Shetland Islands Council
Ongoing Support and Campaign Promotions
Legislation

- Health & Safety (as employers/enforcers)
- The Road Traffic Act (1988) (Section 39) places a duty on local authorities to provide a programme of measures to promote road safety.
The Four E’s

- Engineering (SIC, Roads Service)
- Enforcement (Northern Constabulary)
- Encouragement
- Education (SIC, Safety & Risk Service)
Scotland’s Road Safety Framework to 2020

“A steady reduction in the numbers of those killed and seriously injured, with the ultimate vision of a future where no-one is killed on Scotland’s roads, and the injury rate is much reduced”
Road Strategy and Action Plan 2012–2017

Shetland Road Safety Strategy & Action Plan
2012 - 2017

Belt Up!
Aims & Objectives in Strategy

**Aims**
- To reduce road casualties in Shetland
- To reduce the number of drink and drug drivers in Shetland
- To encourage healthier and more environmentally friendly alternatives to car journeys such as walking, cycling and public transport

**Objectives**
- To reduce the number of people killed, seriously injured and slightly injured on Shetland’s roads by 2020
- To make Shetland road users aware of the risks their actions impose on others, and seek to change behaviour.
- To promote appropriate road speeds especially around schools and home zones
- To reduce the need for single car journeys, where practical, in favour of healthier or more environmentally friendly alternatives
- To conduct analysis of crash statistics to highlight problem areas
- To commit resources to intelligence-led policing initiatives and campaigns
- To increase awareness of safety equipment, for example, cycle helmets and seatbelts.
Scottish Casualty Reduction Targets

- 40% reduction in people killed by 2020
- 55% reduction in people seriously injured by 2020
- 50% reduction in children under 16 killed by 2020
- 65% reduction in children under 16 seriously injured by 2020
From Cradle to Grave

- Ziggy Pre-School Resource
- Junior Road Safety Officers
- Car Child Seat Clinics
- Theatre in Education
- School Travel Plans
- Streetsense 1 & 2
- A2bsafely
- Cycle Training
- Pass Plus funding
- Older driver seminars
- In–house initiatives
Shetland Islands Council will work with organisations and individuals, where appropriate, to improve Road Safety.

For example, have already worked with Total following safety concerns with non-British drivers.
Joint Working with Total

- Development of multi-language windscreen stickers for non-British drivers
- Road Safety presentations to staff in conjunction with the Police
- Provision of Winter Driving Pack
- Development of Ice Hazard Map
- Membership of RSAP to ensure continuing commitment to Occupational Road Safety
Shetland Islands Council run the Road Safety Advisory Panel. Membership includes:

- Northern Constabulary
- NHS Shetland
- Shetland Childcare Partnership
- Highlands & Islands Fire Brigade
- Scottish Ambulance Service
- Marine & Coastguard Agency
- ZeTrans
- Local Driving Instructors
- Council Officers
- Councillors
Any Questions?