



2006 to present

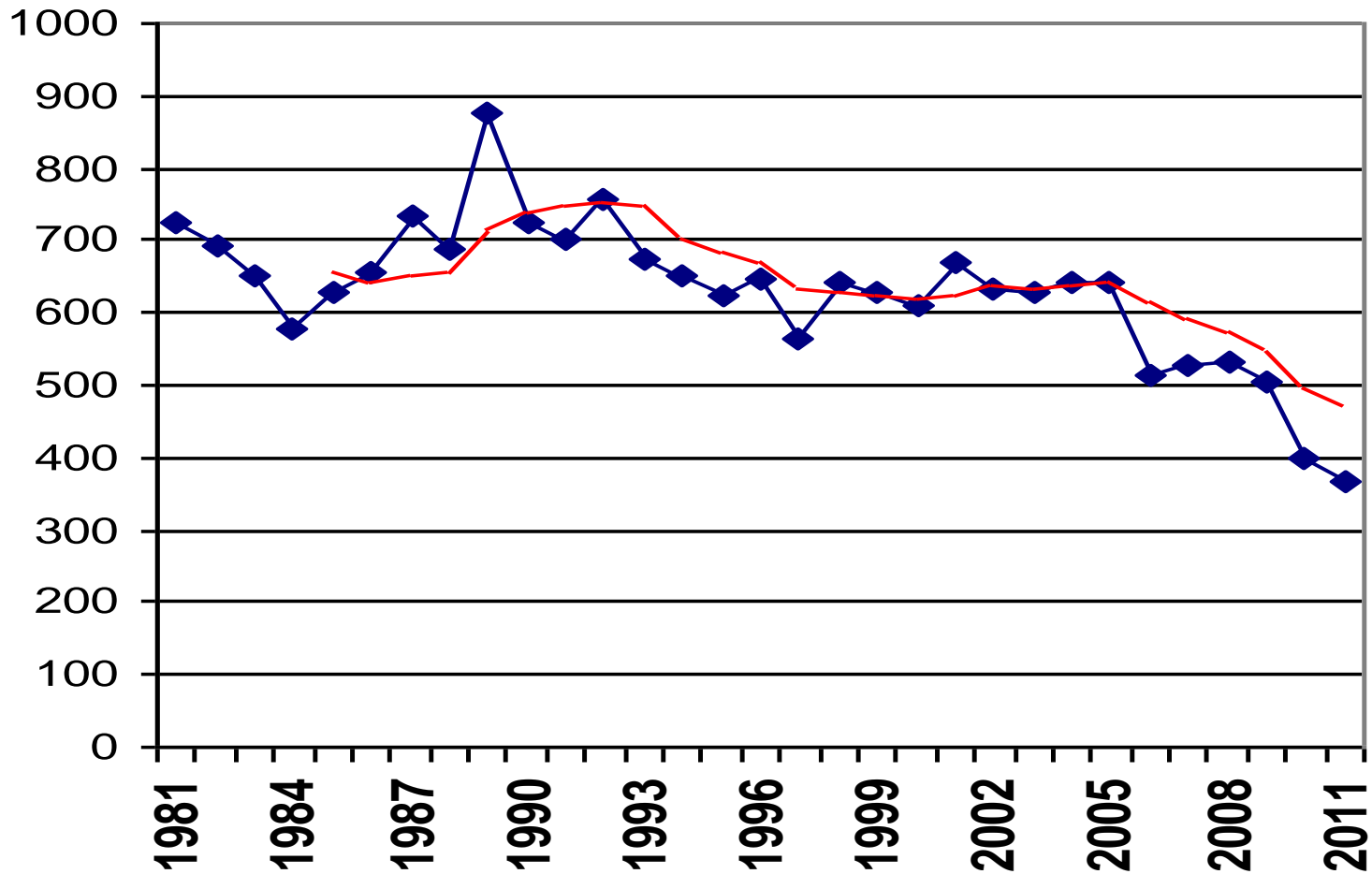
Road Accident Management Group 1992-2006

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



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



Multi-agency
road show
for S6



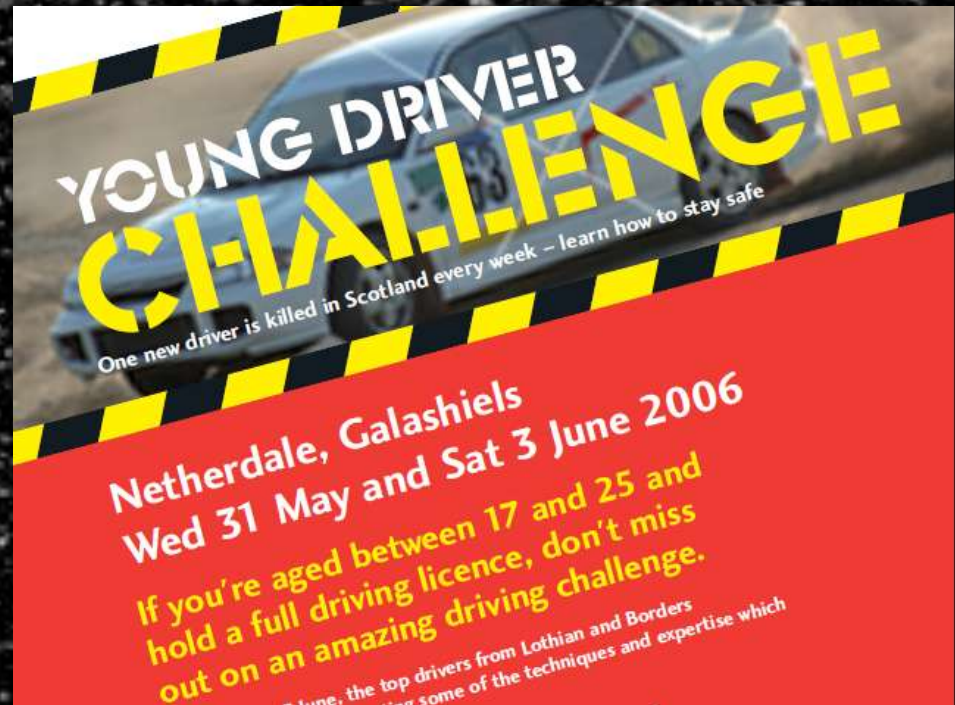
Driving into
the Future



Make it or break it

Target - Young Drivers

Young drivers
2006 & 2007



YOUNG DRIVER CHALLENGE
One new driver is killed in Scotland every week – learn how to stay safe

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.

In June, the top drivers from Lothian and Borders will be demonstrating 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

Education

Pre school



**Children's
Traffic Club**

Ziggy

**In car
safety**

Primary



**Street
Sense**

JRSO

Crucial Crew

**Cycle
Training**

Secondary



**Street
Sense**

**Crash
Magnets**

Safe T

**Driving into
the future**

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

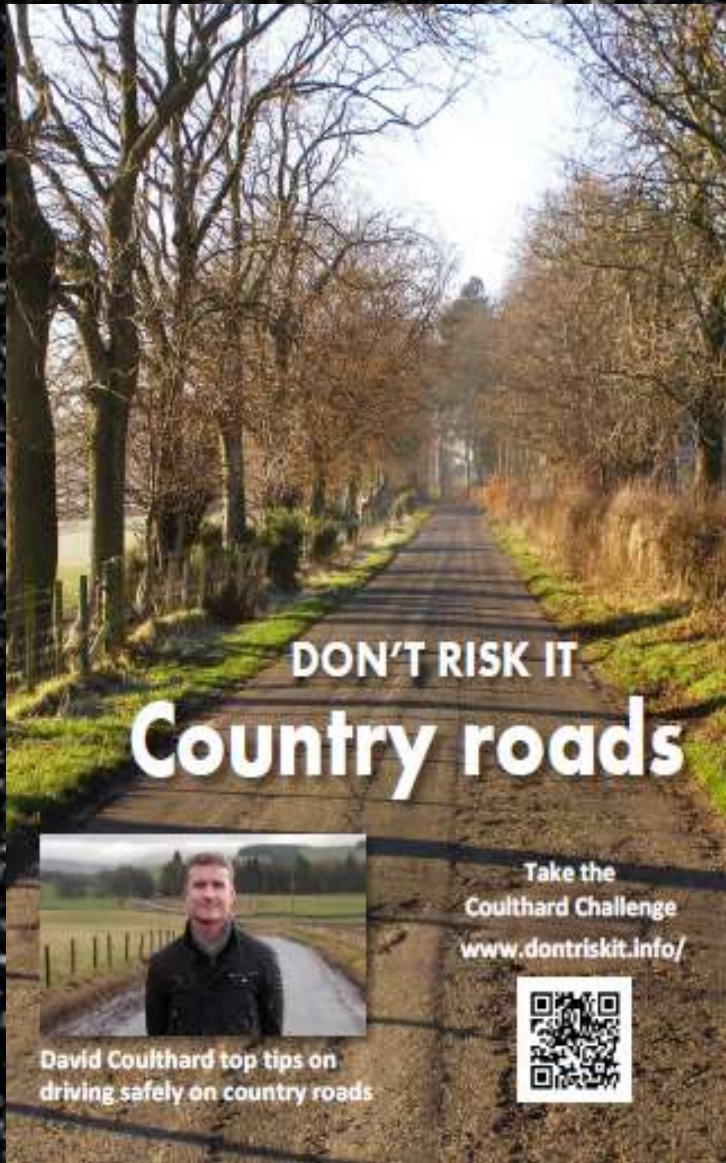
Enforcement

2013 campaigns


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




Rural driving campaign 2013



DON'T RISK IT
Country roads



Take the
Coulthard Challenge
www.dontriskit.info/



David Coulthard top tips on
driving safely on country roads



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.

2014 - Challenges and Opportunities

Challenges

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

Opportunities

- New young driver programme