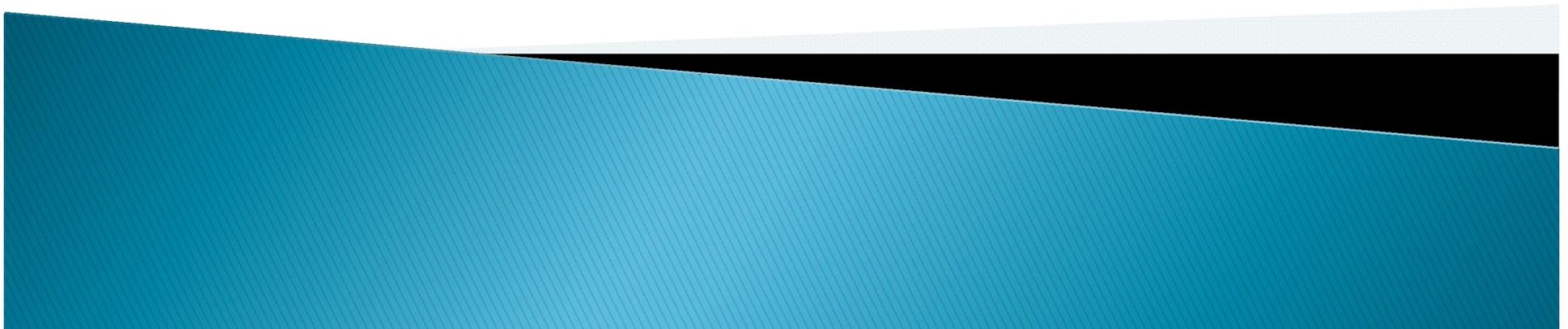




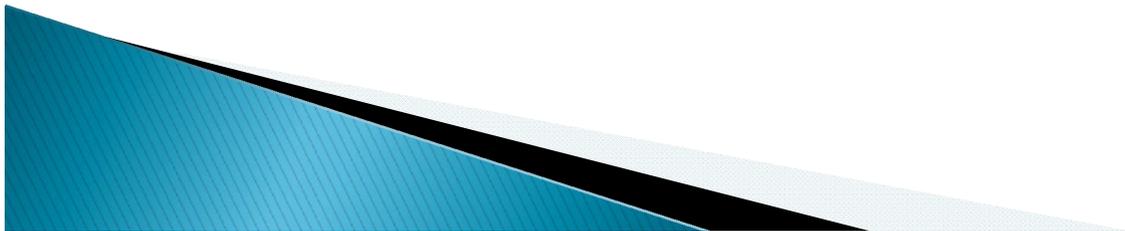
Shetland Islands Council

Ongoing Support and Campaign Promotions



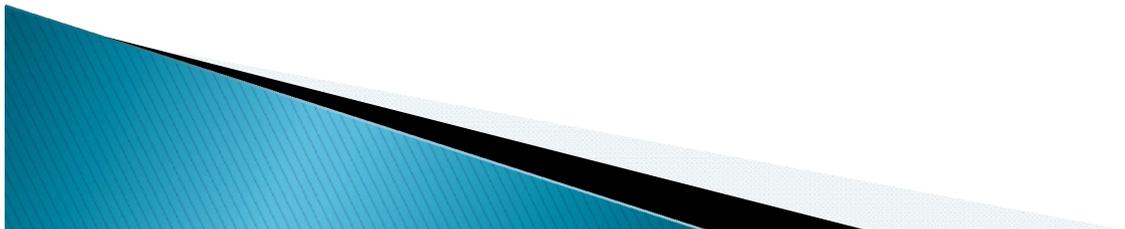
Legislation

- ▶ 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)

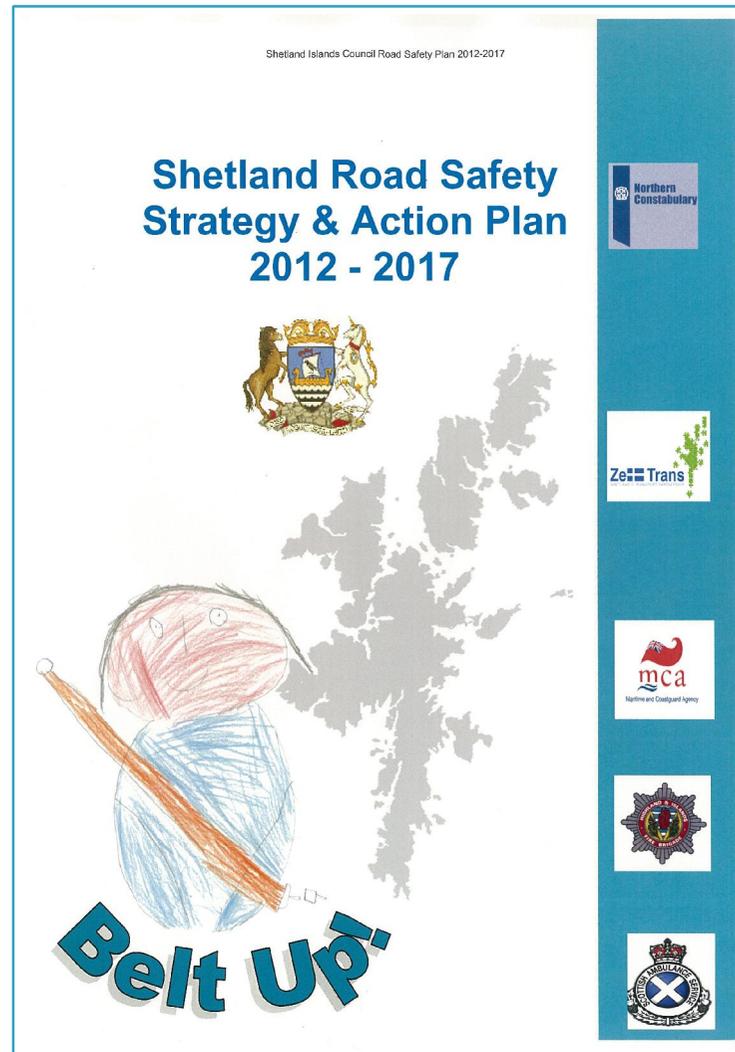


Scotland's Road Safety Framework to 2020

“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



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.

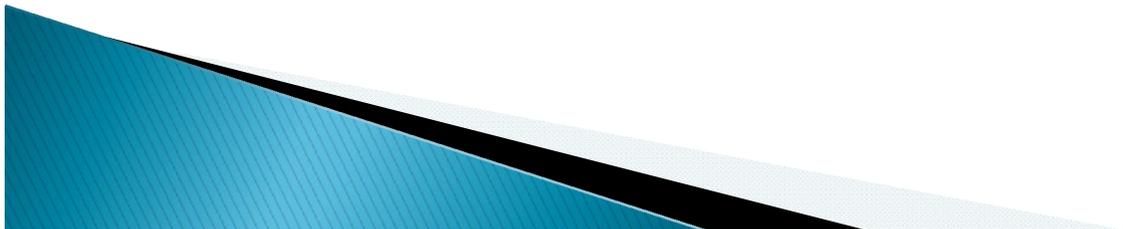
Scottish Casualty Reduction Targets

- ▶ 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



Support

- ▶ 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



Road Safety Advisory Panel

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 ?

