2006 to present

Road Accident Management Group 1992-2006
Key Partners

- Scottish Borders Council
- Police Scotland
- Scottish Fire and Rescue service
- Safety Camera Partnership
- BEAR Scotland
- Royal Society for the Prevention of Accidents (RoSPA)
Long term trends

All casualties Scottish borders 1994-2011

[Graph showing long-term trends in casualties from 1981 to 2011]
Objectives

We aim to achieve this by;

• Identifying key targets
• Emerging trends
• Developing an action plan.
• Raise the profile of Road Safety
• Encourage road users to use the roads safely as part of their everyday lives.
Key road user targets

- Drivers/ Riders
- Motorcyclists
- Young drivers (under 25 years)
- Driving on business
Key behaviours

- Speeding (Excessive and inappropriate)
- Driving whilst distracted. (mobile phones)
- Driving under the influence (alcohol/drugs)
- Non wearing of seat belts
- Fatigue
- Careless / poor driving
Target - Young Drivers

Pre-driver education

Teaching resource for S3 to S6 students

Driving into the Future

Multi-agency road show for S6

Make it or break it
Target - Young Drivers

Young drivers

2006 & 2007

Netherdale, Galashiels
Wed 31 May and Sat 3 June 2006

If you're aged between 17 and 25 and hold a full driving licence, don't miss out on an amazing driving challenge.

One new driver is killed in Scotland every week - learn how to stay safe

Netherdale, the top drivers from Lothian and Borders share some of the techniques and expertise which
Target - Young Drivers

Drive of Your Life road shows

THE DRIVE OF YOUR LIFE

Young Driver Road Shows

* Friday 11th May, Duns in the Old High School bus park
* Friday 18th May, Hawick in the Haugh car park
* Friday 25th May, in the Netherdale car park.

(All events will run from 7.30pm to 9.30pm)
Motorcycling

2002 - 2012
Driving on business

ScORSA Driving Risks @ Work Seminar

2011 and 2012
Engineering

- Investigate cause of collisions;
- Identify problems, emerging patterns
- Develop safer walking routes.
- Safer Routes to School programme
- Checks A & B roads for safety issues, analyse and prioritise solutions.
- Co-ordinate planned interventions & analyse results.
Enforcement

Target to identified collision and complaint areas.

Target offences that contribute to KSI collisions.

Work with partners to interact with casualty groups.
Enforcement

2013 campaigns

- Speeding
- Unlicensed and Uninsured
- Seatbelts and Country Roads
- Drink Drug Driving
- Mobile Phones
- Get Ready for Winter
Rural driving campaign 2013

Vintage car rally, Lauder
Border Union Show
Winter driving campaign

- Radio advertising,
- press,
- Posters, leaflets and promotional material
- bus backs and local displays
- supported by targeted enforcement.

Get a grip of winter driving

SLOW DOWN

www.scotborders.gov.uk/wintertravel
2014 - Challenges and Opportunities

Challenges
- No road safety officer
- Contracting budget and resources
- Accurate data and analysis

Opportunities
- New young driver programme