered nothing to question 1).

Participant comments made in response to these questions are presented in Table 3 and Table 4.

Table 3: Participants comments in response to the question "Is there any information that you think should be in the guide that is not covered?"

1. Is there any information that you think should be in the guide that is not covered?

Seems to be pretty good - we have cited this as a reference for our Framework Consultants that are looking into school amalgamations.

Perhaps a section on soft measures such as encouraging 'Park and Stride', promoting 'walking buses' and car sharing.

There should be more evidence to support some of the statements. Some of the proposals should have been trialled and properly evaluated before being recommended.

There is nothing new nor anything innovative.

Overall the Guide is disappointing. The Main Report and the resultant Guide are effectively the result of a literature search, with limited consultation with practitioners and very little new or innovative thinking.

The costs of the various "recommendations" is not taken into account. Local Authorities are likely to have to prioritise their actions, taking into account costs and likely benefits. For instance recommendation 1 "reduce speed on school routes" covers a very large percentage of the road network and will be very expensive, particularly when compared with recommendation 8 "encourage all school to use RSS educational materials". Advice on prioritising these options would have been useful.

There is not enough focus on the parental responsibility role in relation to pupils awaiting the arrival of the school transport vehicle on the morning journey, and again when pupils disembark from the homeward journey.

Table 4: Participant comments in response to the question "Do you have any other comments about the guide?"

2. Do you have any other comments about the guide?

Very basic but clear apart from some unnecessary movement graphs.

A very good publication with additional links and information as required.

Concise. Useful.

Despite using "holistic" the guide only looks at reducing road casualties when there are other costs/benefits of different types of travel, especially benefits of active travel ie walking and cycling. The comments about stationary school buses could also apply to non-school buses and to pedestrians crossing behind buses which have started to move off from stops.

I think an opportunity to address a number of key issues in terms of school transport safety has been missed.

The guide was passed to our Education Department for their use.

The guide is very comprehensive and useful and I have no comments to add.

The suggested minimum age of 25 is unreasonable - does this not conflict with age discrimination legislation? More emphasis should be given to a maximum age for drivers - say 70 - but this would need to be in line with age discrimination legislation.

Minor concerns on clarity, such as para.4 page 8, which is wooly. We have also raised with Traffic Scotland the legitimacy of enforcing a minimum age for drivers in an age when we cannot easily specify/enforce a maximum age.

The guide is excellent in that it condenses the important parts of the main report and so does what it is supposed to do - gives a guide (with reference to the main report for fuller detail).

3.3 The Report

3.3.1 Have you seen the accompanying document "Improving School Transport Safety: Main Report"?

All participants were asked whether they had seen the report to improving school transport safety that accompanies the guide, even if they had not seen the guide. The question was accompanied by a screenshot of the front cover of the guide, like that seen in Figure 1. This question was intended as a measure of awareness of the report.

A total of 55 participants responded to this question with 20 responding that they had seen the report and 35 responding that they had not seen the report; as shown in Figure 9. All of those who had seen the report had also seen the guide.
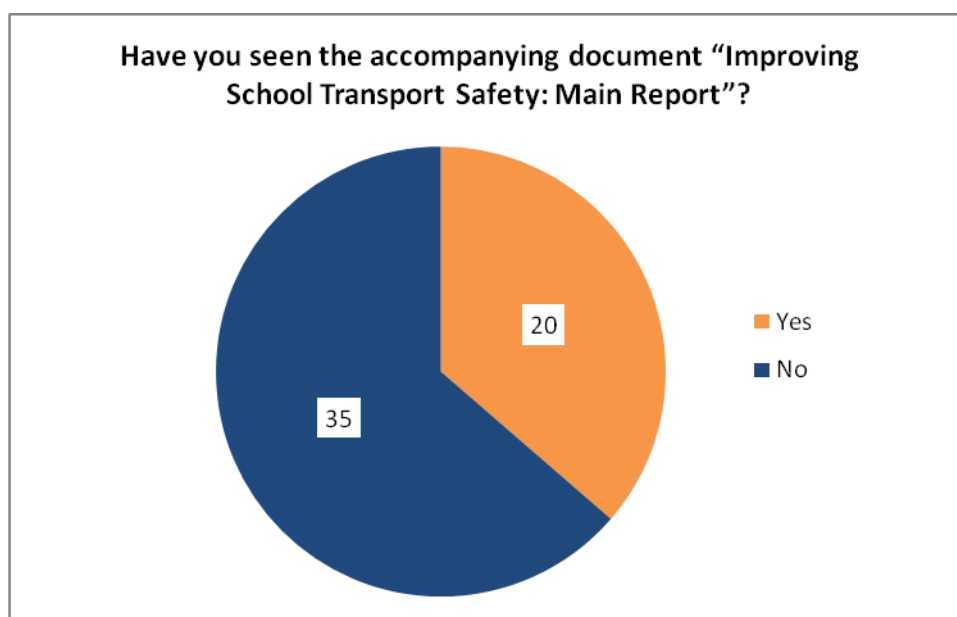
Figure 9: The number of participants who have or have not seen the main report that accompanies the guide to improving school transport safety

3.3.2 How did you hear about the report?

Those who had seen the report were asked further questions, one of which was to establish how they became aware of the report. As can be seen in Figure 10, many of the 20 respondents who answered this question had heard about the guide from a colleague (8 participants), while some had been made aware of it via some form of media communication or had simply seen it on the Transport Scotland website (4 participants each). One participant followed the link from the guide to access the report but no participants found the report through an internet search engine.

Three participants were made aware of the report through other means including:

- Being made aware of it through SCOTS.
- Being involved in the development or review of the report during the project.

The results suggest that like the guide, word-of-mouth has been the most common way for people to have become aware of the report.
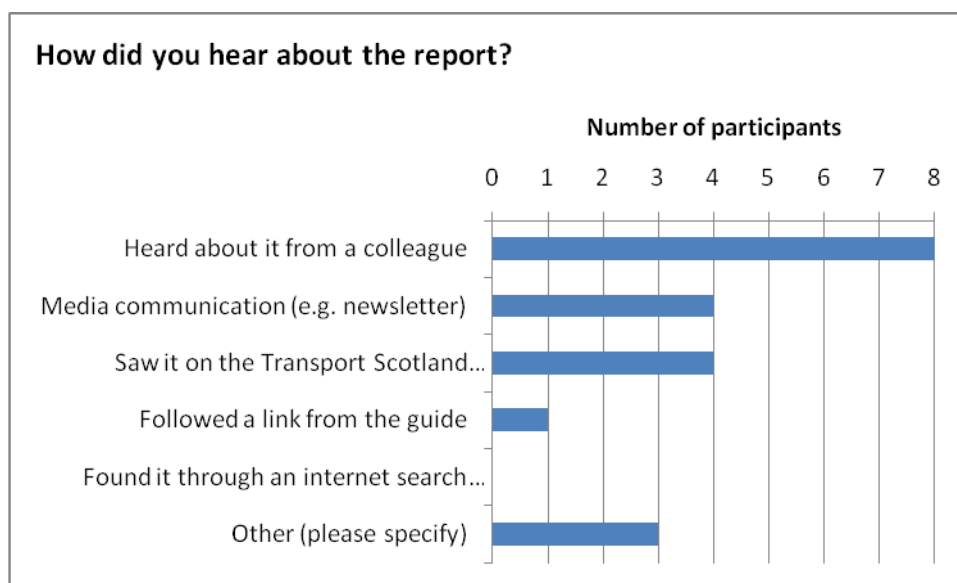
Figure 10: How participants who had seen the report became aware of it

3.3.3 Rating the Report

3.3.3.1 Usefulness

Participants were asked to rate their agreement with the statement "I found the report to be useful". Of the 20 participants who completed this question 13 (65%) agreed (n=12) or strongly agreed (n=1). Six participants neither agreed nor disagreed and one participant disagreed. No participants strongly disagreed with this statement. Overall, the results suggest that the majority of respondents who have seen the report found it to be useful, although some were uncertain. The distribution of responses can be seen in Figure 11.

Figure 11: Level of agreement with the statement "I found the report to be useful"

3.3.3.2   Understanding

Participants were also asked to rate their agreement with the statement "I found the report easy to understand". Fourteen participants agreed with this statement although none strongly agreed (see Figure 12). Six participants neither agreed nor disagreed. None of the participants disagreed or strongly disagreed with the statement. The results suggest that the report is generally considered to be accessible and easy to understand.

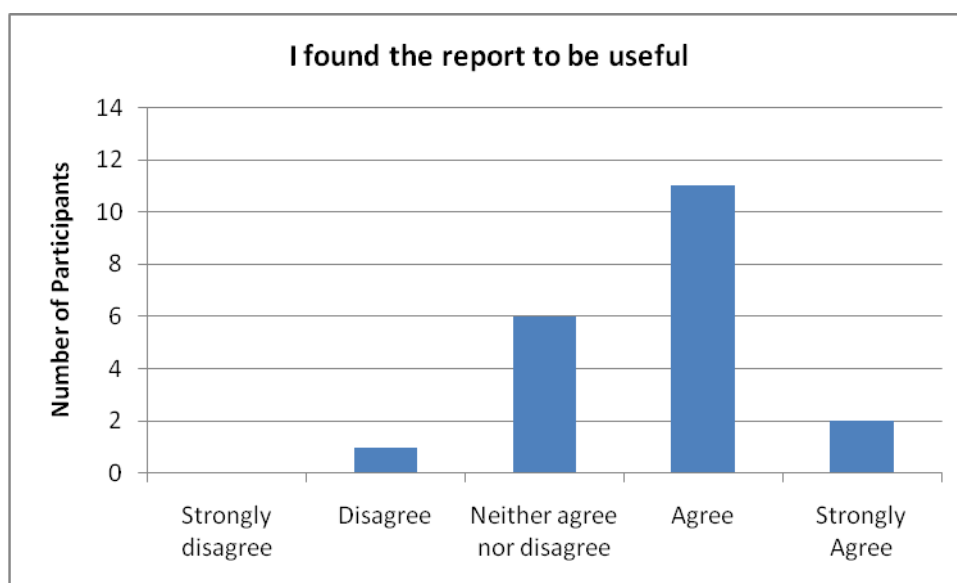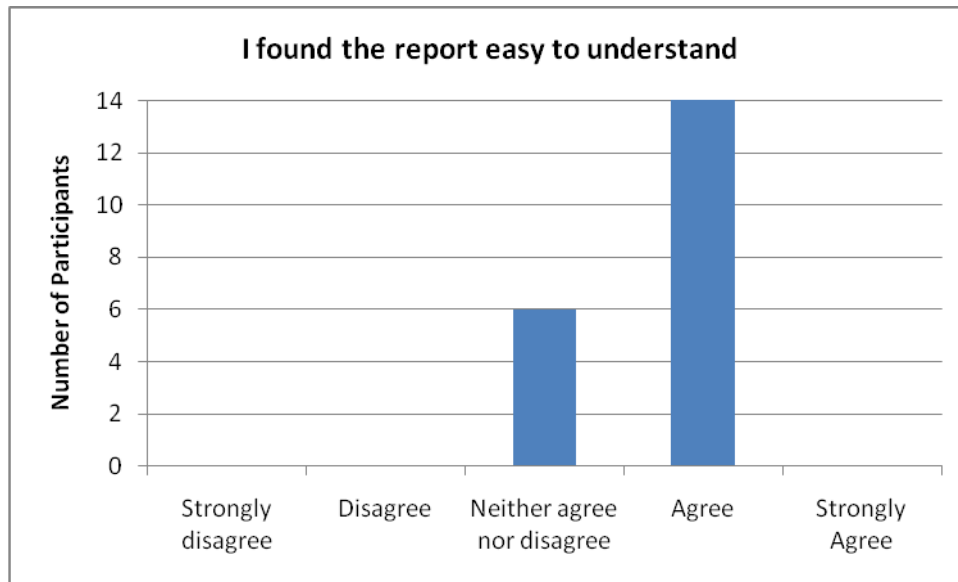**Figure 12: Level of agreement with the statement "I found the report easy to understand"**

3.3.3.3   New information

Participants were asked to rate their agreement with the statement "The report contained information I was not aware of". Twelve participants agreed (N=10) or strongly agreed (N=2) with this statement (60%). Six participants neither agreed nor disagreed (30%) while two participants either disagreed (N=1) or strongly disagreed (N=1) with the statement (10%). The distribution of responses can be seen in Figure 13.

The results suggest that most felt that the report contained new information. A number were unsure, while a couple did not think the report contained information they were not aware of. Nevertheless, it appears that the report provides some new information relating to school transport safety for a number of those reading it.

The report contained information I was not aware of
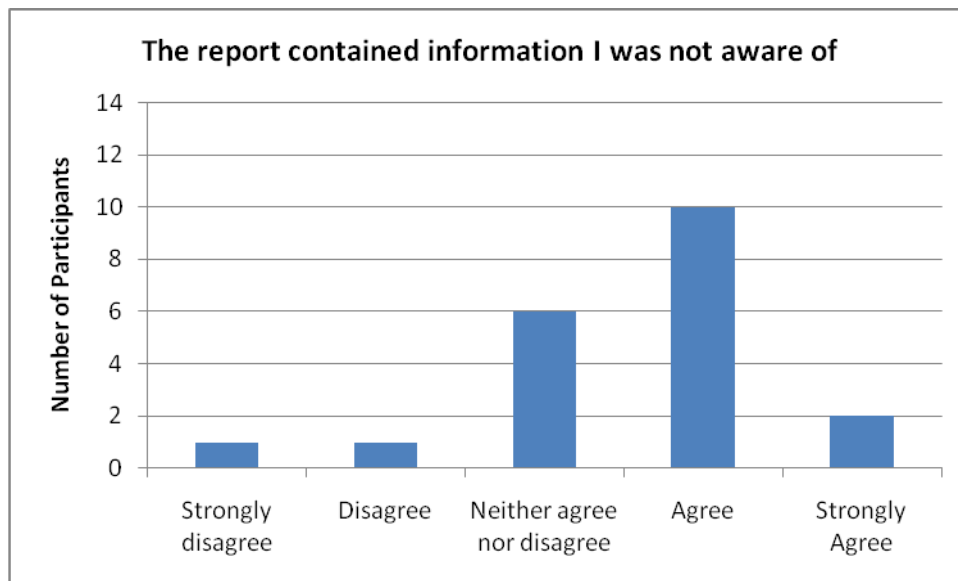
Figure 13: Level of agreement with the statement "The report contained information I was not aware of"

3.3.3.4 Helping to improve school transport safety

Participants were asked to indicate their level of agreement with the statement "I think the report will help me to improve school transport safety". Ten of the twenty participants agreed with this statement with seven neither agreeing nor disagreeing. Three participants disagreed. No one strongly agreed or strongly disagreed with the statement.

I think the report will help to improve school transport safety

Figure 14: Level of agreement with the statement "I think the report will help me to improve school transport safety"

3.3.3.5   Encouraging a consistent approach

Like the guide, the report aims to encourage a more consistent approach to school transport safety across Scotland. Participants were asked directly to state their agreement with the statement "I think the report will encourage a more consistent approach to school transport safety in Scotland".

Eight participants agreed with the statement although none strongly agreed. Twelve participants neither agreed nor disagreed and two participants disagreed.
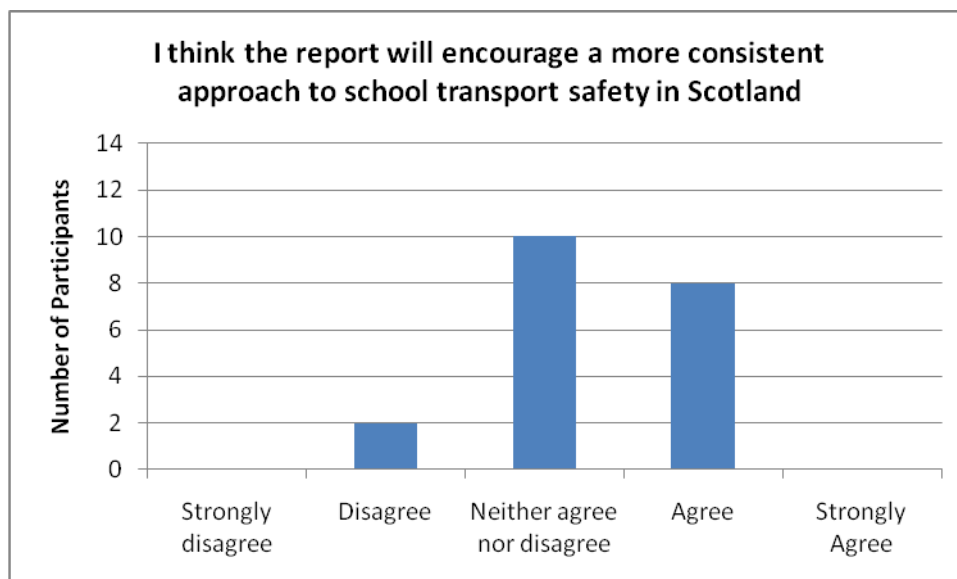
Figure 15: I think the report will encourage a more consistent approach to school transport safety in Scotland

3.3.4   Comments

Participants were asked to enter comments into two open text boxes in response to the following questions:

1. Is there any information that you think should be in the report that is not covered?
2. Do you have any other comments about the report?

Five participants entered comments in response to question 1; an additional three participants simply entered 'no'. Six participants entered comments in response to question 2 (one of whom had answered 'no' and one who entered nothing to question 1).

Participant comments made in response to these questions are presented in Table 5 and Table 6.

Table 5: Participants comments in response to the question "Is there any information that you think should be in the report that is not covered?"

1. Is there any information that you think should be in the report that is not covered?

Hard to believe that anything was missed.

No - its pretty thorough.

See earlier comment. [There should be more evidence to support some of the statements. Some of the proposals should have been trialled and properly evaluated before being recommended.]

See previous comments. [The Main Report and the resultant Guide are effectively the result of a literature search, with limited consultation with practitioners and very little new or innovative thinking.]

There was research carried out on promoting walking to school that could have been included in the report (http://jech.bmj.com/content/61/9/818.full). The educational pack that was developed from this research (Travelling Green) was made available for all schools through Sustrans. A further research study is ongoing by Strathclyde University's Department of Sport, Culture and the Arts into active commuting (walking to school) in primary school children. The study aims to evaluate the curricular resource 'Travelling Green'.

Table 6: Participant comments in response to the question "Do you have any other comments about the report?"

2. Do you have any other comments about the report?

Forgive the cliche but it's sometimes difficult to see the wood for the trees. The guide [sic] is comprehensive and I do not doubt that the variety of information will be of use to a variety of people. The Guide however is the document I would reach for first.

Perhaps consideration of behavioural change information and personalised journey planning?

How much consultation was there before it was published?

See previous comments. [I think an opportunity to address a number of key issues in terms of school transport safety has been missed.]

None, passed to our Education Dept.

It provides useful background information, but the Guide will be of most use to road safety practitioners.

Informative and easy to read. Good to see that school transport in the widest sense is being addressed and recognition given to research based projects (Kerbcraft) for improving road user skills.

4 Summary and Discussion

The survey reported here was undertaken to evaluate the distribution and initial impression of the guide "A Guide to Improving School Transport" and the accompanying report "School Transport Safety: Main report". The documents were made publically available for download from Transport Scotland's website in December 2010.

The primary aim of the guide and the report was to raise awareness of school transport safety while highlighting relevant legislation and responsibilities, and recommending ways in which safety can be improved. The key output of the project was the guide; an easily accessible first point of call, which is supported by the report for more detailed information. Both documents aim to promote a more consistent approach to school transport safety. The guide and the report, therefore, need to be evaluated against these aims based on the information collected from the survey.

It is important to note that responses to the survey can not necessarily be applied to the wider population of those responsible for school transport safety and should be seen as indicative only.

4.1 Are those with a responsibility for school transport safety aware of the guide and the report?

The survey found that almost half of the sample had not seen the guide, with even less having not seen the report. Of those who had seen the guide and the report, the majority had heard about them from a colleague. Some communication through SCOTS was noted and some were made aware of the documents via some form of media communication, possibly overlapping with information distributed by SCOTS.

The time of release of the documents, in December 2010, coincided with exceptional weather in Scotland that caused huge transport disruption across the country. It is possible that any promotion of the guide and the report at this time was superseded by more urgent transport related messages. In addition, it is likely that staff would have been extremely busy dealing with immediate disruption to travel and school travel in their area and would not have had time to explore the documents.

Nevertheless, given the circumstances at the time of release, it is encouraging that awareness of the documents has been promoted by word of mouth from colleagues and through SCOTS.

4.2 Are the guide and the report easily accessible?

The majority of participants in the survey stated that they found the guide and the report to be useful and easy to understand. There were no participants who thought that the guide or the report were not easy to understand, suggesting that the documents are easily accessible. Comments from respondents appear to support this with the guide being referred to as "concise", "useful" and "the guide is very comprehensive and useful"; the report was described as "informative and easy to read".

There were some who neither agreed nor disagreed with the statements relating to usefulness and understanding and two who did not think the guide was useful and one who did not think the report was useful. Section 4.4 discusses how the guide and the report could be improved.

4.3 Will the guide and the report help to improve school transport safety and promote a more consistent approach across Scotland?

A number of participants in the survey identified that the guide and the report contained information that they were unaware of. While the documents did not necessarily aim to achieve this and instead promote awareness of school transport safety, it should be expected that the documents will address some knowledge gaps. It is encouraging, therefore, that this appears to be the case for some respondents.

The survey asked respondents directly whether they felt the guide and the report would help to improve school transport safety and promote a consistent approach in Scotland. There was a large degree of uncertainty in response to these questions, and while a few disagreed, there were an encouraging number of participants who agreed with these statements. It is possible that the high numbers of 'neither agree nor disagree' responses mask what many feel are probably more complex answers than simply agreeing or disagreeing. For example, someone may consider that the guide and the report may help but whether they could implement some of the suggestions might depend on available funds.

4.4 How can the guide and the report be improved?

There were areas identified through the comments in which the guide and the report could be improved. It was noted within the comments that there was limited consultation with practitioners in the development of the guide and the report. The original research surveyed councils in Scotland to identify their current knowledge and prioritisation of school transport safety. In addition, the documents were peer-reviewed by a working group of varying professional backgrounds, including practitioners. This feedback was important in shaping the final documents to be as accessible and useful as possible at this stage. Nevertheless, further consultation with practitioners could help to enhance the effectiveness and implementation of the document and its recommendations.

Another area in which respondents suggested improvements to the guide and the report is in relation to the costs associated with some safety improvements. Cost is a pertinent issue for councils and a cost-benefit analysis or a detailed costing of safety options could be of great benefit to councils, and practitioners, and again improve the usefulness of the guide.

Other useful comments were received, including some that can be immediately integrated into the guide and report where appropriate.

4.5 Conclusion

The survey reported here aimed to evaluate the distribution and initial impression of a guide and a report on improving school transport safety. Results of the survey are indicative only but suggest that just as many are unaware of the documents as those that are aware of them. Most of those who are aware of the documents have heard about them through colleagues or from a source of media, most probably via SCOTS. Further promotion of the documents may be necessary; the survey described in this short report is likely to have increased awareness.

The documents appear to be easily accessible, easy to understand and useful to most. For some, the documents have provided previously unknown information. There was some agreement that the documents will help improve school transport safety and encourage a more consistent approach across Scotland; although some appear unsure that the documents alone can achieve this.

Areas of improvement could focus on practitioner consultation, cost-benefit analysis or detailed costing of safety improvement options, and updating of the documents with appropriate new information. As the documents have been published online, they can be updated with new information as it becomes available.

Acknowledgements

References

LTS (2010). *Learning and Teaching Scotland.* Retrieved April 2010 from the World Wide Web:
http://www.ltscotland.org.uk/learningteachingandassessment/curriculumareas/healthandwellbeing/

Scottish Government (2009). *Go Safe on Scotland's roads - it's everyone's responsibility – Scotland's Road Safety Framework to 2020*, Edinburgh: Scottish Government. Retrieved April 2010 from the World Wide Web:
http://www.scotland.gov.uk/Resource/Doc/274654/0082190.pdf

Appendix A   Questionnaire

1. Name and job title (optional)

2. Local Authority Area, Organisation or Company (required)

3. Have you seen Transport Scotland's "Guide to Improving School Transport Safety"?
*   Yes   [go to question 4]
*   No   [go to question 8]

If yes:

4. How did you hear about it?
*   Media communication (e.g. newsletter)
*   Heard about it from a colleague
*   Saw it on the Transport Scotland website
*   Found it through an internet search engine
*   Followed a link from the report
*   Other (please state) [open text box]

5. Please rate your agreement with the following statements regarding the guide:
    (Scale 1-5 from Strongly disagree to Strongly agree)
*   I found the guide to be useful
*   I found the guide easy to understand
*   The guide contained information I was not aware of
*   I think the guide will help me to improve school transport safety
*   I think the guide will encourage a more consistent approach to school transport safety in Scotland

6. Is there any information that you think should be in the guide that has not been covered:
    [open text response]

7. Do you have any other comments about the guide?
    [open text response]

8. Have you seen the accompanying document "Improving School Transport Safety: Main Report"?
*   Yes   [go to question 9]
*   No   [End]

If yes:

9. How did you hear about it?
*   Media communication (e.g. newsletter)
*   Heard about it from a colleague
*   Saw it on the Transport Scotland website
*   Found it through an internet search engine
*   Followed a link from the guide
*   Other (please state) [open text box]

10. Please rate your agreement with the following statements regarding the main report:
    (Scale 1-5 from Strongly disagree to Strongly agree)
*   I found the report to be useful

- I found the report easy to understand
- The report contained information I was not aware of
- I think the report will help to improve school transport safety
- I think the report will encourage a more consistent approach to school transport safety in Scotland

11. Is there any information that you think should be in the report that has not been covered:
[open text response]

12. Do you have any other comments about the report?
[open text response]

Appendix B   Participant recruitment email

From: Kinnear, Neale
Sent: 16 February 2011 11:57
Subject: Have you seen the Guide to Improving School Transport Safety? Please respond via the link.

You have been identified as potentially having a responsibility for, or a professional interest in, the safety of pupils on the school journey.

In December 2010, Transport Scotland released "A Guide to Improving School Transport Safety". This was accompanied by a report entitled "Improving School Transport Safety: Main Report". TRL has been asked by Transport Scotland to establish if people like you are aware of these documents, and if you are, what you thought of them.

We would be very grateful if you could answer a very short survey by following the link below. The survey will only take a couple of minutes to complete.

Please complete the survey even if you have **NOT** seen the documents; we want to hear from both those who **HAVE** and **HAVE NOT** seen the documents.

You can start the survey by following this link:
https://www.surveymonkey.com/s/7R7V86H

The survey will close on Wednesday 23rd February at 17:00.

Please forward this email onto any colleagues or contacts who have a responsibility for, or professional interest in, school transport safety.

Links to the documents are provided on the 'End page' of the survey before you press 'Done'.

Responses will be treated in confidence by TRL and no individual will be identified in any reporting. All data will be kept securely and in accordance with the Data Protection Act (1998).

Please contact nkinnear@trl.co.uk if you have any questions about the survey or any technical difficulties accessing the survey.

Thank you for your time.

Dr. Neale Kinnear
Senior Psychologist
Behavioural Change Group

Direct: +44 (0)1344 77 0101
Mobile: +44 (0)7977 594 287
Email: nkinnear@trl.co.uk

TRL
Crowthorne House
Nine Mile Ride
Wokingham
RG40 3GA
United Kingdom