

Road Safety: A Guide For Local Councillors in Scotland

August 2014



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It is based on the original document “Road Safety: A Guide for Local Councillors in England” produced in May 2013 by a working group comprising:

Royal Society for the Prevention of Accidents (RoSPA)

www.rospa.com/roadVSAfety

Road Safety Great Britain

www.roadVSAfetygb.org.uk

Parliamentary Advisory Council for Transport Safety (PACTS)

www.pacts.org.uk

AIRSO

www.airso.co.uk

Association of Chief Police Officers (ACPO)

www.acpo.police.uk

Living Streets

www.livingstreets.org.uk

CTC

www.ctc.org.uk

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Introduction

Roads are essential to our everyday lives and to Scotland's economic prosperity. We all use the roads in some way, by driving, riding, walking or travelling as a passenger. We depend on them to obtain goods and services. Unfortunately, this comes at a price, which includes people being killed and injured.

The risk of death per hour, while using the road is 7.5 times higher than in the rest of everyday life. Each accident resulting in death or injury has an emotional impact on families and friends and places demands on Scotland's emergency services. The cost per fatality in Scotland (2012) was estimated to be in the region of £1.95 million, a serious drain on our national economy. The estimated total cost of all road accidents in Scotland (including damage only accidents) was £1,160 million in 2012.¹

Road deaths and injuries are not inevitable. The last few decades have demonstrated how effectively a comprehensive road safety strategy can reduce the number of people killed or injured on our roads, despite increasing traffic levels.

In 2007, the Scottish Government published 15 National Outcomes describing what it wants to achieve by 2017. There are 50 National Indicators² which help us track progress towards the achievement of these National Outcomes. One of these indicators says we will "*Reduce deaths on Scotland's roads*"³. In line with this strategic approach, Scotland's Road Safety Framework to 2020⁴ highlights the vision and commitment of Scottish Government towards

'A steady reduction in the number of those killed and those 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'.

The annual road casualty figures for Scotland in 2012, published in October 2013 by Transport Scotland⁵ show between 1992 and 2012 (inclusive), 6,619 people were killed, and a total of 390,331 people were injured, in accidents on Scotland's roads.

In 1962 (the earliest year for which a figure is available), there were roughly 775,000 vehicles licensed in Scotland, whereas in 2012 the vehicle population stood at 2.717 million.

¹ Transport Scotland – Annual Road Casualty Figures 2012

<http://www.transportscotland.gov.uk/files/documents/reports/j285660/j285660.pdf>

² National Indicators: <http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator>

³ Reduce deaths on Scotland's roads:

<http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator/roaddeaths>

⁴ Scotland's Road Safety Framework to 2020':

<http://www.scotland.gov.uk/Resource/Doc/274552/0082161.pdf>

⁵ Transport Scotland: Reported Casualties 2012:

<http://www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/j285660-05.htm>

Over the same period, the number of casualties fell from about 26,700 to around 12,700. Therefore whilst the vehicle stock has more than trebled, the number of casualties has actually halved.

During the period 2002-2012, there was a percentage increase of 17% in the number of vehicles licensed⁶ in Scotland. However, during the same period, the road casualties have decreased by the percentage as follows:

Road accident casualties	
Killed	-43%
Killed or seriously injured	-39%
All casualties (including "slight" injuries)	-34%
Children killed or seriously injured	-63%

In addition, during the same period, the number of fatal and serious accidents fell by 36%, from 2,958 to 1,890 and the total number of accidents (all severities) fell by 32%, from 14,343 to 9,747. The casualties decreased by 35% in car users, by 41% in pedestrians, by 9% in pedal cycle and 26% in motor cycle.

There was a reduction in the number of casualties across all age ranges. The casualties aged 16 -22 decreased by 36%, aged 23-59 decreased by 31% and aged over 60 decreased by 18%.

During the above mentioned decade, the number of child fatalities fell drastically. The number of child casualties (all severities) fell by 58% and seriously injured casualties fell by 62%.

Despite these improvements, more than three people still die and 37 are seriously injured on Scotland's roads every week.

These figures are for road casualties of accidents reported to the police, and so do not include people who are injured in unreported crashes. Although virtually all fatal road crashes are reported to the police, a considerable proportion of non-fatal casualties are not reported, even when those involved require medical or hospital treatment.

All Local Authorities have a statutory duty to undertake measures to promote road safety, deliver an appropriate road safety education service and for the provision of a safe local road network⁷. The 1988 Road Traffic Act, Section 39, placed a Statutory Duty on local authorities to promote road safety, to undertake studies into road accidents and to take steps both to reduce and prevent accidents. This obligation extends to collecting data on all crashes which occur in their area and thereafter

⁶ Transport Scotland - Key Transport Statistics February 2014:
<http://www.transportscotland.gov.uk/files/documents/reports/j285664/j285664.pdf>

⁷ Local Authorities - <http://www.scotland.gov.uk/Publications/2009/10/01090036/12>

undertaking research into same to ascertain any underlying issues. The findings are used to influence necessary engineering, enforcement or education measures to prevent a similar occurrence in the future.

The measures taken by a Local Authority can range from major road reconstruction to the introduction of additional signage or even traffic calming measures where necessary. Local Authorities are responsible for all new road construction projects within their area and their expertise and recorded data is used to ensure safety is considered throughout any project.

Local Authorities are also responsible for the maintenance and upkeep of all their roads network.

Trunk Roads, Scotland's main arterial routes, are the responsibility of Scottish Government and all issues affecting them are overseen by Transport Scotland. Transport Scotland has a similar 'duty' in relation to trunk roads as Local Authorities have for their own roads.

The establishment of a single Police Service for Scotland during 2013, in pursuance of Section 34(7) b of the Police and Fire Reform (Scotland) Act 2012 (28th March 2013)⁸, has changed the shape of Scotland's road safety community.

From a legislative perspective, the responsibility to deliver road safety education lies with Scotland's Local Authorities and whilst some of our Local Authorities (e.g. Glasgow City Council) have a team of practitioners delivering road safety related interventions, the pattern across Scotland is disparate.

Your Local Authority area may face particular challenges, on the basis of geography, road type or indeed pattern of road user. For example, whilst car drivers and passengers account for 60% of Scotland's casualties (42% of fatalities),

- Pedestrians account for 16% of Scotland's casualties (32% of people killed)
- Pedal cycles account for 7% of Scotland's casualties (5% of people killed)
- Motorcycles account for 7% of Scotland's casualties (12% of people killed)

⁸ Police and Fire Reform (Scotland) Act 2012:
<http://www.legislation.gov.uk/asp/2012/8/contents/enacted>
http://www.legislation.gov.uk/asp/2012/8/pdfs/asp_20120008_en.pdf

Despite these challenges, local Authorities can continue to deliver effective road safety services to help keep their people alive and healthy by ensuring road safety services are:

- Evidence-informed
- Co-ordinated with other public service
- Designed and delivered in partnership
- Evaluated to ensure effectiveness

This Guide shows how you can help to achieve this in your role as a local Councillor.

What You Can Do

As an elected Councillor, you can help to ensure that your Local Authority has a comprehensive local road safety strategy. It should be effective in reducing road accidents and casualties on your roads. In particular, you can:

1. Influence Decision and Policy Making

Road safety affects everyone. Communities are very sensitive to road safety related issues such as speeding, crashes, parking, etc. Soon you will be faced with tough decisions about allocating finite resources between competing priorities. This may impact on the resources available for road safety activity. It is important that you are familiar with the value of road safety to your community, and be able to link this to other policy agendas, such as health, active travel, education and learning, quality of life and quality of place.”

As a representative of your community, you can inform and influence the decisions through your cabinet or committee structure to ensure road safety resources are used to the best effect, opportunities to improve safety on the road are not missed and any possible adverse effects on road safety are fully understood. As an elected member you may sit on several committees providing an opportunity to raise the profile of road safety on the agendas of other groups.

You may also sit on other bodies either as a representative of your authority or as a local community representative, where you can make a difference.

Many Councils operate some form of area committee system, which is often a perfect arena for considering road safety issues with other Councillors and possibly the public. Area committees channel low comparisons between schemes at a more local level in a transparent way.

2. Ensure Road Safety Services are Evidenced-based and evaluated

Road safety priorities and programmes should be based on casualty data and road safety research. They should be evaluated to ensure an Authority’s limited resources are being used in the most effective way and in response to the most pressing road safety needs. This evidence supports and underpins why and how decisions are made whilst demonstrating an approach which is both objective and fair.

Your responsibility is both to question the data to make sure it is accurate and robust, and also to help present it to the public.

3. Ensure Services are Co-ordinated

The interaction between human factors and road features has important implications for safety engineering, road user education and highlights the need for Engineers, Road Safety Officers, Roads Police and others to work closely together. These disciplines can only work effectively if they are linked, with each discipline being aware of the others role and a communications network existing to facilitate partnership working.

The specialism of understanding the human factors involved is part of the Road Safety Officer's expertise. They should provide knowledge to the other disciplines by a combined problem solving approach to highway design and accompanying campaigns and information.

This enables the road user to be at the heart of design, education and enforcement work. Councillors are in a unique position to enhance this partnership and to become actively involved in making roads safe, through their membership of Partnership bodies, and by making sure Officers are working closely with colleagues and other agencies.

4. Champion Road Safety for All Road Users

Councillors can become aware of a problem through complaints from constituents before they are reflected in the casualty statistics. This information can be brought to the notice of officers for further investigation. Equally, they can also make constituents aware of the Authority's road casualty situation and its road safety initiatives.

A challenge for Councillors is how to respond to constituents' calls for action to prevent what they believe is an "accident waiting to happen" at a particular location. With limited resources, it is even more important to target road safety at real rather than perceived problems.

"Do we have to wait until someone is killed?"

There is a real challenge facing many councillors when balancing requests from local residents with the need to allocate resources properly across the whole of your Council's area. Local residents will campaign for action on their own street or estate, and will expect you as their local Councillor to support them. However, you will have to balance your role as local champion against a Councillor with responsibility across your whole Council area. Road Safety Officers will be able to present the evidence, but if it shows a perceived problem in an area is not actually a road safety problem at all, this can be a difficult message for a Council/councillor or to convey. A perceived problem, however, may be a real barrier to people choosing to walk and cycle, and therefore, may justify action as part of the council's overall sustainable travel strategy.

5. Ensure Your Council Manages its Occupational Road Risk

As a major employer, your Council will have hundreds and possibly thousands of staff who drive, ride or walk on the roads in order to do their jobs, and will use a wide variety of vehicles for many different purposes. Unless managed, Council's staff may face and create risks for themselves and everyone else using the road. Driving for Work and general Road Safety Policies should highlight safe working practices and be augmented by road safety messages.

Proactively managing these risks means Council staff are less likely to be exacerbated by work pressures, such as journey schedules which may encourage speeding. Familiarise yourself with your Council's 'At Work Road Safety' or 'Managing Occupational Road Risk' policies, which should apply to all council staff, including contractors and elected members.

Your Authority can impact on road user behaviour within the broader community by highlighting good internal working practices and taking every opportunity to support localised road safety messages/interventions.

Road Casualties

High Risk Groups

The likelihood of being involved in road crashes is not evenly spread; some groups are higher risk than others, including young drivers, older drivers, at-work drivers, motorcyclists, pedestrians, pedal cyclists and children. As a Councillor, you should be aware of the high risk groups in your authority area, to help inform decisions about prioritising road safety resources

The Main Causes

Almost all road crashes involve human error, ranging from simple mistakes to deliberately dangerous, illegal behaviour. They usually involve a number of contributory factors.

In Great Britain, the most common of these are basic errors, such as failing to look properly (a factor in 30% of road deaths), loss of control of a vehicle (31% of deaths), inappropriate speed (23% of deaths) and impairment or distraction (22% of deaths).⁹ However, this does not mean road users are solely responsible for preventing road casualties.

In Scotland¹⁰, the most frequently reported contributory factor was failure to look properly (32%), followed by loss of control (20%) and failed to judge other person's path/speed (17%) of all reported accidents. Slippery road (14%) and careless/reckless or in a hurry (12%), were also in the top five. For fatal accidents, failure to look properly was the most frequently reported driver/rider factor involved in 31% of accidents, followed by loss of control (29%) and careless/reckless/in a hurry (15%).

The Safe System Approach

Good road safety management adopts the Safe System approach, as advocated by the World Health Organisation¹¹. This is based on the understanding that injury is caused by an exchange of energy in quantities higher than human tolerance to it (for example, a car hitting a pedestrian at 30 mph) and that preventing or minimising the exchange of energy prevents injuries. The Safe System Approach places human vulnerability at the centre of road design, and proposes roads and vehicles should be modified so when crashes occur the impacts remain below the level that is likely to

⁹ Percentages equal more than 100% because crashes usually have multiple contributory factors

¹⁰ Article 3. Contributory factors to reported road accidents in Reported Road Casualties Scotland 2012, Transport Scotland:

<http://www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/j285660-08.htm>

¹¹World Report on Road Traffic Injury Prevention”, World Health Organisation, 2004:

<http://whqlibdoc.who.int/publications/2004/9241562609.pdf?ua=1>

result in death or serious injury. It ensures measures to prevent injuries extend beyond trying to change individual behaviour and include changing vehicles, roads and vehicle speeds.

Those involved in the design and management of the road system and road users share responsibility for the safety, and safe use, of the road system.

Road safety practitioners identify the factors which lead to road crashes; understand how they affect each other and how they can be changed to produce a safer road environment, safer vehicles and safer road users.

Reserved Road Safety Legislation

As a local councillor, you will be asked to provide guidance and support in relation to local road safety issues, it is important to understand which of these can be managed locally and are the responsibility of Local Authorities, which are in the gift of the Scottish Government and those that are reserved to Westminster.

The principal Legislative guidance emanates from the following:

- **Road Traffic Act 1988** - Driving Offences, including drink and drug driving and wearing of seatbelts and motorcycle helmets - **National**
- **Road Vehicles (Construction and Use) Regulations 1986** - Vehicle standards, including statutory requirements with regard to vehicle lighting and fitting of seatbelts - **National**
- **Motor Vehicles (Driving Licences) Regulations 1999** - Driver and vehicle licensing, including medical conditions - **National**
- **Road Traffic Offenders Act 1988** - Penalties for road traffic offences, including driver retraining schemes as court disposal, Drink drive offenders courses - **National**
- **Road Traffic Regulation Act, 1984** - Speed Limits - the Scottish Parliament cannot pass primary legislation in respect of speed limits, but Clauses 21 and 22 of the Scotland Act 2012 (which gained Royal Assent on 1 May 2012) gives Scottish Ministers the power to determine the actual level of the national speed limits on dual carriageways and motorways (currently 70 mph) and single carriageway roads (currently 60 mph) in Scotland. In addition, powers were devolved to set associated vehicle speed limits in Scotland and power to make regulations to specify traffic signs to indicate speed limits – **Localised variation Devolved.**

Other Relevant Guidance:

- **The Highway Code - National**
- **Driver Training and Testing (DVSA) - National**
- **Type Approval for devices used in speed detection and traffic signal offences - National**
- **The Traffic Signs Regulations and General Directions (TSRGD) 2002 –** give Local Authority clear guidance on signage and other measures appropriate to improve safety - **National**
- **Type approval of devices for detecting speeding and traffic signal offences - (speed and red light cameras) - National**

Who Delivers Road Safety?

Scottish Government

Scottish Ministers, through the executive agency Transport Scotland, have a key role in setting national policy and strategy in respect of road safety in Scotland. Transport Scotland, as the agent of the Scottish Government are accountable to Parliament and the public through Scottish Ministers.

Transport Scotland's role includes:

- Collecting and publishing road casualty data
- Managing the motorways and trunk road network
- Commissioning research into the nature, causation factors and potential solutions to road casualties
- Conducting education and publicity campaigns

In 2007, the Scottish Government published 15 National Outcomes describing what it wants to achieve by 2017. There are 50 National Indicators which help us track progress towards these one of which is 'reduce deaths on Scotland's roads.

In 2009, the Scottish Government published its Road Safety proposals for ten years hence, Scotland's Road safety Framework to 2020¹². The document sets out its vision and targets to reduce death and injury on Scotland's roads as well as highlighting how this will be achieved.

Scotland's Road Safety Framework to 2020

The Framework highlights the Government commitment to reducing casualties, achieving specific targets and identified commitments to ensure a **Safer and Stronger Scotland** on our roads.

The Framework:

- **Joins up** the strands of road safety across a broad range of delivery partners;
- Reinforces the message of the **Responsibility** of all road users for their own and others safety on the roads;
- Encourages a **Drive for Life** culture;
- Reduces the tolerance of **Risk** on the roads; and
- Upholds the **Rights** of all road users to expect safe road travel

¹² Go Safe on Scotland's Roads it's Everyone's Responsibility, Scotland's Road Safety Framework to 2020: <http://www.roaDVSAfetyobservatory.com/Pdf/SCOTLAND%20RS%20FRAMEWORK%202020.pdf>

Scotland's Road Safety Framework to 2020¹³ allows local flexibility whilst making 96 specific commitments and defining the following priority areas of focus:

- Leadership
- Sharing intelligence and good practice
- Children
- Drivers aged 17-25
- Rural roads
- Drink Drive
- Seatbelts
- Speed

Scotland's Road Safety Framework to 2020 identifies a number of vulnerable road user groups as follows:

- Children and Young People – the most vulnerable road users
- Pedestrians
- Motorcyclists
- Pedal Cyclists

Scottish road safety targets to 2020, with milestones at 2015

Target	2015 milestone % reduction	2020 target % reduction
People killed	30	40
People seriously injured	43	55
Children (aged <16) killed	35	50
Children (aged <16) seriously injured	50	65

¹³ Go Safe on Scotland's Roads it's Everyone's Responsibility, Scotland's Road Safety Framework to 2020: <http://www.roaDVSAfetyobservatory.com/Pdf/SCOTLAND%20RS%20FRAMEWORK%202020.pdf>

These figures were based around the average number of casualties in each category for the 2004/2008 period. The actual target figures have been established as:

Scottish Road Safety Targets to 2020, with milestones to 2015, compared with average Scottish figures for 2004/08			
Target	2004/2008 average	2015 milestones	2020 target
Fatalities	292	204 (30% reduction)	175 (40% reduction)
Serious casualties	2,604	1,484 (43% reduction)	1,172 (55% reduction)
Child fatalities	15	10 (35% reduction)	8 (50% reduction)
Serious child casualties	325	163 (50% reduction)	114 (65% reduction)

The Scottish Government has proactively sought the involvement of a broad array of partners to contribute to the overall achievement of the Scottish road safety targets. As a Councillor you should highlight these targets and promote interventions designed to achieve these targets. The targets will directly relate to commitments within your Local Authority Single Outcome Agreements.

Framework Management

Central to the success of shared ownership and a broad ethos of 'working with others' is Scotland's Strategic Road Safety Partnership Board¹⁴ and Operational Partnership Group¹⁵. These groups containing a number of key stakeholders provide governance, guidance and monitor progress. Membership of these groups includes:

Strategic Partnership Board:

- Association of Directors of Education
- Convention of Scottish Local Authorities (COSLA)
- Crown Office and Procurator Fiscal Service
- Institute of Advanced Motorists (IAM)
- National Health Service (NHS)
- Police Scotland
- Road Safety Scotland
- Royal Society for the Prevention of Accidents (RoSPA)
- Scottish Ambulance Service
- Scottish Fire and Rescue Service

¹⁴Road Safety - Strategic Partnership Board:
<http://www.transportscotland.gov.uk/road/road-safety/strategic-partnership-board>

¹⁵Road Safety - Operational Partnership Group:
<http://www.transportscotland.gov.uk/road/road-safety/operational-partnership-group>

- Scottish Government
- Scottish Youth Parliament
- Society of Local Authority Chief Executives (SOLACE)
- Society of Chief Officers of Transportation in Scotland (SCOTS)
- Transport Scotland

Operational Partnership Group:

- City of Edinburgh Council
- Confederation of Passenger Transport Scotland (CPTS)
- Cycling Scotland
- Driving Instructors Scottish Council (DISC)
- Glasgow City Council
- Living Streets
- Motorcycle Action Group (MAG)
- Motor Schools Association of Great Britain (MSA)
- Paths for All
- Police Scotland
- Road Haulage Association
- Road Safety Scotland
- Scottish Fire and Rescue
- Scottish Government
- Society of Chief Officers of Transportation in Scotland (SCOTS)
- South Lanarkshire Council
- The Royal Society for Prevention of Accidents - RoSPA Scotland
- Transport Scotland

Some Partners in More Detail:

Confederation of Passenger Transport Scotland (CPTS)¹⁶ - The recognised voice of the bus, coach and light rail industries. Their membership ranges from the largest multi-national transport operators to the smallest family businesses, representing members and industry interests through consultation on national and international legislation, local regulations, operational practices and engineering standards.

Convention of Scottish Local Authorities (COSLA)¹⁷ is the representative voice of the majority of Scottish Local Governments and also acts as the employers' association on their behalf.

COSLA is the National voice for local government in Scotland and its high priority work areas reflect its commitment to promoting the position of local government as the legitimate tier of governance closest to the people of Scotland.

¹⁶Confederation of Passenger Transport Scotland (CPTS): <http://www.cpt-uk.org/>

¹⁷Convention of Scottish Local Authorities – COSLA: <http://www.cosla.gov.uk/>

COSLA's political decision making system is designed to ensure its member councils are at the heart of the policy development process, allows COSLA to respond quickly to events and set a forward looking agenda for local government.

Crown Office and Procurator Fiscal Service (COPFS)¹⁸ - Scotland's prosecution service. Having received crime reports from the police or other reporting agencies, their offices decide what further action to take, including whether to prosecute any person. COPFS also look into deaths which need further explanation and investigate allegations of criminal conduct against police officers. They play a pivotal part in the justice system, working with others to make Scotland safe from crime, disorder and danger.

Cycling Scotland¹⁹ - Cycling Scotland is responsible for cycle promotion in Scotland. A charitable organisation, they strive to make cycling an acceptable and practical lifestyle option.

Cycling Scotland is responsible for the delivery of recognised cycle training courses in Scotland.

Driving Instructors Scottish Council (DISC)²⁰ - Represent, inform and support Driving Instructors in Scotland and plays a role in the strategy, policy making and development of Driver Training at a national UK level whilst retaining full consultative status with the DVSA and all other national driver training organisations.

Institute of Advanced Motorists (IAM)²¹ – An independent road safety charity, IAM make our roads a safer place by improving the standards of the people who are using them. With over 50 years experience, passion and insight, the IAM is uniquely positioned to help improve the skills and understanding of UK drivers, riders & cyclists.

Living Streets²² - Living Streets is the national charity which stands up for pedestrians. They work with the community to create safe, attractive and enjoyable streets where it's great to walk. Living Streets have local groups across the country and are heavily involved in walking to school campaigns. They provide a voice for pedestrians to Government.

Motorcycle Action Group (MAG)²³ - a volunteer led group of motorcycle enthusiasts who promote the interests and rights of all riders.

¹⁸ Crown Office and Procurator Fiscal Service (COPFS) - <http://www.copfs.gov.uk/>

¹⁹ Cycling Scotland :<http://www.cyclingscotland.org/>

²⁰ Driver Instructors Scottish Council (DISC): <http://www.disc.passwith.me/>

²¹ Institute of Advanced Motorists (IAM) - <http://www.iam.org.uk/>

²² Living Streets - : <http://www.livingstreets.org.uk/#sthash.kzzKjuWO.dpuf>

²³ Motorcycle Action Group: <http://www.mag-uk.org/en/index/a6296>

Motor Schools Association (MSA)²⁴ - a DVSA approved driving instructor representative group presenting the views of members to Government and its departments whilst providing services beneficial to its members and who set standards of professional and ethical behaviour for teachers of driving.

Paths for All²⁵ - a partnership of organisations committed to promoting walking for health and the development of multi use path networks in Scotland.

Road Haulage Association²⁶ -The Association represents road hauliers and contractors across the country through Regional Offices. Their employees create policy and represent members' interests whilst putting forward a collective industry viewpoint in relevant matters.

Road Safety Scotland (RSS)²⁷ - Road Safety Scotland (RSS) is part of Transport Scotland and has a remit for providing advice and guidance for all road users. RSS ensures there is a strategic lead in the development and co-ordination of Scotland-wide road safety initiatives and campaigns. Over the years, it has developed a number of social marketing campaigns, using a variety of channels including TV, cinema, radio, online, digital, and outdoor media, as well as partnership and field marketing. These campaigns are designed using proven behavioural change models and, recent successes have included drink-driving, distraction, parental influence and the Country Roads Campaign featuring David Coulthard.

In line with Curriculum for Excellence, RSS evaluates and develops learning approaches and resources for use in education by teaching staff and road safety professionals. These provide a lifelong learning approach to road safety, taking young people on a learning journey from nursery school through primary and secondary school, equipping them with skills for learning, life and work.

Significant research is also undertaken to ensure focus is maintained towards achieving the Vision and targets of Scotland's Road Safety Framework. Support is provided to promote road safety initiatives at major events and conferences throughout Scotland.

Society of Chief Officers of Transportation in Scotland (SCOTS)²⁸ - strategic body comprising of transportation professionals from all the 32 councils and the seven regional transport partnerships. The society's work involves improving performance and innovation in the design, delivery and maintenance of transportation systems.

²⁴Motor Schools Association: <http://www.msagb.com/home/home.asp>

²⁵Paths for All: <http://www.pathsforall.org.uk/>

²⁶Road Haulage Association: <http://www.rha.uk.net/>

²⁷ Road Safety Scotland – RSS: <http://www.road-safety.org.uk/>

²⁸Society of Chief Officers of Transportation in Scotland (SCOTS) - <http://www.scotsnet.org.uk/index.php>

The Royal Society for the Prevention of Accidents (RoSPA)²⁹ - RoSPA are a registered charity who, have been to the fore in accident prevention in the United Kingdom and elsewhere in the world for nearly 100 years. They promote safety and the prevention of accidents at work, at leisure, on the road, in the home and through safety education.

Within Road Safety they have taken a leading role throughout their history, having actively progressed interventions at Government level such as the introduction of the Highway Code and the compulsory wearing of seatbelts. As an organisation they were responsible for the introduction of the Cycling Proficiency Test, The Tufty Club (Children's Road Safety) and more recently considerable involvement in the Management of Occupational Road Risk (MORR) initiatives.

Whilst they remain a National Organisation, today RoSPA have an office in Edinburgh addressing issues specific to Scotland. With dedicated Road Safety Staff, they provide information and guidance to organisations, Road Safety Officers and members of the public.

By providing governance for the Scottish Occupational Road Safety Alliance (ScORSA) they oversee, encourage and promote road safety within the working environment. They campaign for and develop resources in relation to Occupational Road Risk.

RoSPA have developed a road safety qualification programme recognised and approved by the Scottish Qualifications Authority (SQA) unique in the United Kingdom at this level. They have recently been involved in a number of significant interventions including Telematics (Black Box Technology) for Young Drivers.

Scottish Youth Parliament³⁰ – Representative of young people in Scotland, Elected Members of the Scottish Youth Parliament (MSYP's) are aged between 14 and 25 years drawn from all 73 Scottish Parliamentary constituencies. All members are volunteers and whilst some represent the views of specific organisations, all give the youth within their local community a voice. The Parliament has several specific committees and is regularly involved in consultation.

²⁹ Royal Society for Prevention of Accidents – RoSPA: <http://www.rospace.com/>

³⁰ Scottish Youth Parliament: <http://www.syp.org.uk/>

Local Government

Local government is the main delivery agent of road safety; local authorities have a statutory duty under section 39 of the 1988 Road Traffic Act³¹, to **“take steps both to reduce and prevent accidents”**.

Across Scotland many Local Authorities previously shared this duty with other key partners and in particular their localised Police force. Following the restructuring of the Police Service in Scotland to a single police force, it now falls on Local Authorities to lead delivery on this commitment.

Local Authorities' Statutory Duty to Provide Road Safety

The 1988 Road Traffic Act, Section 39

39 (1) The Secretary of State may, with the approval of the Treasury, provide for promoting road safety by disseminating information or advice relating to the use of roads.

(2) Each local authority must prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.

(3) Each local authority –

[a] must carry out studies into accidents arising out of the use of vehicle on roads or part of roads, other than trunk roads, within their area,

[b] must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of the roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are the highway authority (in Scotland, local roads authority) and other measures taken in the exercise of their powers for controlling, protecting or assisting the movement of traffic on roads, and

[c] in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

³¹The Road Traffic Act 1998: www.legislation.gov.uk/ukpga/1988/52/contents

A number of Local Authorities have for years had a Road Safety Team capable of delivery on set priorities. Other Authorities have a recognised member of staff monitoring road safety issues often within transport of Community Safety Departments. Most Authorities do have Active School Coordinators or Travel Plan experts who have a very specific role and tend not to engage in broader road safety issues.

Road safety priorities in most areas extend beyond the realms of our educational establishments and it is important we have trained professionals involved in creating interventions and addressing local needs.

It would be advisable to ascertain the road safety priorities within your Authority area and assess their capability and capacity to address these. If you do not have a dedicated road safety resource, perhaps you should consider reviewing the evidence and need for a dedicated team/Officer.

Some Local Authorities also have road safety engineering teams who seek to identify and implement road design and engineering solutions to road casualty problems in their areas. The road safety education and engineering teams should work together, as well as in co-operation with other agencies, such as the Police, Fire and Rescue Service and others.

Road Safety Officers share knowledge and experience with each other across the country facilitating access to current research and best practice. This is achieved through membership access to various organisations including Road Safety GB³², the Chartered Institute of Highways and Transportation (CIHT)³³, the Road Safety Knowledge Centre³⁴, the Road Safety Observatory³⁵ and Scottish Road Safety³⁶.

Scottish Road Safety is a web based information gateway created for road safety professionals and others with a specific remit or interest in reducing casualties in Scotland. Their aim is:

- To assist with the delivery of an accredited Scottish Road Safety qualification in Scotland.
- To encourage an interest in Continuous Professional Development (CPD) development across disciplines to broaden the delivery of road safety messages in Scotland.
- To provide a Scottish Road Safety Forum networking opportunity for road safety practitioners who currently deliver road safety education, training and publicity in Scotland.

³²Road Safety GB: <http://www.roadVSAfetygb.org.uk/>

³³Chartered Institute of Highways and Transportation (CIHT): <http://www.ciht.org.uk/>

³⁴Road Safety Knowledge Centre: www.roadVSAfetyknowledgecentre.org.uk

³⁵Road Safety Observatory, www.roadVSAfetyobservatory.com

³⁶Scottish Road Safety: www.scottishroadVSAfety.com



Community Councils

Community Councils³⁷ are the most local tier of statutory representation in Scotland. They bridge the gap between local authorities and communities, and help to make public bodies aware of the opinions and needs of the communities they represent.

Their primary purpose is to ascertain and express the views of the community to the local authority and other public bodies. Many Community Councils also involve themselves in a wide range of other activities including fundraising, organising community events, undertaking environmental and educational projects, etc.

One of the main topics regularly raised at these meetings is safety on local roads. This is an ideal platform to highlight the ongoing priorities, work and actions of your Authority and its elected members. There are currently around 1200 Community Councils in Scotland, all of which are composed of elected volunteers from the community.

³⁷Community Councils:
<http://www.scotland.gov.uk/Topics/Government/PublicServiceReform/CommunityCouncils>

Police Scotland

Police Scotland was formally established on 1 April 2013 and is responsible for policing across the length and breadth of Scotland, some 28,168 square miles. Police Scotland is the second largest force in the UK after the Metropolitan Police.

Police Scotland's purpose is to improve the safety and wellbeing of people, places and communities in Scotland. Their focus of 'Keeping People Safe' is at the heart of everything they do. Whilst supporting road safety through enforcement, Police Scotland have intimated they will no longer lead in the delivery of road safety Education. The delivery of this service will end on 31 March 2014 as part of their standardization of service delivery across Scotland.³⁸

The Service is led by a Chief Constable and comprises police officers, police staff and special constables who are working together to deliver the best possible policing service for the people of Scotland. The Chief Constable is supported by a command team of four Deputy Chief Constables, Assistant Chief Constables and three Directors.

There are 14 local policing divisions, each headed by a Local Police Commander who ensures local policing in each area is responsive, accountable and tailored to meet local needs. Each division will encompass response officers, community officers, local crime investigation, road policing, public protection and local intelligence.

Alongside the local policing divisions, there are a number of national specialist divisions. The Specialist Crime Division (SCD) provides specialist investigative and intelligence functions such as Major Crime investigation, Public Protection, Organised Crime, Counter Terrorism, Intelligence and Safer Communities. These functions may not be required frequently but when a serious crime takes place, or public safety is under threat from criminals, the most professional response is available across Scotland.

The Operational Support divisions provide specialist support functions such as Road Policing, Air Support, Dog Branch, Marine Policing and the Mounted Branch.

³⁸ http://www.google.co.uk/url?url=http://www.edinburgh.gov.uk/download/meetings/id/41885/item_no_7_16-proposed_changes_to_the_delivery_of_road_safety_education_training_and_publicity-police_scotland_withdrawal_of_services&rct=j&frm=1&q=&esrc=s&sa=U&ei=7jbOU9ikEOms0QXNvoGQCQ&ved=0CBQQFjAA&usg=AFQjCNH0TDN-ht1vEQxTt7qYDhq8g7l-YA

Police Scotland's priorities

- reducing violent crime and antisocial behaviour
- reducing road casualties and fatalities
- protecting people at their most vulnerable (particularly victims of domestic abuse and children)
- dealing professionally with major events and crimes
- contributing to a resilient Scotland

To find out more about policing in your area, visit the Your Community section of the Police Scotland website: <http://www.scotland.police.uk/your-community/>

Police Scotland and Road Traffic Enforcement

Police Scotland enforces road traffic laws, although some legislation such as parking, bus lanes, etc has been decriminalised and is now the responsibility of Local Authorities. The police work in partnership with other agencies, such as the Driver and Vehicle Standards Agency (DVSA)³⁹, to enforce specialised traffic laws, and the Health and Safety Executive (HSE)⁴⁰ to investigate serious work-related incidents.

Dedicated Roads Policing Officers support and complement other partners involved in road safety education and engineering. Their contribution includes:

- Detering illegal, dangerous and careless behaviour on the road
- Detecting illegal, dangerous and careless behaviour on the road
- Identifying offenders
- Identifying the causes of crashes
- Helping to educate, and change the attitudes of road users
- Preventing other forms of crime
- Identifying and removing dangerous vehicles



³⁹ Driver and Vehicle Standards Agency (DVSA): <https://www.gov.uk/government/organisations/driver-and-vehicle-standards-agency>

⁴⁰ Health and Safety Executive: <http://www.hse.gov.uk/>

Scottish Fire and Rescue Service

The Service was established on 1st April 2013, bringing together the collective skills and experience from across Scotland's previous eight fire and rescue services, employing 8,000 firefighters. In recognition of the diverse nature of Scotland's communities and geography, front-line services are delivered locally from three strategically positioned hubs based in the North, West and East of the country.

Section 10 of Fire (Scotland) Act 2005⁴¹ requires fire and rescue services to respond to road traffic accidents in their area.

Fire (Scotland) Act 2005

10 Road traffic accidents

- (1) Each relevant authority shall make provision for the purpose of:
- (a) rescuing persons in the event of road traffic accidents in its area; and
 - (b) to the extent that it considers it reasonable to do so, protecting persons from serious harm in the event of road traffic accidents in its area.
- (2) In making provision under subsection (1) a relevant authority shall in particular—
- (a) secure the provision of the personnel, services and equipment necessary to meet efficiently all normal requirements;
 - (b) secure the provision of training for personnel;
 - (c) make arrangements for -
 - (i) dealing with calls for help; and
 - (ii) summoning personnel,in the event of road traffic accidents;
 - (d) make arrangements for obtaining information required or likely to be required for the purpose mentioned in that subsection;
 - (e) make arrangements for ensuring that reasonable steps are taken to prevent or limit damage to property resulting from action taken for the purpose mentioned in that subsection.

Attending road traffic collisions forms a large part of the Scottish Fire and Rescue Service front line activities. During 2013, the Service attended over 2,200 such incidents, using a range of specialist equipment to help extricate victims.

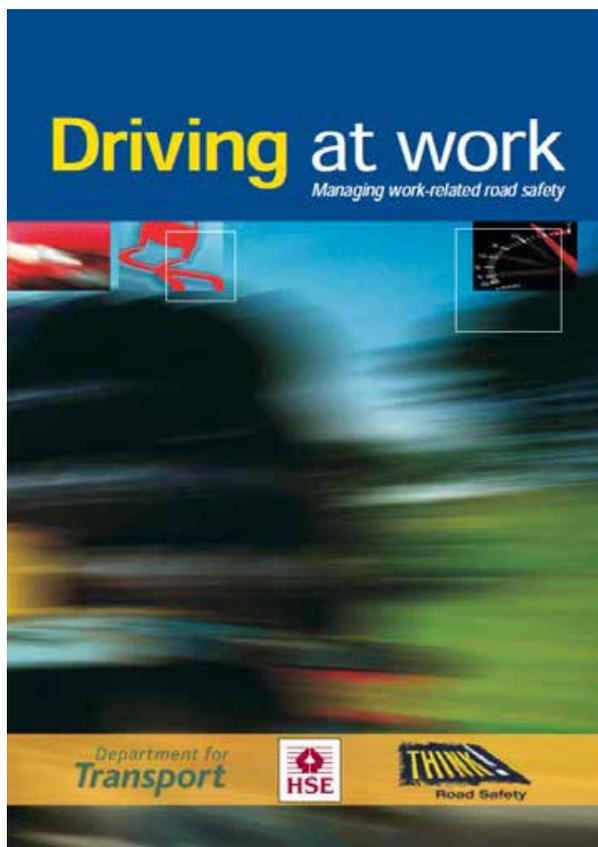
In addition to their core role of providing an emergency response service to road crashes, they support or deliver road safety education programmes.

⁴¹Fire (Scotland) Act 2005: <http://www.legislation.gov.uk/asp/2005/5/notes/contents>

Employers

Employers also play an important role in delivering road safety improvements by assessing and managing the risks faced and created by their staff when using the road for work purposes. A high proportion of journeys made on the road in Scotland are work-related (for example, delivering goods, driving to appointments). It is estimated between a quarter and a third of all road crashes involve someone using the road for work.

Employers in Scotland have duties under Health and Safety law to assess and manage the risks faced and created by their staff when they are using the road for work. Some road traffic laws have 'cause or permit' offences which can apply to employers.



Local Authorities are major employers and have many staff who drive, ride or walk on the road in order to do their jobs. Your Authority should have policies and measures to manage its own work-related road safety risks.

The Department for Transport and the Health and Safety Executive publish a free guide for employers: "Driving at Work: Managing Work-Related Road Safety", which can be downloaded from www.hse.gov.uk.

Advice and free resources to help employers manage their occupational road risk are available from the Royal Society for the Prevention of Accidents (RoSPA)⁴².

Employers in Scotland can access information and advice on managing occupational road risk from both Scottish Occupational Road Safety Alliance (ScORSA),⁴³ and the Scottish Centre for Healthy Working Lives⁴⁴. These organisations help employers create a safer, healthier and more motivated workforce. They work with all kinds of businesses, completely free of charge, offering practical information and advice to help improve health and safety and the wellbeing of everyone at work.

⁴²Royal Society for the Prevention of Accidents (RoSPA): <http://www.rospa.com/drivertraining/morr/>

⁴³Scottish Occupational Road Safety Alliance: www.scorsa.org.uk

⁴⁴Scottish Centre for Healthy Working Lives: <http://www.healthyworkinglives.com/>

Others

A wide range of other agencies help to deliver road safety services, for example, national and local charities and associations, such as the Royal Society for the Prevention of Accidents (RoSPA)⁴⁵ and the other organisations who helped to produce this guide).

Driver and motorcyclist trainers play a significant role in helping people become safer drivers and riders and in providing refresher and advanced training.

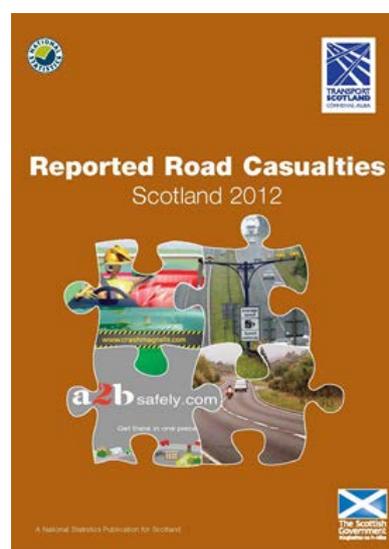
Scottish data

Casualty records from around Scotland are compiled into a National report 'Reported Road Casualties Scotland' published annually by Transport Scotland⁴⁶.

In collaboration with the Police, Local Authorities monitor road casualty data as gathered through Stats 19, to understand the types of road crashes occurring, where and how they happen, who is involved and the likely causes.

Your Authority's Roads or Transport Department will constantly monitor its database of collisions and analyse the resulting data.

Your Authority should be able to identify priority problem areas, roads identifiable vulnerable groups (e.g. young drivers) and to plan road safety interventions to reduce the likelihood and severity of these incidents reoccurring.



Research Evidence

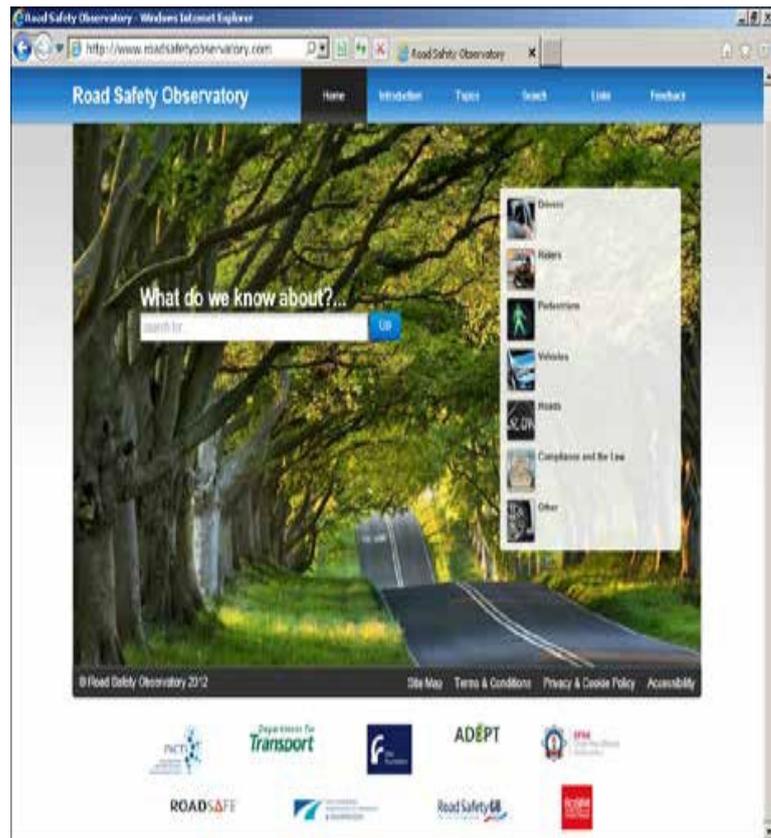
Some local authorities produce or commission reviews of their overall casualty situation or in relation to particular groups of road users. For example, Transport Scotland and Road Safety Scotland have produced a range of road safety reports to inform and support road safety education, engineering and enforcement interventions.

⁴⁵Royal Society for the Prevention of Accidents (RoSPA): www.rospa.com

⁴⁶Transport Scotland: <http://www.transportscotland.gov.uk/analysis/statistics/>

Road Safety Officers also use other published research to help guide their priorities and activities. Two useful online tools that provide access to a wide range of road safety research and good practice are the Road Safety Observatory⁴⁷ and Road Safety Scotland⁴⁸.

Road safety programmes designed from the analysis of data and research may involve road safety education, engineering, enforcement or a combination of some or all of these approaches.



Road Safety Scotland - Education Training and Publicity (ETP)

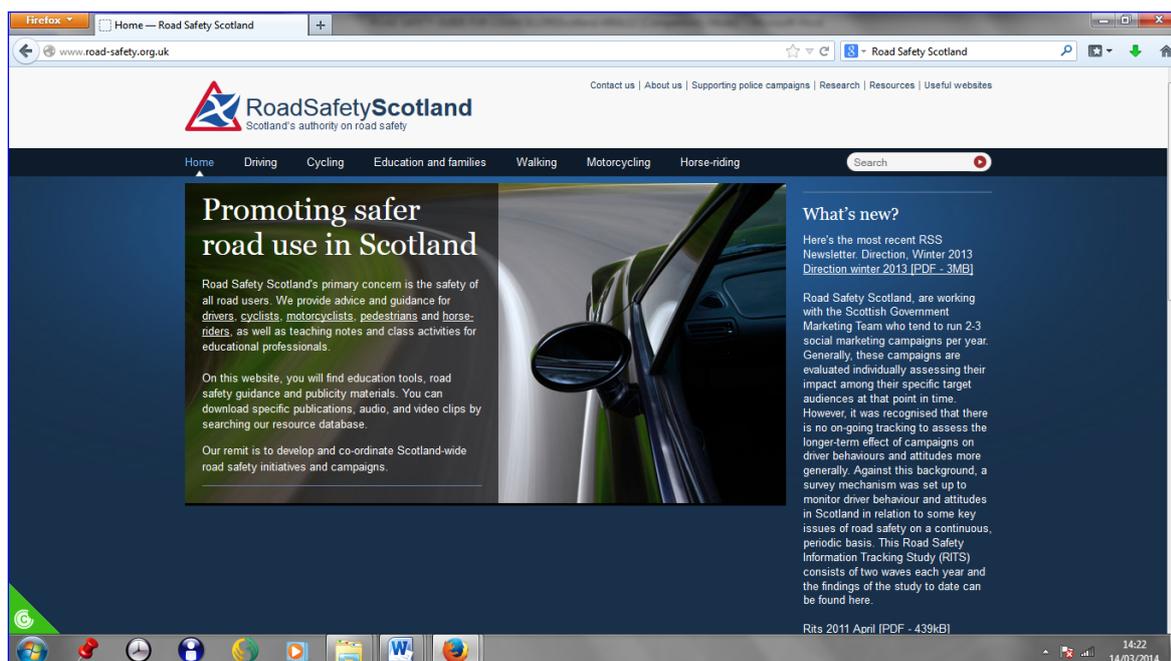
Road Safety Scotland's primary concern is the safety of all road users. Their remit is to develop and co-ordinate Scotland-wide road safety initiatives and campaigns.

They achieve this through providing advice and guidance for [drivers](#), [cyclists](#), [motorcyclists](#), [pedestrians](#) and [horse-riders](#), as well as teaching notes and class activities for educational professionals.

On the Road Safety Scotland website, you will find education tools, road safety guidance and publicity materials. You can download specific publications, audio, and video clips through their resource database.

⁴⁷ [Road Safety Observatory, www.roadDVSAfetyobservatory.com](http://www.roadDVSAfetyobservatory.com)

⁴⁸ Road Safety Scotland: <http://www.road-safety.org.uk/research/>



Road Safety Education is a broad based activity, which deals with ideas and concepts such as hazard perception and management of personal risk in the road environment, and the development of coping strategies, and encourages understanding of our personal responsibilities to other road users. It is a life long learning skill requiring inputs throughout.



Road Safety Training concentrates on creating or developing practical skills and includes activities such as pedestrian training, cycle training, post-test driver training and motor cycle training. Central Government funding is available for some activities such as the Bikeability Standard Cycle Training Course.

Road Safety Publicity is designed to provide information, raise awareness and give advice on appropriate behaviour; it can also reinforce positive attitudes.

All three elements aim to influence road user behaviour by improving their knowledge of the causes and consequences of road crashes whilst improving their skills. They seek to foster positive attitudes towards reducing their risk of causing or being involved in a road crash.

Road safety education is incorporated within the Scottish Curriculum for Excellence in all schools, from pre-school to secondary level. Coordinated road safety learning at every level offers opportunities to engage children and young people through active and interdisciplinary learning.

Road Safety within the Curriculum for Excellence identifies how road safety education resources produced by Road Safety Scotland can support the key learning approaches in their framework. It also illustrates links to the appropriate experiences and outcomes within Health and Well-being, Literacy, Numeracy and other links across learning.

Road Safety Engineering

It is important a range of Professionals are involved in creating safer road environments, including road engineers, planners and urban designers in close consultation with local communities to create a safer road environment which:

WARNS road users of any unexpected features or those requiring special attention

INFORMS road users about what is expected

GUIDES road users, making appropriate behaviour an easy choice

CONTROLS road users as far as possible where conflicts may exist

FORGIVES error or inappropriate behaviour

Road safety engineers and urban designers use a wide range of measures to improve the safety of the road environment for all road users. They aim to encourage increased use of streets as places which meet the needs of all road users as outlined in “Manual for Streets” and “ Manual for Streets 2”. These measures can range from improving road signs and markings, road surface improvements, applying ‘naked streets’ principles to street clutter, junction re-design traffic calming schemes, 20 mph limits and zones, improved walking or cycling facilities to major road improvement schemes or Shared Space schemes.



Local safety schemes provide excellent value for money in places with existing accident problems.

By focusing on sites and areas with poor collision records, road safety engineers concentrate their efforts on areas where it is known people are being killed or injured, rather than on perceived risks.

Safety engineers usually have an even greater impact on casualty reduction by undertaking area-wide or route-based safety schemes rather than focusing only on selected individual sites.

Road safety engineers also conduct road safety audits of existing roads and planned developments to identify road safety problems and solutions.

Maintenance

Road maintenance is a fundamental feature of safe roads. Factors such as surface condition, road alignment, drainage, signs, road markings and traffic signals are all important. Treating road and pavements through a recognised winter maintenance programme is an obvious example where policy and resources will have a positive impact on reducing the number of crashes.

Enforcement

Enforcement of road traffic laws is the duty of the police but some areas, such as parking, the offence has been decriminalised and enforcement now rests with Local Authorities.

Some aspects of enforcement have been shared through working partnerships. A good example of this is the Scottish Safety Camera Programme. Partners include Local Authorities, Police Scotland, Transport Scotland, the Scottish Courts Service, local NHS Boards, the Scottish Fire and Rescue Service and the Scottish Ambulance Service. Local Authorities will be involved in relevant speed and site surveys to ensure the installation of any safety camera is appropriate and meets necessary guidelines.

Sustainable Travel

Transport Scotland promotes sustainable travel including:

- cycling or walking
- using public transport
- changing travel behaviour
- driving more efficiently and following the guidelines for eco-driving
- swapping your old car for a low carbon vehicle
- using alternative fuels

Local authorities are implementing active travel programmes to meet a range of policy objectives, including public health, climate change, reducing congestion, community cohesion and local economic performance. A key way of achieving these goals is to encourage walking and cycling by introducing measures to make them a safer, convenient and more practical alternative to other forms of transport, especially for shorter journeys. There are many aspects of this in which your local authority can play an important role.

Cycling

The Cycling Action Plan for Scotland (CAPS)⁴⁹, published in 2010 has a vision “By 2020, 10% of all journeys taken in Scotland will be by bike”. Cycling provides many health and environmental benefits, and there has been much publicity to encourage an increase in the numbers of people cycling and walking to help improve health and fitness. However, cycling also involves a certain level of risk with cyclists having little protection if they are hit by a motor vehicle.

In Scotland, the long term trend shows cyclist casualties have decreased. However, casualty figures in 2011 revealed an increase in the numbers of pedestrians and cyclists injured on Scotland’s roads. While this is worrying, this is only a one year figure and does not necessarily indicate a trend. It is not inevitable that more cycling will result in more cyclist casualties.

Cycling Scotland is the national cycle promotion organisation for Scotland. They are working to establish cycling as an acceptable, attractive and practical lifestyle option. They strive to make Scotland a nation of cyclists. Cycling Scotland have established a number of key programmes and services to assist in promoting cycling locally and make our workplaces, schools and communities more cycle-friendly.

Cycling Scotland are responsible for cycle training programmes in Scotland.

Local Authorities seeking to encourage more people to cycle more safely and more

⁴⁹Cycling Action Plan for Scotland: <http://www.scotland.gov.uk/Publications/2010/06/25103912/0>

often can do so by making the roads safer for cyclists, facilitating cycle training and create cycle parking areas.

Specifically for employers, the ScORSA website⁵⁰ has a cycling for work page:



Walking

Local Authorities are promoting walking as a healthy and better alternative to driving for short journeys and are working to make walking safer, more convenient and enjoyable. The National Walking Strategy⁵¹ - aims to create a culture of walking in Scotland, improve walking environments and ensure easy, convenient, independent mobility for all. A recommendation for action within the Strategy is to make Scotland's roads safer for pedestrians and other users. An action plan for the strategy is in development.

Local Authorities may have their own guidance and plans to encourage the use of sustainable transport systems and healthy living policies.

School Crossing Patrol Service

Local Authorities provide School Crossing Patrols (SCPs) to help children walk to and from school safely, although it is not a statutory (legally required) service.

SCPs help children and anyone accompanying them to cross roads which are too busy for young people to cross safely unsupervised but not busy enough to justify a designated pedestrian crossing.

Road Safety Great Britain publishes "Guidelines for the Management of the School

⁵⁰ScORSA: www.scorsa.org.uk

⁵¹ National Walking Strategy: <http://news.scotland.gov.uk/News/Let-s-Get-Scotland-Walking-d96.aspx>

Crossing Patrol Service”⁵². The guide ensures they are able to provide School Crossing Patrol Services in the most cost-effective manner possible, especially in these times of reduced public spending.

School Travel Plans

Many school communities (children, parents, teachers, and staff) usually have school travel plans. These offer a way forward for healthier active children. This is achieved through risk assessed walking and cycling routes, journey planning, cycling and pedestrian training, and better parking management. Road safety education and training are an integral part of any travel plan, and will contribute to pupil safety, a reduction in congestion and accidents on the way to and from school.

The Healthy Schools movement has encouraged schools to take a whole school approach on a wide range of health issues. Schools are encouraged to adopt a whole school, whole community approach to safety, where they and the local authority work together to improve health outcomes for children, families and staff. This is achieved by encouraging active lifestyles while reducing the risk of accidents on the roads, in the playground and on school visits. Such plans also take into account the health benefits gained when children (and staff) walk or cycle to school. To gain a full appreciation of this topic area visit the Health and Wellbeing in Curriculum for Excellence⁵³

As a local Councillor you may be consulted or become involved in discussions relating to School Travel Plans. It is important the plan is relevant and has the support of the children, parents and local community.

Planning and Development Control

The local authority is responsible for regulating and controlling new developments within its boundaries. Officers and Councillors decide whether or not proposals for new developments are acceptable. The Local Authority must process and determine applications for planning permission, whilst regulating schemes and developments which may be granted planning permission.

This presents opportunities to anticipate and avoid potential road hazards, and to make walking, cycling and the road environment safer at the design stage – always the most cost effective way. It prevents problems before they arise and ensures new road safety risks are not created. It can also provide extra road safety measures to reduce the effects of increased traffic and changes in routes resulting from residential or commercial developments.

⁵² “Guidelines for the Management and Operation of the School Crossing Patrol Service”, Road Safety Great Britain, updated 2012: www.roadDVSafetygb.org.uk/

⁵³Health and Wellbeing in Curriculum for Excellence:
<http://www.scotland.gov.uk/Topics/Education/Schools/HLivi>

Getting the Most Out of Limited Road Safety Resources

Evidence

The first step to making the most effective use of road safety resources is to ensure, as far as possible, they are targeted at the council's most pressing road safety needs. These should be identified through analysis of the council's road casualty data and trends, including its demographic data, and analysis of local, national and international research.

An evidence-based approach should include an assessment of the likely effectiveness of road safety measures and programmes. By addressing the identified road safety problems, the most appropriate measures can be chosen. This will help to inform the design of the planned road safety programmes.

Evaluation

It is equally important to assess whether and how road safety programmes have achieved their aims (and if not, why not) so future road safety programmes can be improved. It is therefore imperative an evaluation process is applied to all interventions.

Publishing the results of evaluations also helps to share any lessons learned. Evaluation results become part of the evidence base for road safety.

Help and guidance on how to decide achievable outcomes, plan and conduct evaluations of road safety programmes is available at www.roadsafetysafetyevaluation.com, which contains an interactive road safety evaluation toolkit called E-valu-it to help road safety practitioners plan, carry out and report the results of road safety evaluations.



Community Safety Partnerships

Community Safety Partnerships (CSPs) are local authority-led partnerships which bring together representatives from the local authority, police service and fire and rescue services. Health, education and other public sector interests are also represented in many partnerships.

CSPs work to reduce anti-social behaviour and fear of crime and to promote safer, more inclusive and healthier communities. They provide a wide range of day-to-day services such as community warden teams, CCTV operations and diversionary activities for young people.

Within Scotland, the Scottish Community Safety Network (SCSN) is the national forum for officers who are responsible for the strategic development of community safety at both local and national level. Their goal is to ensure people are safe from crime, disorder, danger and free from injury and harm. They also aim to ensure communities are socially cohesive and tolerant; and, are resilient and able to support individuals to take responsibility for their own well-being.

A multi-agency, partnership approach allows resources to be shared and maximised and widens the pool of expertise available to all the partners. Councils are in an ideal position to act as hubs for partnerships which can improve the road safety of their constituents, and have considerable experience of working in this way.

Co-ordination with Other Policy Areas

Road safety services can complement, and be mutually supportive of many of your council's other service areas, and vice versa. For example:

- Wider transport strategy
- Trading standards
- Environmental health
- Economic development
- Health
- Education
- Land use planning
- Community cohesion
- Social services
- Planning
- Regeneration
- Environment

ROSPA

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