

Road safety **FRAMEWORK**



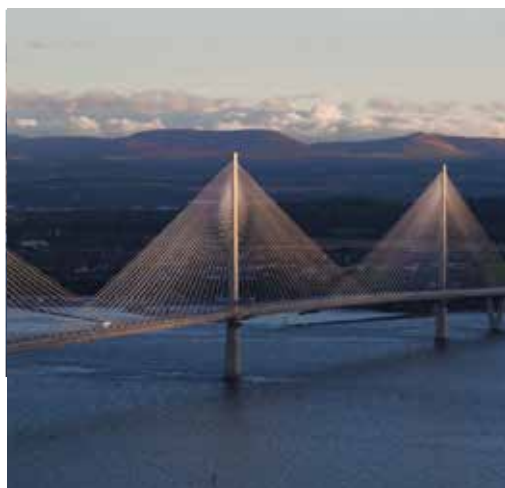
**TRANSPORT
SCOTLAND**
CÒMHDHAIL ALBA

YEARS



ANNUAL
REPORT

2018



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Foreword

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

This is a welcomed opportunity for me to highlight the progress of the Scottish Government and its partner organisations who are carrying out great work on road safety. 2018 saw a concerted effort to continue to engage with the three Priority Focus Areas (PFA) determined in 2016 by the Road Safety Framework's mid-term review. My principal message is that effective partnerships are at the very heart of how we can transform safety on our roads. This approach cuts across the central pillars of encouragement, education, enforcement and engineering – critical areas in further improving how we keep people safe on our roads in Scotland.

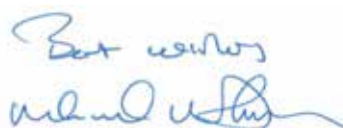
The Annual Report provides background information on the review and the governance structure of the Road Safety Framework. This is followed by a summary of the Reported Road Casualties Scotland 2017 (published on 24 October 2018) with casualty figures being the lowest since records began in 1950. Nevertheless, we understand that one death on our roads is one too many. Beyond that individual, remains family, friends and communities who are left devastated.

This report highlights the specific actions taken directly by the Scottish Government, the Framework's governing bodies, partner organisations and local authorities undertaking activities/projects supported by the Road Safety Framework Fund in 2018. 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.

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

The statistics show we are heading in the right direction, but it is clear to me that there is still much to do.

Finally, I would like to offer my personal thanks to all our road safety partners striving to keep our roads safe. I very much look forward to continuing to work with you all as we move forward on our road safety journey to 2020 and beyond together. We must all continue to play our part – whether at national or local levels or as individual road users – to take responsibility for our own safety and that of others.



Michael Matheson MSP
Cabinet Secretary for Transport,
Infrastructure and Connectivity



10 Overview

YEARS



Road Safety Framework to 2020

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

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

SCOTTISH REPORTED ROAD SAFETY CASUALTIES

| | 2004-2008 Average | 2015 Milestones | 2016 | 2017 | 2020 Targets |
|---------------------------------|-------------------|--------------------------|------------------------------|------------------------------|--------------------------|
| FATALITIES | 292 | 204 (30% reduction) | 191 (down %) | 146 (down 50%) | 175 (40% reduction) |
| SERIOUS CASUALTIES | 2,605 | 1,484 (43% reduction) | 1,697 (down %) | 1,589 (down 39%) | 1,172 (55% reduction) |
| CHILD FATALITIES | 15 | 10 (35% reduction) | 8 ¹ (down 47%) | 6 ² (down 60%) | 8 (50% reduction) |
| SERIOUS CHILD CASUALTIES | 325 | 163 (50% reduction) | 167 (down 49%) | 152 (down 53%) | 114 (65% reduction) |

To meet these targets, the Framework set out numerous priority areas, each with their own commitments, established via the five road safety Es: Engineering, Enforcement, Education/training, Encouragement/leadership and Evaluation/research. This ensured the commitments would be both measurable and achievable, with their attainment indicating the extent of Framework delivery.

GOVERNING BODIES

A Strategic Partnership Board (SPB) was appointed to make all collective decisions on strategic matters, such as identifying and resolving high-level issues. Board members are responsible for monitoring the progress made towards delivery of the identified overarching outcomes, making

key decisions on behalf of their respective organisations and ensuring that these are followed through.

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

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

1 2014-16 average.

2 2015-17 average.

USEFUL LINKS

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



Mid-term review

The SPB commissioned an evidence-based [mid-term review](#) (the Review) of the Framework in 2015/16. The Review, which adopted a participatory approach, assessed the progress made since the Framework was published and identified three key Priority Focus Areas (PFA) – speed, age and vulnerable road users – alongside their corresponding outcomes. It was also vital for road safety delivery partners to

determine what progress was being made, and for a baseline of the evidence to be established to measure progress towards the 2020 casualty reduction targets. Therefore, the Review also recommended which indicators were to be adopted to track the achievement of the outcomes. These were designed to be specific, measurable, achievable, realistic and timely (see page 08).



USEFUL LINKS

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



| Outcomes | Indicators |
|---|---|
| Speed | |
| Increase the proportion of vehicles travelling at appropriate speeds on Scotland's roads to support reducing road casualty numbers. | <p>Number of injury accidents where at least one of the two "speed" contributory factors are recorded.</p> <p>Positive behavioural or attitudinal trends in drivers including driving at appropriate speeds and awareness and understanding of speed limits and what they mean.</p> |
| Motorcyclists | |
| Improve the safety of motorcycling by reducing levels of motor cycle injury accidents on the road network to support reducing road casualty numbers. | Number of motorcyclists involved in injury accidents, including those where vehicles hit objects off the carriageway. |
| Age | |
| Pre-drivers | |
| Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving. | <p>Number of secondary school or college pupils receiving interactive pre-driver educational intervention.</p> <p>Number of people completing the Scottish Qualifications Authority safe road user award or other accredited assessment or training.</p> |
| Drivers aged 17-25 | |
| Increase safer driving behaviours by young drivers after they pass their test. | <p>Proportion of drivers aged 17-25 involved in injury accidents.</p> <p>Number of risk behaviours undertaken by drivers aged 17 to 25 whilst driving in the preceding 12 months.</p> |
| Older drivers | |
| Increase awareness and knowledge capability of older drivers and their families to make informed choices about safe driving. | <p>Proportion and number of drivers aged 65 and older involved in injury accidents.</p> <p>Number of risk behaviours undertaken by drivers aged 65 and older whilst driving in the preceding 12 months.</p> |
| Vulnerable road users | |
| Cyclists | |
| Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users. | <p>Number of cyclists involved in injury accidents across both the built-up and non-built-up road network.</p> <p>Number of cyclists and all other road users displaying positive attitudes towards each other.</p> <p>Number of risk and distraction behaviours undertaken by drivers whilst driving in the preceding 12 months.</p> |
| Pedestrians | |
| Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users. | <p>Number of pedestrians involved in injury accidents across both the built-up and non-built-up road network.</p> <p>Number of risk and distraction behaviours undertaken by drivers whilst driving in the preceding 12 months.</p> |

Snapshot of SPB and OPG activities

LITERATURE REVIEW – INTELLIGENT SPEED ADAPTATION

The SPB and OPG also conducted a literature review on Intelligent Speed Adaptation (ISA).

The review, commissioned by SPB requested continued research into ISA. The groups noted that there are various forms of ISA and that for ISA to work, a vehicle fundamentally needs to know where it is, with the most widely adopted approach being use of global positioning system (GPS) and digital mapping. Technology is already available to detect speed limits using a digital map kept in the vehicle or a road sign recognition feature.

However the digital speed map lacks the accuracy to provide mandatory ISA; however, voluntary ISA has shown some positive results, particularly from European studies. The GPS identifies the vehicle's location by satellites. These systems can be used to inform drivers of the limit, or they can link into an adaptive speed control system. Information has been framed around:

- Implementation in the UK
- Implementation Internationally
- Driver behaviour
- Safety
- Costs
- Legal and Policy issues; and
- Technology

This review will serve as a foundation for further in-depth research in 2019, and influence the development of the next Road Safety Framework.

REVIEW AND ASSESSMENT OF PRE-DRIVER INTERVENTIONS IN SCOTLAND

In 2016, the SPB commissioned the Transport Research Laboratory (TRL) to conduct a study to establish the number of individuals taking part in pre-driver education courses and to obtain a better understanding of how pre-driver interventions in Scotland are contributing to the Road Safety Framework overarching pre-driver outcome to improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving. The study was also intended to inform future direction, investment and delivery of pre-driver interventions across Scotland. TRL carried out the following activities as part of its study:

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

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

USEFUL LINKS

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



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

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

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

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

RECOMMENDATIONS

| | |
|-------------------|--|
| LONG TERM | 1. Use pre-driver interventions to support a road safety framework |
| | 2. Develop a consistent pre-driver intervention |
| | 3. Set realistic expectations |
| | 4. Put road safety into context |
| SHORT TERM | 5. Improve evaluation approaches for existing interventions |
| | 6. Encourage adoption of behaviour change techniques |
| | 7. Encourage targeting of appropriate risk factors |
| | 8. Re-design of theatre/demonstration based on interventions |
| | 9. Consider theatre/demonstration “plus” guidance |
| | 10. Investigate the impact of off-road pre-driver training |

SPEED AWARENESS COURSES

Speed Awareness Course (SAC) is a form of educational course, aimed at correcting driving behaviour, which would be offered to drivers by the Police at the point of being detected as speeding, as an alternative to being prosecuted. The Framework's commitment RSF72 "consider if the introduction of a Speed Awareness Scheme focused on speeding would be an appropriate contribution to road safety in Scotland" was scoped by Police Scotland with the authorisation of the Lord Advocate. In Scotland the decision on whether or not to prosecute an alleged offender is the prerogative of the Lord Advocate, head of the Crown Office and Procurator Fiscal Service. Police Scotland's Briefing Paper recommending that SACs be introduced to Scotland, mirroring the system operating

in England and Wales, and that diversion from prosecution without submission of a Standard Prosecution Report be approved. The Lord Advocate has agreed in principle to the proposals by Police Scotland to introduce Speed Awareness Courses, where appropriate, as an alternative to prosecution.

A working group comprising COPFS, Police Scotland, the Scottish Courts and Tribunals Service, Scottish Government and the Scottish Safety Camera Programme will work together to devise the infrastructure and guidance required for their introduction. This will include identifying potential course providers.

This group will report to the Lord Advocate who will give the conclusions due consideration.



Strategic delivery plan

The Strategic Delivery Plan (SDP), outlined on page 13, was designed to align all road safety activity to the casualty reduction targets and Vision Zero.

In utilising the SDP, delivery partners align their own respective strategic plans to high-level Framework Activity by identifying which PFA, and which overarching road safety outcome(s), they will deliver. Activity is developed and delivered using strategic linkages, and gauged through the agreed outcome indicators.

Tracking the outcomes and indicators

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

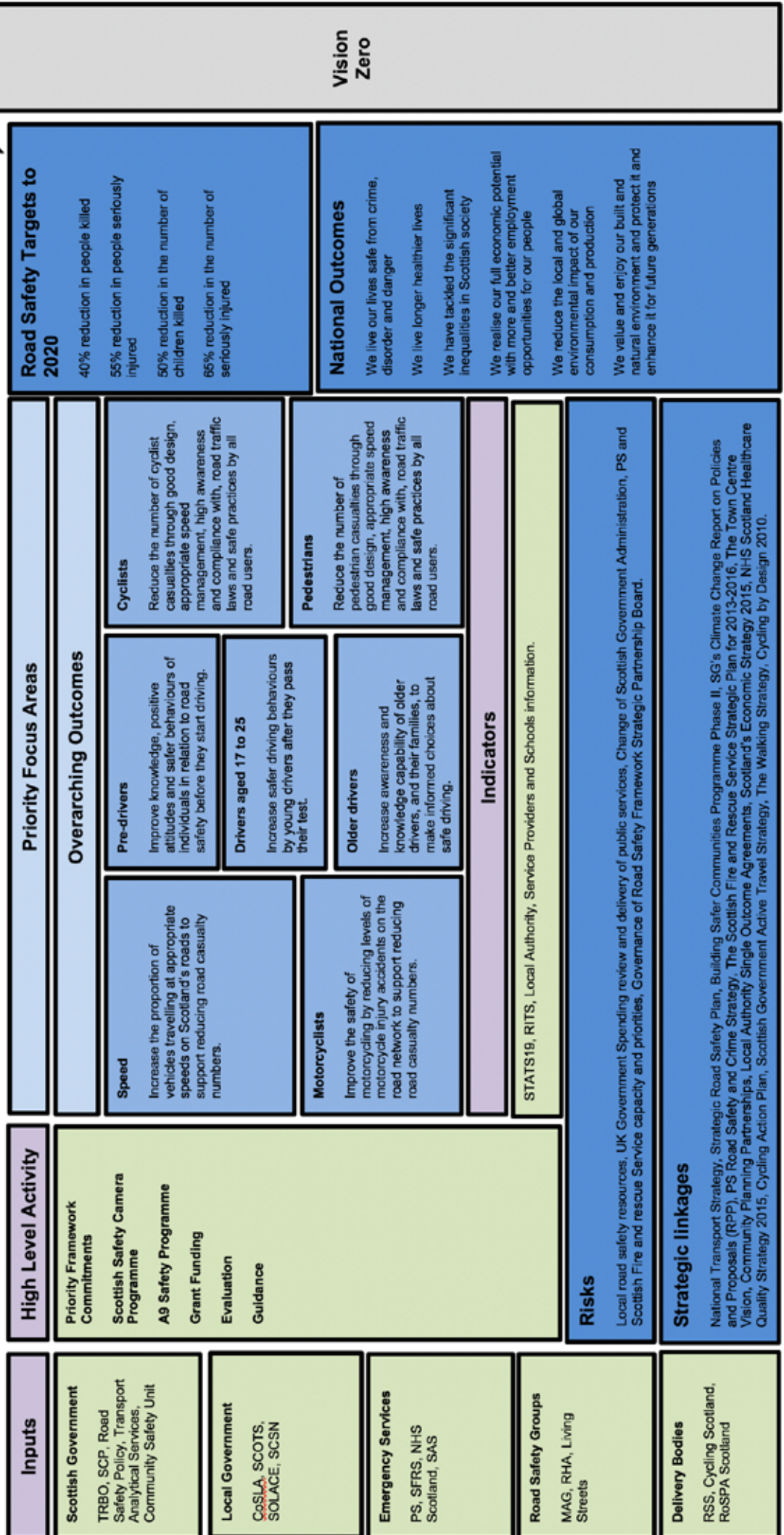


Strategic Delivery Plan

Overarching Assumption: The Safe System

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

Progress towards vision zero

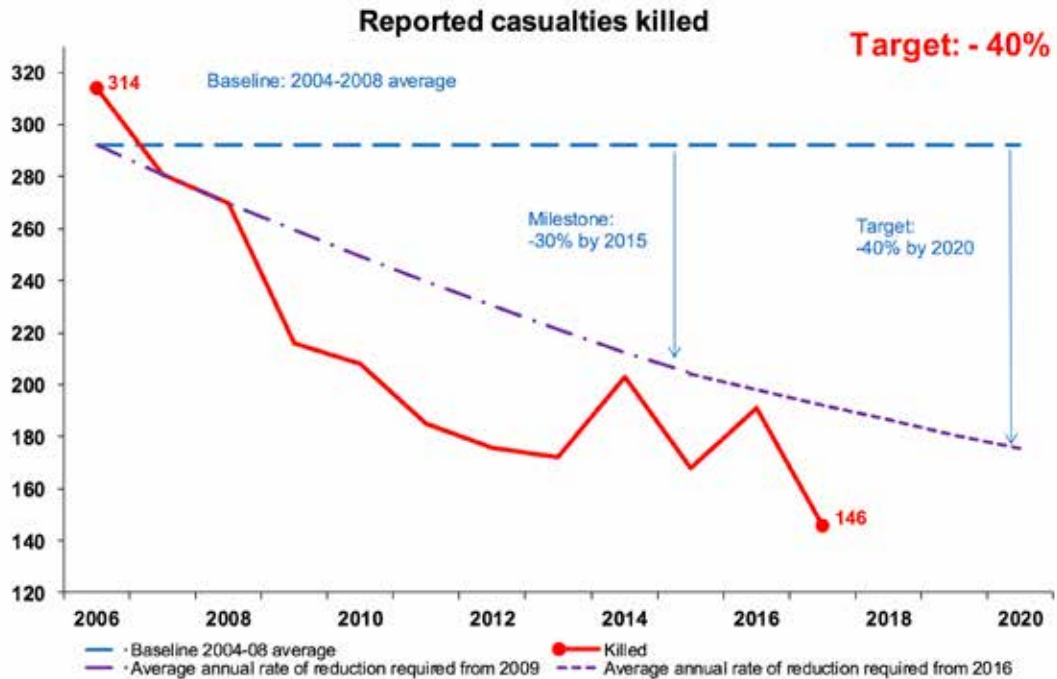


Road Casualty Reduction Figures

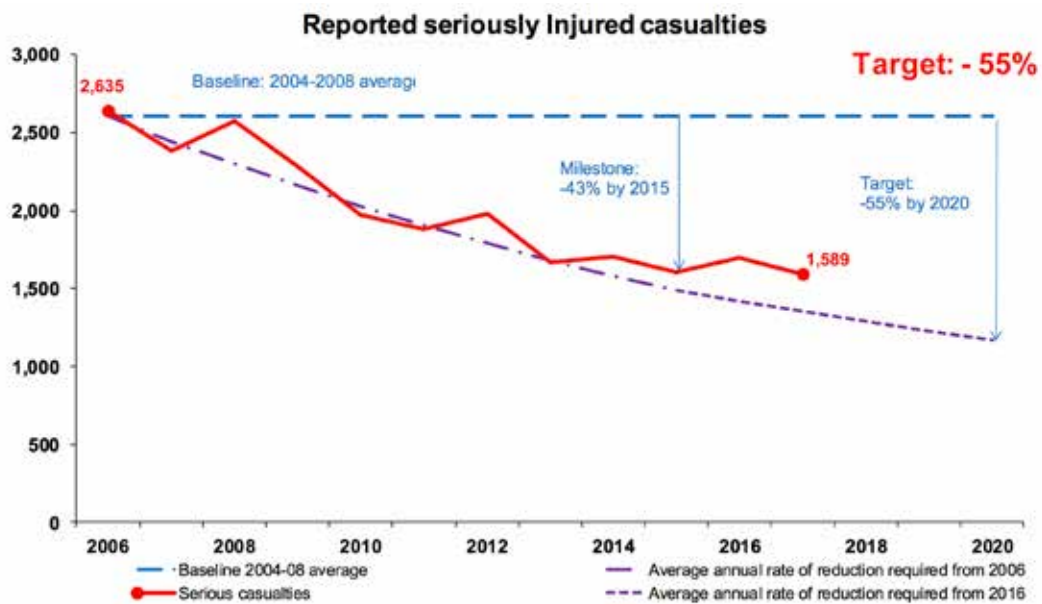
10
YEARS



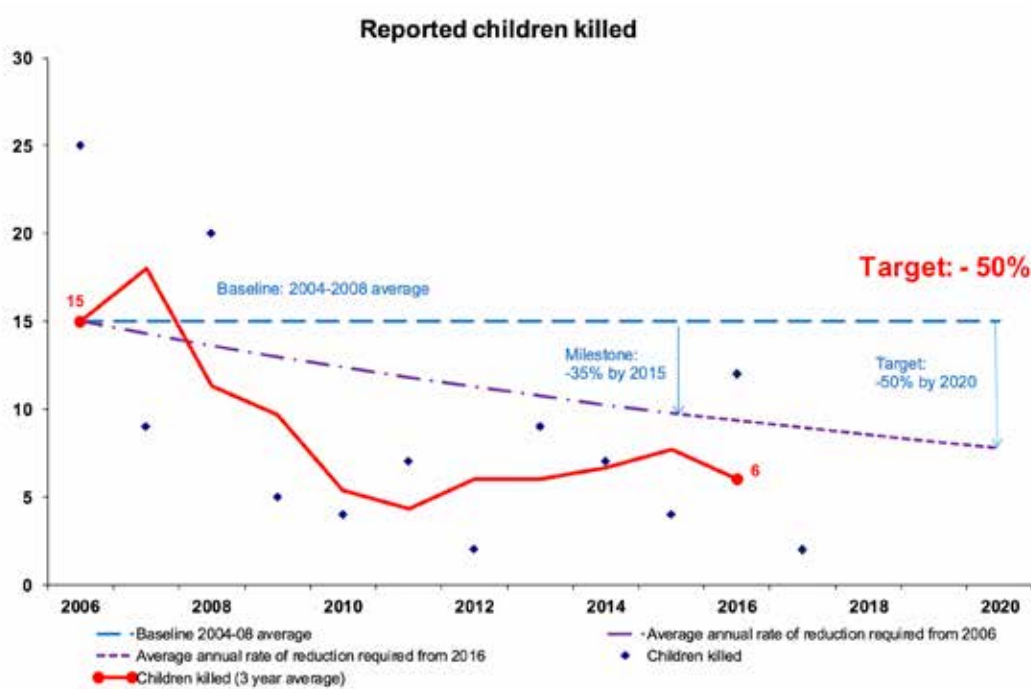
[Reported Road Casualties Scotland 2017](#), the latest year for which official statistics are available, continue to track the long-term downward trend towards the Framework Targets. The charts show an “indicative line” representing a constant annual percentage decrease that would result in meeting the 2020 targets. This is an accepted way to represent progress towards a target; however, it should not be assumed that the trend will match these lines exactly.



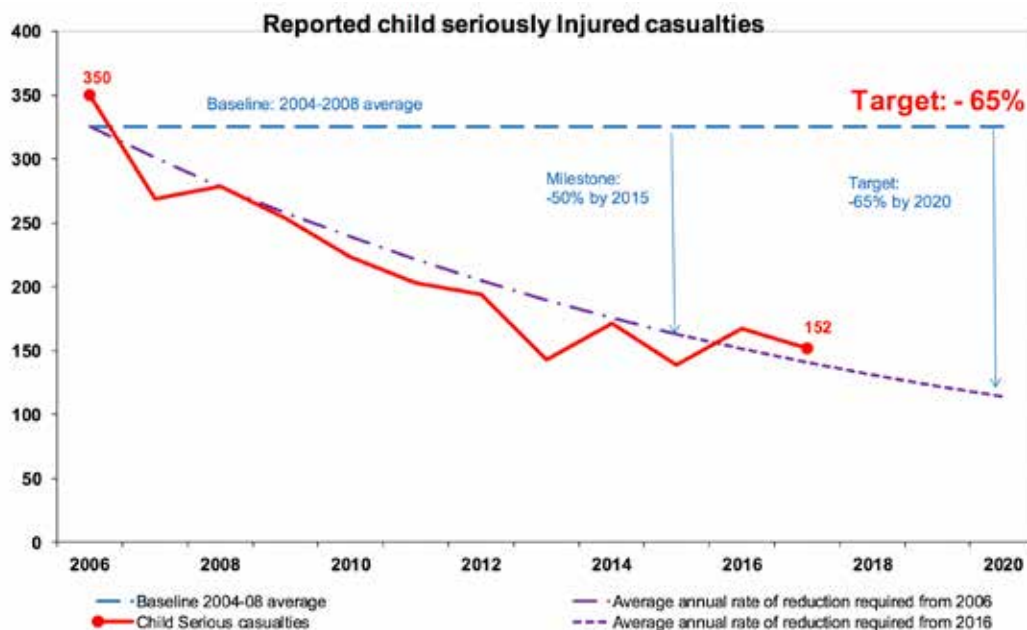
In 2017, there were 146 (50%) fewer road deaths than the 2004-2008 average of 292; the reduction rate indicates Scotland is on track to meet the 2020 target.



In 2017, there were 1,016 (39%) fewer seriously injured casualties than the 2004-2008 average of 2,605. The number of people seriously injured falls short of the 2020 target but continues a general downward trend.



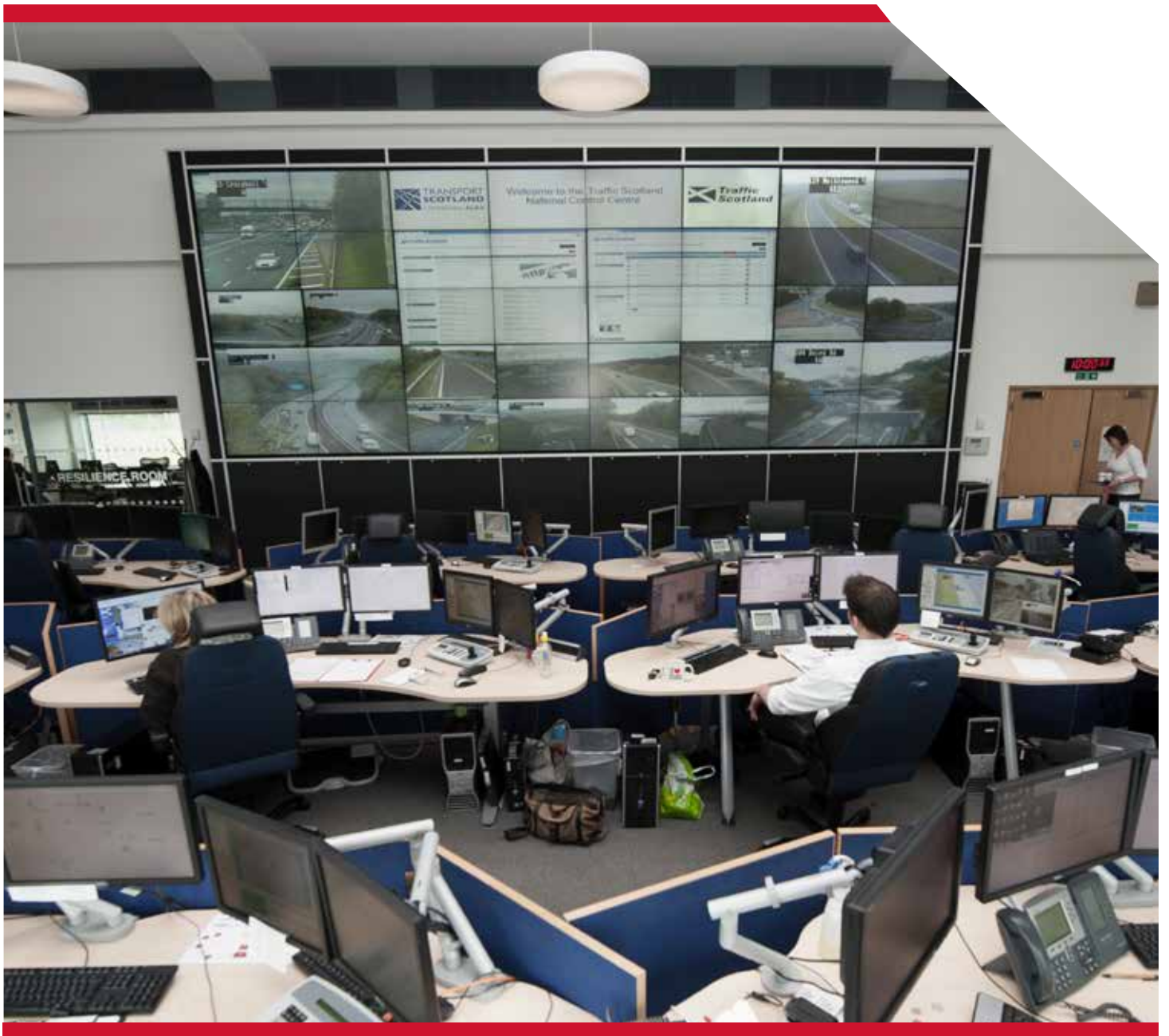
2 children were reported as killed in 2017, an average of 6 a year in the 2015-2017 period. There were 9 (60%) fewer deaths compared to the 2004-2008 average of 15. The level of reduction exceeds the 2015 milestone.



In 2017, there were 173 (53%) fewer child seriously injured casualties than the 2004-2008 average of 325. The number of children seriously injured exceeded the 2015 milestone and continues a general downward trend.

High Level Activity

YEARS



2018 saw Scotland's road safety partners continue to make considerable progress in delivering the commitments set out in the Framework. The vast majority of the 96 commitments have been delivered or are underway, and are bolstered by on-going activity which contributes towards

Scotland's long-term road safety casualty reduction targets. A snapshot of activities undertaken in 2018 across partner organisations to meet the commitments is shown below, together with each partner's strategic plan.

Scottish Government

Sustainable and Active Travel



| | |
|--|---|
| Strategic plan | The Active Travel Vision, the Cycle Action Plan for Scotland and the National Walking Strategy. |
| Summary | Improving safety for all road and path users is a key consideration in all Sustainable and Active Travel (SAT) projects and programmes. In terms of SAT's aim to increase the proportion of people walking and cycling, safety (both actual and perceived) is a top priority. |
| Specific activity for 2018/19³ | <p>Through Sustrans Community Links and Community Links PLUS and the Safer Routes to Schools infrastructure projects, funded by Transport Scotland, the SAT Team has enabled over 45 organisations, mainly LAs, to deliver over 26 projects which provided safer routes for walking and cycling, making Scotland's towns and cities friendlier and safer places to be, as outlined in our Programme for Government.</p> <p>The SAT Team funded a series of behaviour change projects through partners including child and adult cycle training, and Practical Cycle Awareness & Learner Driver Training that makes new drivers and HGV drivers more aware of the dangers they pose to more vulnerable road users; Lothian Buses are currently rolling out the awareness session to all their bus drivers. SAT team continues to fund Cycling Scotland to deliver the "Close Pass" initiative in conjunction with Police Scotland to make the drivers more aware of the space cyclists need to be safe on roads. The SG provided funding for the first large scale e-bike hire scheme in Stirling which will be in place by Autumn 2018. The SAT Team also jointly funded the Cycling Without Age project with Active Scotland that encourages older people to become more active.</p> |

³ Although the Annual Report covers 2018, given that some partner organisations operate over the financial year of 2018/19, some activities were completed in 2018 with other continuing into early 2019. Other activities are on-going and will cover multiple years.




Road Safety Policy

| | |
|---|---|
| <p>Strategic plan</p> | <p>Scotland's Road Safety Framework to 2020.</p> |
| <p>Summary</p> | <p>The Road Safety Policy (RSP) in its capacity of Secretariat to both SPB and OPG, seeks to work collaboratively with partners to help them deliver the specific commitments contained within the Strategic Delivery Plan. RSP works with the SPB to prioritise and manage spending under the Framework Fund to direct funding to activities aligned with the key priorities areas, as identified by the Board. RSP works with colleagues in TS Analytical Services to commission specific research identified through the Review and on an ad-hoc basis. RSP liaises with the Department of Transport on reserved matters affecting road safety in Scotland and represents Scotland in international bodies, where required.</p> |
| <p>Specific activity for 2018/19</p> | <p>RSP continued to provide secretariat support for the SPB and OPG. RSP continued administering the grant funding for the Road Safety Framework.</p> <p>TS policy and legal support was provided for implementing provisions to the Seat Belts on School Transport (Scotland) Act, which came into force on 1 August 2018. The legislation ensures that seat belts fitting are a legal requirement on all dedicated home-to-school transport and vehicles used for educational excursions provided by LAs, independent schools and grant-aided schools. Activities undertaken were as follows: drawing competition organised to all primary schools organised, Young Scot survey to young people undertaken, National guidance published in June, secondary legislation laid and passed in Parliament in July, marketing campaign to all primary and secondary schools organised sending out items of change, poster and letter, transfer of £202k funding going to Local Authorities through the Local Government Finance Settlement for financial year 2018-19 completed.</p> <p>In 2018 the SPB held a workshop, under the Improvement approach, to look further at what Scotland needs to consider for road safety beyond 2020. By moving forward with an improvement approach it allows to look more broadly at what all road safety partners do, share good practice, pull resource if required and really measure what impact what we do is having or had.</p> <p>RSP reached out internationally to “sell” Scotland’s road safety success which has been recognised by Clearview Intelligence or Inquiry Into The National Road Safety Strategy 2011-2020 of Australia. TS is now a member of European Commission High Level Group on Road Safety and European Transport Safety Council. Contact made with the International Red Cross, the UN and the World Bank.</p> |



Road Safety Scotland

| | |
|---|---|
| <p>Strategic plan</p> | <p>Scotland's Road Safety Framework to 2020.</p> |
| <p>Summary</p> | <p>Road Safety Scotland will continue delivering on the relevant commitments within the Framework, aligning learning and publicity activity to priority areas and seek other opportunities, such as national events, exhibitions and conferences to promote the aspirations of the Road Safety Framework and, in particular, the three PFA.</p> <p>RSS will maintain the production and distribution of 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. These learning resources, Early Years in particular, also provide advice and support for parents and families. Provision for Early Years all the way up to late teens seeks to initiate a lifelong-learning approach to road safety when they are Vulnerable Road Users, through the Pre-Driver period and Young Driver period.</p> |
| <p>Specific activity for 2018/19</p> | <p>RSS was involved in a number of campaigns in 2018 including:</p> <ul style="list-style-type: none"> • Vulnerable Road Users; • In-Car Safety; • Country Roads; • Drink-Driving; and • Motorcycling. <p>RSS also continued to progress the Young Driver communications strategy to take us to the end of the current framework.</p> <p>In 2018, RSS commissioned an Evaluation of its Theatre in Education programme, as well as progressing the recommendations of the review of its primary and secondary learning resources.</p> <p>RSS also continued to progress the amalgamation of its web resources into one web-based portal for ease of access and use, with a view to launching www.roadsafety.scot early in 2019.</p> <p>Throughout the year, RSS promoted its resources and campaigns at a variety of events including:</p> <ul style="list-style-type: none"> • The Scottish Motorcycle Show; • Scottish Car Show; • The Scottish Learning Festival; • The Scottish Book Trust Conference; and • The Children in Scotland Conference.  <p>RSS has also produced an updated version of Road Safety Within Curriculum for Excellence for Education professionals.</p> |

Scottish Road Safety Camera Programme



Strategic plan

Scottish Safety Camera Programme

Summary

The [Scottish Safety Camera Programme](#) (Programme Team) continues to manage the Programme and its performance, evaluating and benchmarking Unit enforcement activity on a national basis. Alongside on-going assessment of the performance management arrangements, the Team will support implementation of revised site prioritisation criteria, and consider the Programme's operational infrastructure and opportunities for best practice and innovative solutions.



Specific activity for 2018/19

Application of the site prioritisation process continues, with sites implemented/decommissioned from Summer 2019.

Strategic Road Safety – Trunk Road Network



Strategic plan

Strategic Road Safety Plan.

Summary

The [Strategic Road Safety](#) (SRS) team continued to broaden the Trunk Road SRS Programmes to fully reflect the safe system approach beyond the historical core activities of investigation, design and construction of schemes based around the historical personal injury accident evidence base.

Specific activity for 2018/19

The SRS team has been working across the 20 Action Points within the Strategic Road Safety Plan.

National Agencies



Crown Office and Procurator Fiscal Service

| | |
|--------------------------------------|---|
| Strategic plan | Crown Office and Procurator Fiscal Service Strategic Plan 2015-18. |
| Summary | Crown Office Procurator Fiscal Service (COPFS) is happy to consider any proposed road traffic diversion schemes if they are shown to improve road traffic safety. |
| Specific activity for 2018/19 | COPFS will work with partner agencies to assess the suitability of proposed road traffic diversion schemes. |



National Health Services Scotland

| | |
|--------------------------------------|--|
| Strategic plan | National Health Services Scotland 2020 vision. |
| Summary | National Health Service Scotland (NHS Scotland) is committed to delivering the SG's 2020 Vision. This will ensure more people can live longer, healthier lives, with services delivered at home or closer to home in local communities. Protecting and improving children's health as well as avoiding accidents and injury for all are key elements of this strategy. |
| Specific activity for 2018/19 | NHS Scotland will continue to work closely with Community Planning Partnerships, Integration Boards and all their partner Agencies, including the third sector, to protect and improve population health and wellbeing. This will align closely with the overarching outcomes identified in the Road Safety framework Review and contribute to their delivery. In so doing, the NHS 2020 Vision will contribute towards the Framework's Vision Zero. |



Police Scotland

Strategic plan

Police Scotland Road Safety and Road Crime Strategy 2015 to 2018 (Revised November 2016).

Summary

Road Safety and Road Crime are priorities for [Police Scotland](#) (PS). The Strategic Intention “to influence road user behaviour and make Scotland’s road safer” is informed by this priority and the SG’s Road Safety Framework, which has set targets for reductions in casualties by 2020.

The Strategic Intention informs PS’s three Strategic Priorities:

- Reduce road casualties in collaboration with partners.
- Influence driver and road user behaviour.
- Detect and deter all types of criminality on our roads.



PS priorities are further defined by the following objectives:

- Effective patrolling of the roads.
- Influence Driver and road user behaviour.
- Detect and deter all types of criminality on our roads.
- Tackle anti-social use of the roads.
- Combat the threat of terrorism.

Specific activity for 2018/19

PS will identify patrol patterns targeting at risk roads focusing on locations with a higher risk in terms of speed, age and vulnerability.

Police Scotland has produced a National Calendar of Road Safety Activity 2018/19. Activity includes campaigns addressing Drink/Drug Driving, Speed and Vulnerable Road Users. Within the Calendar, Police Scotland will also undertake a seasonal Motorcycle Safety campaign, to promote safe and responsible motorcycling.

Scottish Ambulance Service



Strategic plan

The Scottish Ambulance Service Towards 2020: Taking Care to the Patient.

Summary

The [Scottish Ambulance Service](#) (SAS) Strategic plan makes reference to working alongside partners in the reduction of road traffic collisions within high risk groups, extending the work with partners and local communities towards building stronger safer communities.

Specific activity for 2018/19

SAS has pledged its continued support to engage with a broad range of local and national groups with initiatives to support a reduction in accident numbers, particularly within high-risk groups. These include front line staff being engaged to reduce the number of road traffic collisions with various educational initiatives across the country; such as Drivewise, BikeAware and Safe Drive, Stay Alive which targets areas such as Pre-drivers, Older drivers and Motorcyclists.

Scottish Fire and Rescue Services



Strategic plan

The Scottish Fire and Rescue Services Strategic Plan for 2016-2019.

Summary

[Scottish Fire and Rescue Services](#) (SFRS) continue to maintain a strategic commitment to the Road Safety Framework through the National Fire and Rescue Framework, the SFRS Strategic Plan and where appropriate, within LA level “Local Fire Plans”. This strategic commitment ensures a focused and maintained approach to improving road safety through the delivery of national prevention campaigns, underpinned by local early intervention activities and initiatives, many of which are designed and delivered collaboratively with various key partners.

Summary
continued

As part of this review, SFRS actively participated in each of the PFA, leading the “Pre-drivers, Drivers 17 to 25 and Older Drivers” work stream. SFRS have, therefore, positively contributed towards the creation and agreement of the additional priority area outcomes and indicators. In contributing and shaping the Review, the SFRS have reinforced its commitment to support the achievement of improving the agreed outcomes.

Specific activity for 2018/19

Seek to enhance existing partnership working arrangements with key stakeholders at both a national and local level.

Explore opportunities to diversify its partnership working arrangements, road safety campaigns and initiatives.

Seek to improve workforce competence in road safety matters in order to add additional value to this agenda.

Local Government

The Convention of Scottish Local Authorities



Strategic plan

Scotland’s Road Safety Framework to 2020.

Summary

The [Convention of Scottish Local Authorities](#) (COSLA) continues to support the aims of the Framework through its work on transport and wider policy.

Specific activity for 2018/19

COSLA is involved in the development of the National Transport Strategy and supported the work of the Road Maintenance Strategic Action Group. More specifically, COSLA supported the Seat Belts on School Transport (Scotland) Bill in its passage through Parliament.

The Society of Chief Officers of Transportation in Scotland



| | |
|--------------------------------------|--|
| Strategic plan | Society of Chief Officers of Transportation in Scotland Business Plan 2017/18. |
| Summary | The Society of Chief Officers of Transportation in Scotland (SCOTS) continues to support the three PFA as crucial to achieving maximum impact on overall casualty reduction towards the 2020 targets and will continue to work closely with road safety partners and key stakeholders in this regard. |
| Specific activity for 2018/19 | <ul style="list-style-type: none"> • Contribute to the consultation and development of new legislation for new legislation for parking standards in Scotland. • Contribute to the consultation and development of new legislation for the 20mph default speed limit on restricted roads, members bill. • Work with TS on research into speed management techniques used on urban roads throughout Scotland. • Work with Sustrans and other key stakeholders to contribute to the development of safer walking and cycling. • Work with TS and DfT on the review and consolidation of the Traffic Signs Regulations & General Directions and Primary Direction Routes standards for improvement. • Work with TS and other key stakeholders on the protocols and accuracy for the collection, dissemination and reporting of crash and casualty data. • Work with Police Scotland and the Road Safety Camera Partnership on the ongoing policy and criteria review. • Contribute to the consultation and development of the Transport Scotland Bill. |

Society of Local Authority Chief Executives



| | |
|--------------------------------------|---|
| Strategic plan | Scotland's Road Safety Framework to 2020 and Single Outcome Agreements. |
| Summary | The Society of Local Authority Chief Executives (SOLACE) is a representative body for chief executives and senior managers in LAs. It provides linkages and support to COSLA and to professional bodies of functions within local government. It can influence the work of LAs and community planning partnerships. |
| Specific activity for 2018/19 | SOLACE continues to encourage LA services and community planning partners to support work that contributes towards the outcomes in the three PFA, whilst taking account of local circumstances. |

Road User Groups

Motorcycle action Group Scotland



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| Strategic plan | – |
| Summary | The Motorcycle Action Group Scotland (MAG Scotland) will work with the SG, LAs and other partners to ensure that proper consideration of the needs and vulnerabilities of riders is given, to fully integrate motorcycles and scooters into the transport mix helping to reduce casualty rates and realise the benefits that this mode can provide. |
| Specific activity for 2018/19 | MAG Scotland will look to promote its Pathways to Progress presentation to LAs and will endeavour to assist in the updating of “Motorcycling in Scotland” Guidance for ROAD Authorities in Scotland published by the then Scottish Executive in July 2007. |

Road Haulage Association Scotland



| | |
|---|---|
| <p>Strategic plan</p> | <p>–</p> |
| <p>Summary</p> | <p>The Road Haulage Association Scotland (RHA Scotland) is the only trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of road safety and fair competition, and a respected partner to the broader logistics community.</p> <p>RHA Scotland is a leading training provider, delivering management, driver and new entrant training.</p> <p>RHA Scotland stands ready to engage with Government to advocate road safety within our industry, work together to see improvements to Scotland's road infrastructure and better enforcement across the country.</p> |
| <p>Specific activity for 2018/19</p> | <p>RHA Scotland promotes road safety amongst its members through its dedicated advice service and area managers. Scotland's road network must have sufficient capacity and be safe and accessible for all road users.</p> <p>RHA Scotland will broaden its training offering beyond the oil and gas transition training fund to encourage more new drivers and entrants to the industry to help address the skills shortage and ensure a highly professional industry.</p> <p>RHA Scotland's Policy & Campaigning team will continue to work with government and stakeholders to reduce congestion and secure further upgrades to Scotland's vital road network. A truly safe road network is one which provides safe and secure places for drivers to stop to take their legally obliged break and rest periods, with access to basic facilities. We will advocate for the unification of standards across the country to ensure a highly competitive, compliant and professional road haulage industry keeps Scotland's economy moving.</p> |

Third Sector

Cycling Scotland

Cycling Scotland

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| Strategic plan | Cycling Action Plan for Scotland, National Transport Strategy, Long Term Active Travel Vision and National Walking Strategy Delivery Plan |
| Summary | <p>Cycling Scotland (CS) works with key partners, especially LAs, Sustrans Scotland, Road Safety Scotland and PS to improve safety for people cycling via education, encouragement, engineering, enforcement and evaluation. CS also supports efforts of others to improve safety for pedestrians.</p> |
| Specific activity for 2018/19 | <p>In 2018, CS piloted new Learner Driver Practical Cycle Awareness Training with positive results. We are rolling out the training where demand exists to ensure cycle awareness training is embedded for more people at this life transition. In 2019, Cycling Scotland will roll out programmes across Scotland including the below key programmes to help improve safety for people cycling and support implementation of the Transport (Scotland) Bill to improve road safety for vulnerable road users:</p> <ul style="list-style-type: none"> • Bikeability Scotland delivers an essential life skill: the ability to ride a bike easily, safely and confidently. CS ultimate ambition is for every child in Scotland to have the opportunity to learn to cycle safely and confidently on-road. • 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. • Give Everyone Cycle Space is the road safety awareness campaign to encourage people to give sufficient space while overtaking bikes. CS will expand this message and work in partnership with PS to continue their successful Operation Close Pass. <p>Practical Cycle Awareness Training for Drivers of HGV and buses increases understanding of cycling behaviour for professional drivers. CS will expand their Joint Approvals Unit for Periodic Training – accredited work with more companies, fleets and LAs.</p> |

IAM RoadSmart



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| Strategic plan | – |
| Summary | <p>IAM RoadSmart continues to provide a range of post-test driver and rider advanced training courses across Scotland through its network of local IAM RoadSmart groups and on line. IAM RoadSmart has a new range of modular courses available both on-road and on-line and our Drive and Survive arm continue to deliver fleet training options to companies in Scotland. Our policy and research division provides expert input and comment on road safety issues across the country and also supports key Transport Scotland education and publicity initiatives.</p> |
| Specific activity for 2018/19 | <p>IAM RoadSmart's Borders, Lothians and Fife Groups are working with a range of organisations including Police Scotland to deliver the Drivewise Project for older and new drivers. Our Groups in the North East are also supporting motorcycle safety initiatives in that area and our Scottish Regional Manager, Scot Tulip, is always available to discuss further partnership activities.</p> |

Living Streets Scotland



| | |
|--------------------------------------|--|
| Strategic plan | Let's Get Scotland Walking: The National Walking Strategy Action Plan. |
| Summary | <p>Living Streets Scotland continues to encourage LAs and communities to implement measures that make walking safer and more convenient.</p> |
| Specific activity for 2018/19 | <ul style="list-style-type: none"> • Promote safe walking to school in partnership with the SG and Paths for All. • Support communities using street audits to identify road safety issues. • Identify and communicate strategic pedestrian safety issues at a national level. • Promote our Low Speed Communities Toolkit for communities and local authorities |

Royal Society for the Prevention of Accidents Scotland



| | |
|--------------------------------------|---|
| Strategic plan | – |
| Summary | <p>The Royal Society for the Prevention of Accidents Scotland (RoSPA Scotland) vision is ‘Life, free from serious accidental injury’ and is drawn from its respect for life – the freedom to enjoy personal choices, health, happiness and wellbeing. RoSPA seeks to achieve this through collaboration with others to impart life changing skills and knowledge to reduce serious accidental injuries.</p> <p>RoSPA Scotland work with all relevant partners to deliver in road safety priority focus areas. They seek to utilise their skills, knowledge and experience particularly in Managing Occupational Road Risk (MORR) and provide advice and guidance on casualty reduction interventions.</p> <p>RoSPA Scotland have through a grant funded intervention, Destination Drive, organised, ran and evaluated a series of awareness-raising events for older drivers and their families. These provided practical older driver guidance in the form of in-car driver assessments and, advice on processes/pathways individuals may wish to consider to remain active and safe road users.</p> |
| Specific activity for 2018/19 | <p>Through commitment to MORR and the Scottish Occupational Road Safety Alliance (ScORSA) align all activity with Framework priorities. Through a dedicated website, social media feeds and organised workshops/ seminar RoSPA delivered policy information, relevant advice and guidance along with necessary resources too small to medium sized enterprises in Scotland. Activity was focused on organisations who may not have capacity or access to relevant advice/guidance to ensure they provide a safe working environment for all drivers on Scotland’s roads.</p> |

Specific activity for 2018/19
continued

Destination Drive delivered a series of workshops at garden centres and other locations frequented by older driver's across Scotland providing relevant advice/guidance in a friendly and familiar location for older drivers. Assessment drives proved extremely popular with practical assessment of the highway code and individual reactions welcomed. These events proved an ideal opportunity to interact with a recognised hard to reach audience.

Scottish Community Safety Network



Strategic plan

Strategic Plan 2015-18.

Summary

The [Scottish Community Safety Network](#) (SCSN) staff team will attend, shape and participate in national meetings and events, working collaboratively with a range of partners to influence developments and represent the community safety sector. SCSN will identify good practice via SCSN Networks and partner events: and promote via website, newsletter and social media; and SCSN will support promote existing toolkits, eLearning and resources and support use as required.

Specific activity for 2018/19

Participated in TS's OPG, influencing the work of community safety practitioners locally by sharing developments in road safety and making connections across the spectrum of safer communities themes. Supported the OPG to assess bids for Framework Funding which plays an important role in ensuring innovative projects are able to make a positive difference to road safety in Scotland.

Specific activity for 2018/19
continued

Actively contributed to the Building Safer Communities Programme (BSCP) through Board meetings, Phase 2 Unintentional harm executive meetings and promoted this national agenda at other partners groups and events. Phase 2 of BSCP includes Road safety as a thematic area and in 2016 SCSN seconded a staff member to create the evidence base for this phase of the programme.

Promoted safety messages from Road Safety Scotland and TS within Safety NET-works (SCSN's monthly newsletter with 655 direct mail outs) and via Twitter (989 followers and a monthly reach of almost 55,000) and Facebook (139 'likes').

Promoted existing toolkits, eLearning and resources to partners which include those working within road safety in Scotland.



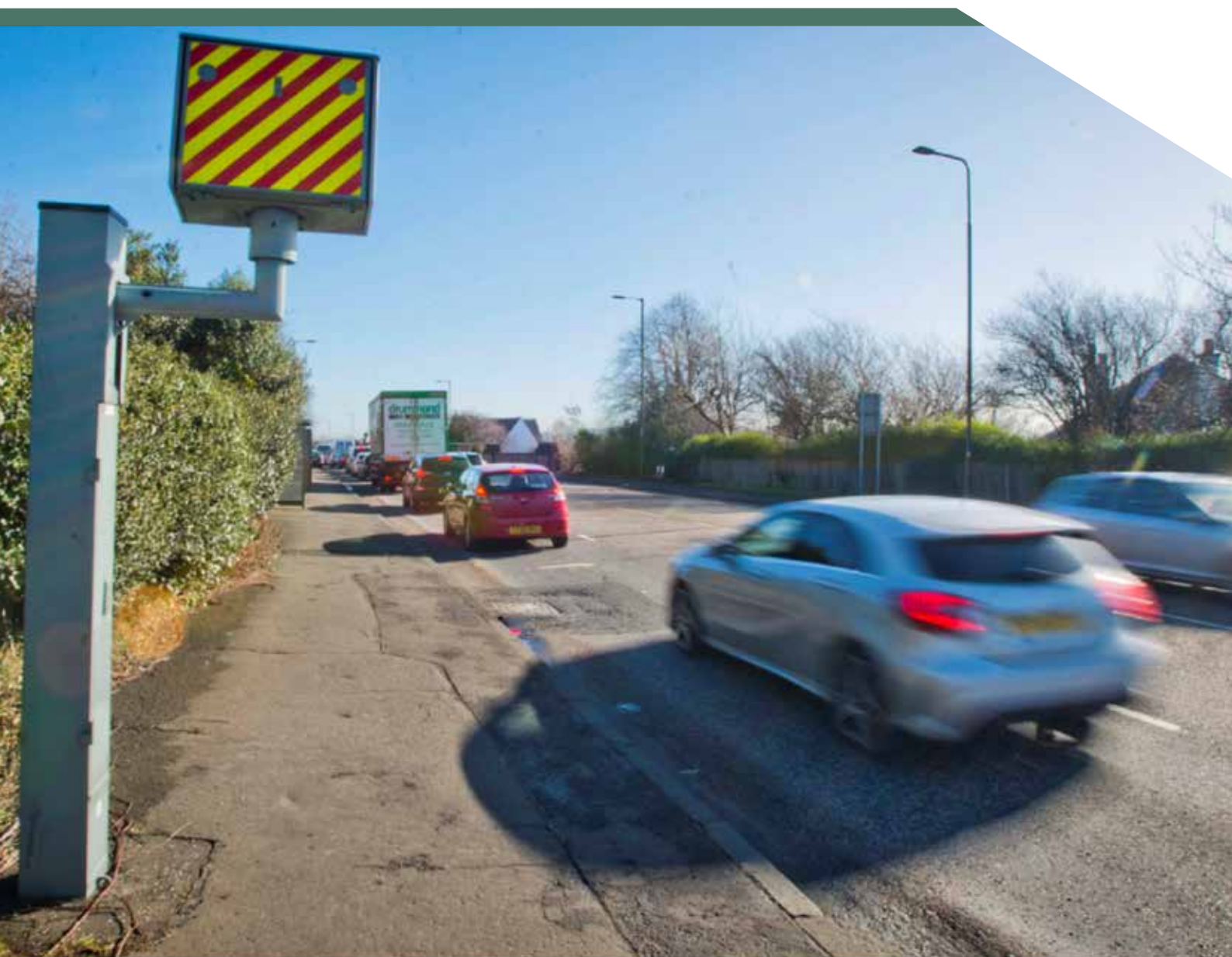
Local Authority Activity

YEARS



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

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



North East Scotland – Aberdeen, Aberdeenshire and Moray



Road Safety North East Scotland draws together the three north east local authorities (Aberdeen, Aberdeenshire and Moray) and key partners to work together on local

road safety initiatives. These focus on the national Priority Focus Areas, as well as local casualty trends, identified through longer-term collision monitoring. During 2018 these included:

Milestones Older Driver Review Scheme – a pilot scheme operated in Aberdeenshire during spring 2018, where a number of local driving instructors provided a driving review for older drivers at a reduced cost. Feedback received was positive and the approach is being discussed with partners to see whether there is merit in developing it as an ‘off the shelf’ tool, which older drivers can be directed to locally.

Rider Refinement North (RRN) – Police Scotland held various one-day RRN motorcycle safety events in spring/summer 2018 at Inverurie and Elgin, following a successful bid for national Road Safety Framework funding. These events included both on-road and class-based activity, attracting 83 attendees in the north east. RRN events held in bordering local authorities (Highland, Angus and Perth and Kinross) saw 132 attendees. Independent evaluation of the initiative has been very positive and similar events have now been planned for 2019.

Serious Injury Collision Reviews – while the national road casualty categories in the north east have seen reductions over the past decade, the serious-injury category has declined at a slower rate than others. To try and address this, the north east local authorities are liaising more closely with Police Scotland following serious injury collisions, to gain greater understanding of the underlying circumstances and determine whether engineering-based measures can prevent future occurrences.

Safe Drive Stay Alive – over 5,000 north east secondary school pupils attended the annual ‘Safe Drive Stay Alive’ event in Aberdeen and after fourteen years of local performances, the events continue to attract a positive response from audiences. The underlying story which develops throughout the event has recently undergone some refreshment, to make it more contemporary in a road safety context.

Data-led Initiatives – historical collision data showed an increase in north east pedal cycle casualties in early summer and pedestrian casualties in Aberdeen during the winter months. Working with NESTRANS – the regional transport partnership, both these trends received local attention through bus-back advertising, large poster promotions on geographically targeted bus shelters, as well as radio adverts.

Bikeability – over 3,700 primary school age children received Bikeability Level 2 (On-road) training across the three local authority areas.

Priority Focus Areas: Framework Funding



Outlined below are the various road safety initiatives, together with their commitments, which received Road Safety Framework funding to fulfil the outcomes identified under the Priority Focus Areas.

Some activities cover more than one outcome, demonstrating how road safety initiatives can be interconnected, with improvements in one area potentially leading to improvements in another.

| | | | |
|-------------------------------|-----------------------|-----|----------------------|
| Road Safety Initiative | Community Speed Watch | | |
| Location | Glasgow | | |
| Priority Focus Area | Speed | Age | Vulnerable Road User |

OUTCOMES IDENTIFIED

- Speed – Increase the proportion of vehicles travelling at appropriate speeds on Scotland’s roads to support reducing road casualty numbers.
- Pre-Drivers – Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.
- Older Drivers – Increase awareness and knowledge capability of older drivers and their families to make informed choices about safe driving.
- Pedestrians – Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness of and compliance with, road traffic laws and safe practices by all road users.
- Cyclists – Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users.

COMMITMENTS COVERED

- 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 categories of roads.
- RSF 21: Continue to support the Safety Camera Programme.
- RSF 71: Encourage local authorities to implement any changes indicated by their review of speed limits and continue to monitor networks in order to identify changes where these may support casualty reduction.
- RSF 72: Consider if the introduction of a Speed Awareness Scheme focused on speeding would be an appropriate contribution to road safety in Scotland.
- RSF 73: Provide information on the benefits of lower speed driving in relation to fuel efficiency, health impacts and road safety.
- RSF 75: Investigate whether alcohol is playing a greater part in pedestrian casualties and, if it is, consider what we can do to reverse the trend.

- 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 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 95: Investigate and support ways to promote and facilitate initiatives relating to further accredited or certified training for older drivers including incentivisation to do this.

INITIATIVE SUMMARY

PS's Community Speed Watch (CSW) programme is designed to engage and empower local residents to work in partnership with the police Scotland and Glasgow Council to contribute towards local and city-wide casualty reduction targets. The project will analyse the data gathered as part of the CSW project and contribute towards the mid to long-term framework commitment to investigate the links between road safety and

disadvantaged children and those in ethnic minority groups. The project focuses on three identified areas of deprivation with a high percentage Black and Minority Ethnic (BME) population, and compares statistical information and other travel data against three more affluent areas with a low percentage BME population. The study includes the analysis of carefully designed questionnaires aimed at various types of road users including children, parents, older residents, community groups, businesses, drivers and cyclists. The project aims to:

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

| | | | |
|-------------------------------|----------------------------------|-----|--|
| Road Safety Initiative | Rider Refinement North | | |
| Location | North and North East of Scotland | | |
| Priority Focus Area | Speed | Age | |

OUTCOMES IDENTIFIED

- Speed – Change the attitudes of motorcyclists of all ages towards their riding, how they think about how they ride and to reduce riding at inappropriate speeds
- Speed – Assist in reducing the high number of motorcycle casualties in the North and North East of Scotland.
- Speed – Educate motorcyclists of all ages, highlighting that driver error and inappropriate speed is a common factor in most crashes.
- Speed – Develop and deliver a bespoke one day motorcycle education course to deliver to this group of vulnerable road users.
- Age – The project will be well publicised in the local media and Police motorcyclists will liaise with local motorcycle trainers and approved training bodies, working with them to encourage young or inexperienced motorcyclists who have recently passed their test to attend this course.
- RSF 60: Encourage younger drivers to undergo post-test training, by engaging with the private sector including the insurance industry to explore incentivisation, and to support national coordination of the use of outcomes based evaluation of post-test training.
- RSF 92: Consider the needs and vulnerabilities of motorcyclists in developing motorcycle friendly roads and roadsides where this may support casualty reduction, while insuring that motorcycle safety is fully considered when other traffic calming schemes are introduced.

INITIATIVE SUMMARY

PS's Rider Refinement North aims to assist in reducing the high number of motorcycle casualties in the North and North East of Scotland by delivering a bespoke defensive rider training package educating riders on how to improve their skills and increase safety. This consisted of a presentation, demonstration and assessment rides tailored to the geographical motorcycle collision causation factors. This intervention was delivered across the North and North-East of Scotland supported by the respective Road and Community Safety Groups. The intervention proved extremely popular with motorcyclists across the North of Scotland with demand outstripping supply. There was a 22% reduction in fatal motorcycles collisions in the North of Scotland between April and October 2018 when compared to the same period in 2017, however it is still too early to say if this intervention contributed towards these figures.

COMMITMENT

- 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 categories of roads.
- 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.

| | | | |
|-------------------------------|---------------------------|-----|--|
| Road Safety Initiative | Drivewise Borders & Fife | | |
| Location | Scottish Borders and Fife | | |
| Priority Focus Area | Speed | Age | |

OUTCOMES IDENTIFIED

- Speed – Increase the proportion of vehicles travelling at appropriate speeds on Scotland’s roads to support reducing road casualty numbers.
- Motorcyclists – Improve the safety of motorcycling by reducing levels of motor cycle injury accidents on the road network to support reducing road casualty numbers.
- Pre-Drivers – Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.
- Drivers aged 17-25 – Increase safer driving behaviours by young drivers after they pass their test.
- Older Drivers – Increase awareness and knowledge capability of older drivers and their families to make informed choices about safe driving.

COMMITMENT

- RSF 09: Continue to look for innovative ways to target younger drivers with appropriate messages, including effective social media platforms, about safe driving to increase their awareness and understanding of their vulnerability and the dangers they face due to age and inexperience.
- RSF 19: Continue to publicise and educate people about the risks associated with speeding.

- 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 60: Encourage younger drivers to undergo post-test training, by engaging with the private sector including the insurance industry to explore incentivisation, and to support national coordination of the use of outcomes based evaluation of post-test training.
- RSF 61: Encourage initiatives which lead to qualifications and safer driving attitudes and behaviours and explore flexible delivery and certification approaches to increase uptake.
- 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 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 80: Support outcomes-based evaluation of pre-driver interventions with a view to further developing a guide to organising pre-driver events for senior secondary school pupils.
- 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 95: Investigate and support ways to promote and facilitate initiatives relating to further accredited or certified training for older drivers including incentivisation to do this.

INITIATIVE SUMMARY

Police Scotland worked collaboratively with Scottish Borders Council, the Scottish Fire and Rescue Service, Scottish Ambulance Service and IAM Roadsmart on the Drivewise project. Drivewise

Borders initiative, through the delivery of three sub-projects, aimed at improving knowledge, skills, attitudes and behaviours by delivering awareness raising and training opportunities for those drivers most at risk of injury related accidents, contributing to all three Age related overarching. Initiated in 2016, the project was extended in 2017 to include motorcycles with the aim of creating an inclusive programme and raising the skills of riders. Drivewise was also, as part of the 2017 extension, established in Fife.

The projects aim to reduce the number of children, young drivers and older drivers killed or seriously injured, and contributes directly to Scottish Borders Council’s Safer Communities Action Plan. Each project includes a specific range of learning and training programmes suited to their respective age group. This will enable drivers to develop their knowledge and skills, and identify and reduce risk taking behaviours.

| | | | |
|-------------------------------|---------|-----|----------------------|
| Road Safety Initiative | DriVR | | |
| Location | Glasgow | | |
| Priority Focus Area | Speed | Age | Vulnerable Road User |

OUTCOMES IDENTIFIED

- Speed – Increase the proportion of vehicles travelling at appropriate speeds on Scotland’s roads to support reducing road casualty numbers.
- Age – Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.
- Age – Increase safer driving behaviours by young drivers after they pass their test.

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

COMMITMENT

- RSF 09: Continue to look for innovative ways to target younger drivers with appropriate messages, including effective social media platforms, about safe driving to increase their awareness and understanding of their vulnerability and the dangers they face due to age and inexperience.
- 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 categories of roads.
- RSF 21: Continue to support the Safety Camera Programme.
- 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.
- RSF61: Encourage initiatives which lead to qualifications, safer driving attitudes and behaviours.
- RSF 73: Provide information on the benefits of lower speed driving in relation to fuel efficiency, health impacts and road safety.
- 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 80: Support outcomes-based evaluation of pre-driver interventions with a view to further developing a guide to organising pre-driver events for senior secondary school pupils.

INITIATIVE SUMMARY

DriVR aims to provide and deliver an educational resource for 16-18 year olds (S5-S6) to demonstrate road safety consequences as a result of undesirable behavioural choices. The two 360 videos have been developed as classroom-based Virtual Reality (VR) experiences, linked to the Curriculum for Excellence, to prompt pre and young drivers, pedestrians and cyclists to consider their behaviour. The videos expose the viewer to poor road safety behaviours; allowing the user to experience what can happen whilst in a safe environment.

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|-------------------------------|---|-----|----------------------|
| Road Safety Initiative | Scottish Occupational Road Safety Alliance (ScORSA) | | |
| Location | Various | | |
| Priority Focus Area | Speed | Age | Vulnerable Road User |

OUTCOMES IDENTIFIED

- Provide a unique facility for small to medium sized businesses in Scotland to implement, manage and access occupational road risk.
- Encourage joint working and raise awareness in organisations of the need for action on work related road safety, promote the exchange of information and best practise.
- Encourage the introduction of technology within fleet users to regulate and recognise the risk posed by speeding.

COMMITMENT

- RSF 30: 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

The Scottish Occupational Road Safety Alliance (ScORSA) was created to raise awareness of MORR issues and promote occupational road safety within small to medium sized enterprises (SME). ScORSA's objective is to raise awareness in managing occupational road risk, and promotes occupational road safety within Scotland by highlighting the positive benefits of risk management. Activity covers a wide variety of areas and the use of technology to make driving for work safer for all. The redeveloped ScORSA website and social media feeds provided visitors with research information and practical options to better inform policy decisions within organisations in general. For members, a forum and series of workshop events provided "hands on" peer learning opportunities.

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|-------------------------------|-------------------|--|--|
| Road Safety Initiative | Destination Drive | | |
| Location | Various | | |
| Priority Focus Area | Age | | |

OUTCOMES IDENTIFIED

- Age – Encourage older drivers to review their current driver ability and relevant health issues, such as eyesight and cognitive skills to ensure their driving ability is safe for all road users.
- Age – Develop individual skills and life patterns to ensure older drivers are fit to drive safely, for as long as possible.
- Age – Help those older drivers who may no longer be safe to continue to drive, understand their legal and moral responsibilities and provide pathways to services or strategies they can utilise to maintain their independence, mobility and wellbeing without their car.
- Age – Provide advice/guidance on accredited older drivers' training.
- Age – Through partner agencies, provide advice/guidance and direct assistance where necessary for older persons to continue to use our roads.
- Age – Highlight the implications associated with restrictive medical conditions and the requirements to consult medical practitioners and the Driver and Vehicle Standards Agency.

COMMITMENT

- RSF 83: Promote initiatives to raise awareness amongst older drivers of their vulnerability and ways in which they can address this.
- RSF 95: Investigate ways to promote and facilitate initiatives relating to further training for older drivers including consideration of incentivisation to do this.

INITIATIVE SUMMARY

RoSPA's Destination Drive project aims to enable older people to drive safely for as long as possible. Scotland has an ageing population and an increasing number of older drivers on our roads. There is a general decline in the number of casualties in most vulnerable road user groups over the past five years, yet casualties among those over 70 years old have remained fairly constant. It encourages older drivers to:

- Review their current driver ability and relevant health issues, such as eyesight and cognitive skills to ensure their driving ability is safe for all road users.
- Help those older drivers who may no longer be safe to continue to drive, understand their legal and moral responsibilities and provide pathways to services or strategies they can utilise to maintain their independence, mobility and wellbeing without their car.
- Highlight the implications associated with restrictive medical conditions and the requirements to consult medical practitioners and the Driver and Vehicle Standards Agency.

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|-------------------------------|------------------------------------|----------------------|--|
| Road Safety Initiative | Practical Cycle Awareness Training | | |
| Location | Glasgow | | |
| Priority Focus Area | Age | Vulnerable Road User | |

OUTCOMES IDENTIFIED

- Age – Increase safer driving behaviours by young drivers after they pass their test.
- Vulnerable Road User – Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness of and compliance with, road traffic laws and safe practices by all road users.

COMMITMENT

- RSF 27: Ensure that all road users receive appropriate education and training messages about safer cycling in the road environment, including journeys to and from school and in residential areas.
- RSF 54: Consider, with partners, local pilots of initiatives for evaluation and promulgation of results across Scotland.
- RSF 61: Encourage initiatives which lead to qualifications, safer driving attitudes and behaviours.
- RSF 96: Encourage everyone to acknowledge driving as a skill which requires concentration and judgement.

INITIATIVE SUMMARY

The project activity resourced and delivered by Cycling Scotland drawing on communication support from Glasgow City Council Road Safety team and stakeholder groups including DISC, cycling tutors and Scottish road safety representatives, provided early intervention by incentivise young and learner drivers to undertake vulnerable road-user awareness training, including Practical Cycle Awareness Training. The project will include a range of learning and training, and place young drivers in the same position as cyclists to promote greater awareness of vulnerable road users and encourage a better appreciation of the dangers cyclists and other vulnerable road users face on a day-to-day basis. This will ultimately promote safer driving behaviours and attitudes. In addition the project will ensure young people have greater confidence and ability to make practical and sustainable travel choices, and enable young drivers with limited income to maintain road usage awareness and skills through continued cycling.

| | | | |
|-------------------------------|-------------------------------------|----------------------|--|
| Road Safety Initiative | 20 mph community engagement project | | |
| Location | Various | | |
| Priority Focus Area | Speed | Vulnerable Road User | |

OUTCOMES IDENTIFIED

- Speed – Increase the proportion of vehicles travelling at appropriate speeds on Scotland’s roads to support reducing road casualty numbers.
- Vulnerable Road User – Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness of and compliance with, road traffic laws and safe practices by all road users.

COMMITMENT

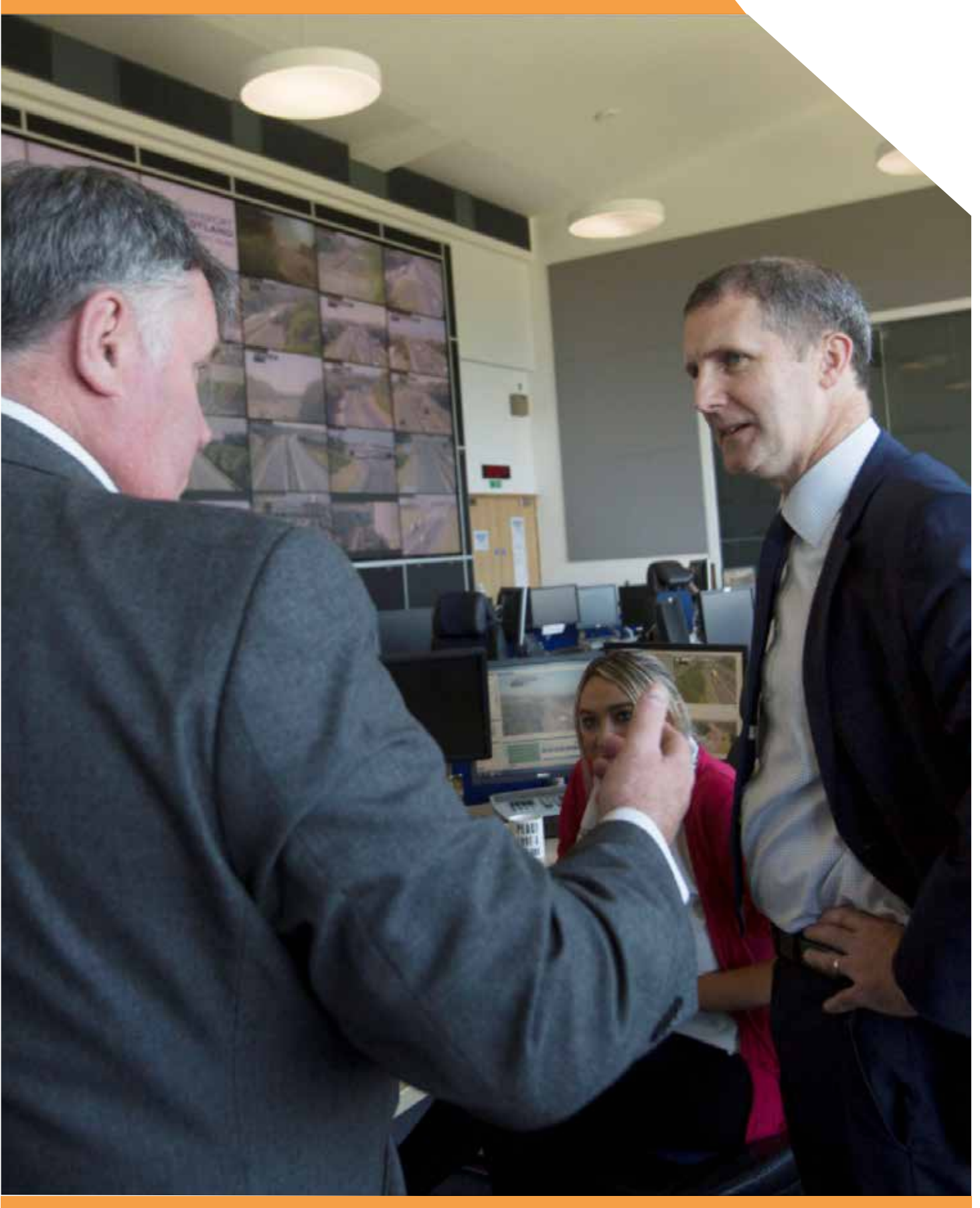
- RSF 20: Continue to raise awareness of speed limits and their purpose, including those that apply to different types of vehicle on the different categories of roads.
- RSF 71: Encourage local authorities to implement any changes indicated by their review of speed limits and continue to monitor networks in order to identify changes where these may support casualty reduction.
- RSF 74: Encourage local authorities to introduce 20 mph zones or limits in residential areas and areas of towns or cities with a high volume of pedestrians and cyclists as set out in the 2015 Good Practice guide on 20 mph Speed restrictions.

INITIATIVE SUMMARY

Living Streets engaged with a wide range of local stakeholders in co-producing resources including schools, older people organisations, community councils and neighbourhood partnerships to name only a few and worked with them to identify areas where greater promotional activity could positively impact the roll-out of 20 mph limits. Building community ownership, increasing the level of community support for the scheme and ultimately positively effecting behaviour change and compliance.

The project will examine existing approaches, and a range of techniques, engagement messages and new approaches will be tested in pilot areas.

This will result in the development of detailed case studies of best practice, illustrating how different approaches can secure support from a range of community stakeholders. The case studies will form part of a toolkit for 20 mph promotion to disseminate learning across Scotland. Training will be delivered to support use of the toolkit and learning, in addition to a form of online knowledge hub and at least one paper or keynote conference presentation.



Priority Focus Areas: Indicators



A summary of the Reported Road Casualties statistics '2017 for each Outcome is provided below and is a means of monitoring progress towards individual outcomes and the downward trend towards Framework 2020 casualty reduction targets.

Overarching Speed Outcome:

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



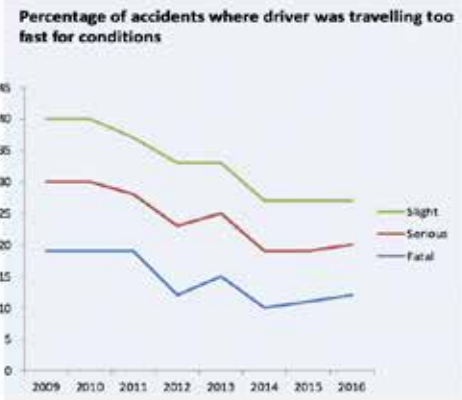
Indicators:

- The number of injury accidents where at least one of the two "speed" contributory factors are recorded.
- Positive behavioural or attitudinal trends in drivers including driving at appropriate speeds and awareness and understanding of speed limits and what they mean.
- Supplementary information

Between Feb 2015 and Mar 2018, there has been a **decrease of 6 percentage points** in the proportion of drivers **disagreeing strongly** that penalties for offences like speed weren't enough to stop them doing it. This contrasts somewhat with the opposite trend seen between July 13 and Feb 15.


"Penalties for getting caught for driving offences like speeding and using a mobile phone aren't enough to stop me doing it"

| Date | Agree strongly (%) | Disagree strongly (%) |
|----------|--------------------|-----------------------|
| July '13 | 20 | 44 |
| Feb '14 | 15 | 46 |
| July '14 | 16 | 48 |
| Feb '15 | 12 | 57 |
| July '15 | 10 | 45 |
| Feb '16 | 13 | 50 |
| July '16 | 14 | 54 |
| Mar '17 | 17 | 50 |
| Aug '17 | 18 | 48 |
| Mar-18 | 17 | 51 |



Overarching Motorcyclists Outcome:

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



Indicators:

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

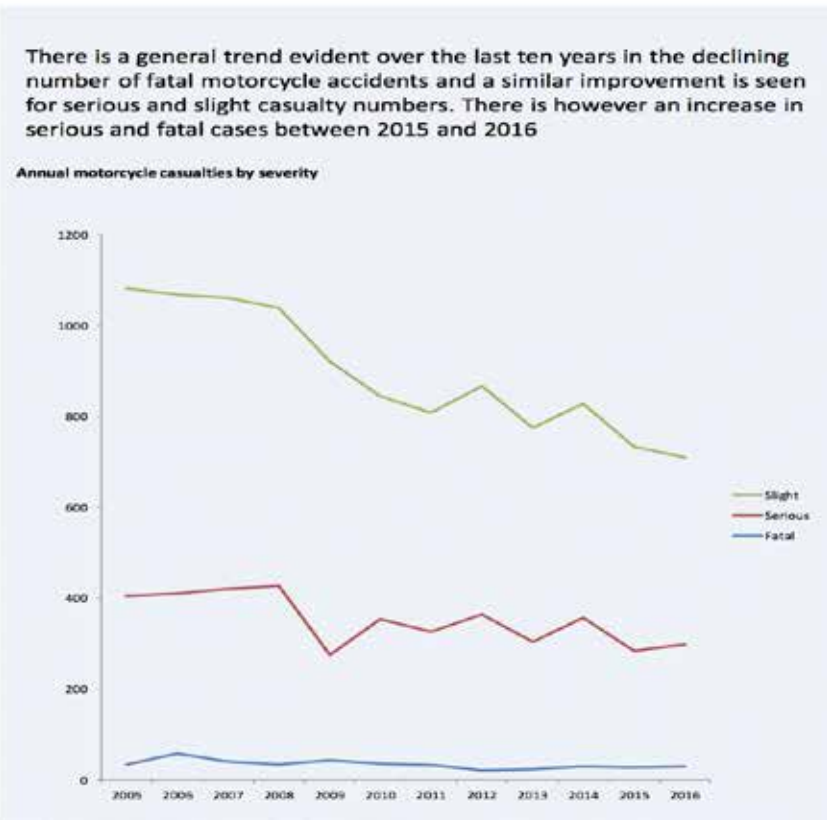
Motorcycle traffic has tended to decrease for the past ten years, while traffic overall has increased

Motorcycle traffic (Index 2005 = 100):

| Year | Motorcycle Traffic | All Traffic |
|------|--------------------|-------------|
| 2005 | 100 | 100 |
| 2006 | 95 | 105 |
| 2007 | 105 | 105 |
| 2008 | 100 | 105 |
| 2009 | 100 | 105 |
| 2010 | 95 | 105 |
| 2011 | 95 | 105 |
| 2012 | 95 | 105 |
| 2013 | 95 | 105 |
| 2014 | 95 | 105 |
| 2015 | 95 | 105 |
| 2016 | 95 | 105 |
| 2017 | 95 | 105 |
| 2018 | 95 | 105 |

Motorcycle traffic accounted for:

- 0.2% of journeys
- 0.6% of traffic
- 7% of road accident casualties



Overarching Pre-drivers Outcome:

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



Indicators:

- Number of secondary school or college pupils receiving interactive pre-driver educational intervention
- Number of people completing the Scottish Qualifications Authority safe road user award or other accredited assessment or training
- Supplementary information

Pupils receiving interactive pre-driver educational intervention

- 66 requests for data were made to Directors of Education and colleges, 19 have responded across 16 local authority areas.
- An estimated 18,273 pupils received interactive educational interventions in 2016, although the actual figure is likely to be much higher.
- The most common intervention is 'Safe Drive, Stay Alive' which is used across 7 local authorities.
- Pupil received interventions in 2016 ranged greatly across local authority area between 106 and 8,527.

Indicator to follow: Pre-driver intervention Evaluation findings

It is difficult to recommend a clear narrative interpretation of this indicator as the small underlying numbers can mean large percentage increases only relate to small changes in overall numbers of participants. There is additional need for caution in interpretation due to the relatively recent introduction of the qualification.

SQA Safe Road User Award Pass rate



SQA Safe Road User Award - Entries and Awards



Overarching 17 to 25 Outcome:

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



Indicators:

- The proportion of drivers aged 17-25 involved in injury accidents
- Number of risk behaviours undertaken by drivers aged 17 to 25 whilst driving in the preceding 12 months.
- Supplementary information

In 2016, the number of car driver casualties between the ages of 17 and 25 was down by 46% on the baseline period (2004-2008 average). When considering the proportion of car driver casualties accounted for by those aged 17-25, the reduction on the baseline has been less pronounced (5.2%) and younger drivers still constituted just over a fifth of all driver casualties in 2015 (down from over a quarter during the baseline period).

| | 2004-2008 average | 2016 | Change |
|---|-------------------|-------|-----------------|
| Number of car driver casualties 17-25 | 4033 | 2163 | ↓ - 1870 (-46%) |
| Percentage of all car driver casualties 17-25 | 24.7% | 19.5% | ↓ -5.2% |

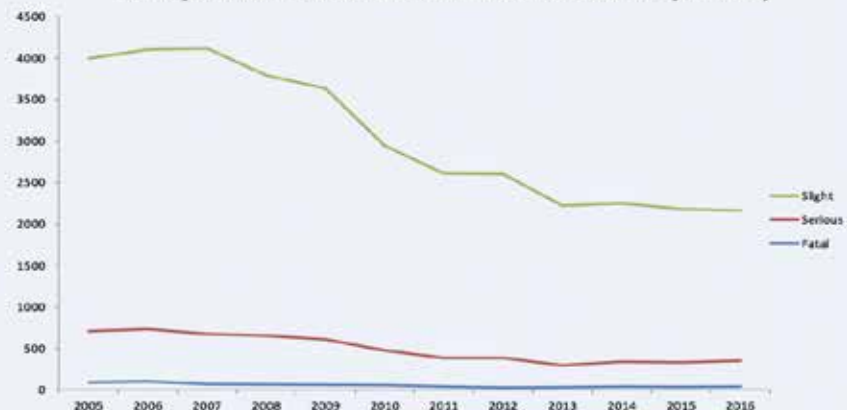
Percentage of drivers carrying out 5 or more risk behaviours



Percentage of drivers carrying out no risk behaviours



17-25 year old car drivers involved in car accidents by severity



Overarching Older Drivers Outcome:

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



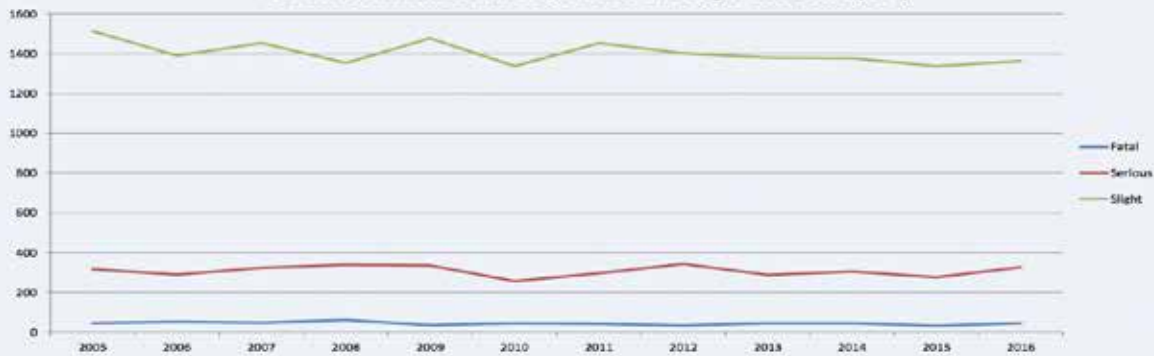
Indicators:

- The proportion and number of drivers aged 65 and older involved in injury accidents
- Number of risk behaviours undertaken by drivers aged 65 and older whilst driving in the preceding 12 months
- Supplementary information

In 2016, the number of car driver casualties over the age of 60 was down by 5% on the 2004-2008 average. The proportion of all car driver casualties accounted for by the over 60s compared to the 2004-08 baseline increased by 4.4% over the same period. However, it is worth noting that 17-25 year olds have observed a larger decrease in the overall number of casualties and this in part explains this variance.

| Over 60-year olds | 2004-2008 average | 2016 | Change |
|---|-------------------|-------|-------------|
| Number of car driver casualties | 1826 | 1735 | ↓ -91 (-5%) |
| Percentage of all car driver casualties | 11.2% | 15.6% | ↑ +4.4% |

Car drivers involved in fatal, serious and slight accidents (60+)



Overarching Cyclists Outcome:

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

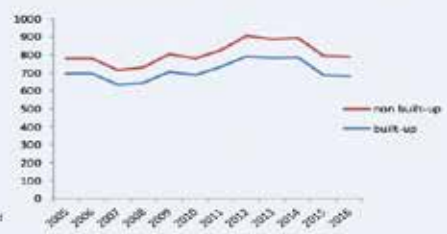


Indicators:

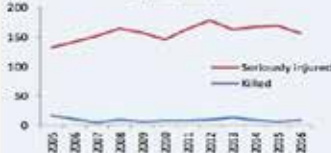
- Number of cyclists involved in injury accidents across both the built-up and non-built-up road network.
- Number of cyclists and all other road users displaying positive attitudes towards each other
- Number of risk and distraction behaviours undertaken by drivers whilst driving in the preceding 12 months
- Supplementary information

There has been an increase in casualties of all severities for cyclists in both built up and non-built up contexts, though this has flattened between 2015 and 2016. Cyclists killed between 2015 and 2016 saw an increase while this had previously seen decline between 2013 and 2015. Numbers of seriously injured has shown general decline since 2012. We recommend that these indicators are interpreted in the context of increasing numbers of bicycle trips being undertaken over recent years.

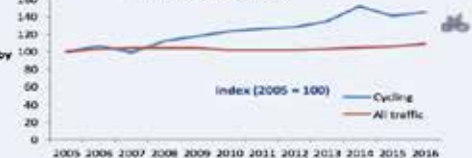
Cyclist casualties – all severities



Cyclists Killed



Indexed bicycle road traffic



When I'm in the car, I'm often annoyed by cyclists out on the road (agree)



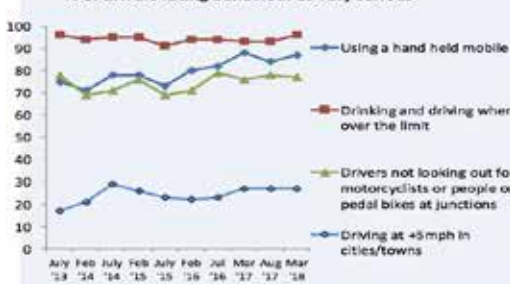
People on bikes have the same rights as car users on the roads (agree)



Drivers need to show more consideration to people on pedal bikes (agree)



% of drivers rating behaviour as very serious



Overarching Pedestrians Outcome:

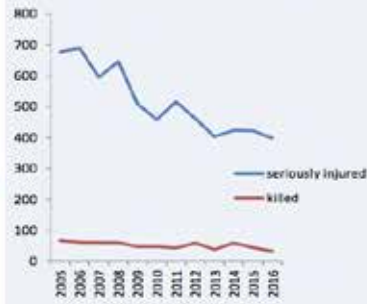
Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users.



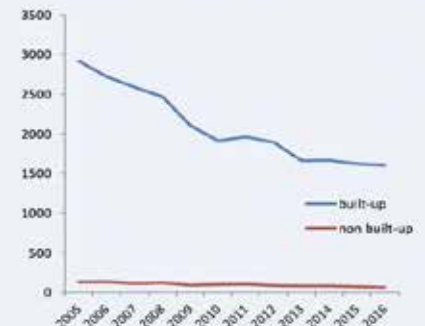
Indicators:

- Number of pedestrians involved in injury accidents across both the built-up and non-built-up road network
- Number of risk and distraction behaviours undertaken by drivers whilst driving in the preceding 12 months
- Supplementary information

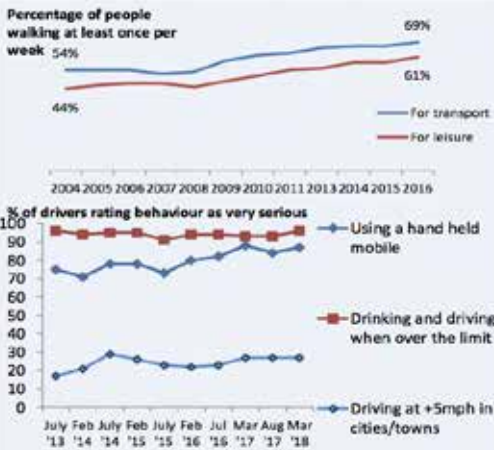
Pedestrian casualties have seen a notable decline in recent years, particularly in built-up areas.



Pedestrian casualties – all severities



Since 2012, speeding behaviours have remained mostly unchanged, with the increase in the percentage of drivers reporting any speeding behaviours largely due to the addition of new questions to the survey.



Beyond 2020

YEARS



Throughout 2018, the OPG and SPB explored the direction the SG and its partners should take to improve road safety by a series of workshops. The workshops also introduced the Improvement approach to help us move forward. Discussions covered what should be included in the next iteration of the Road Safety Framework, with both groups agreeing to continue with the following areas already covered by the current framework:

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

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

- Maintain focus – a target based approach remains essential, as those countries with road safety targets statistically perform better than those which lack them.
- Examine the current environment, followed by an exploration of both potential society and technological developments.
- Recognise the need to maintain/raise public awareness of road safety.
- Be mindful of the National Transport Strategy review.

- Intentionally celebrate success.
- Ensure road safety stays on the agenda.
- Examine the effects of austerity, explore capacity, and consider reduced expertise.
- Examine how to deal with diminishing returns.
- Explore the new powers over signs and traffic signals.
- Study the impact of emissions, vehicle technology and drug driving.

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

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



Further copies of this document are available, on request, in audio and large print formats and in community languages (Urdu, Bengali, Gaelic, Hindi, Punjabi, Cantonese, Arabic and Polish).

**Transport Scotland, Buchanan House,
58 Port Dundas Road, Glasgow G4 0HF
0141 272 7100**

info@transport.gov.scot

www.transport.gov.scot

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