

**The Highland Council**

**Community Safety, Public Engagement and Equalities Committee  
12 September 2013**

Agenda Item	15
Report No	CPE 40/13

## **Road Safety Annual Update**

### **Report by Director of Transport, Environmental and Community Services**

#### **Summary**

This report updates Members on the progress in achieving the road casualty reduction targets for 2020 as set out in “Go Safe on Scotland’s Roads it’s Everyone’s Responsibility”.

It highlights the work of the Highland Road Safety Group (HRSG) in relation to the Scottish Government priority areas and details the work undertaken by Highland Council Road Safety Team and the HRSG to ensure a lasting reduction in Road Casualties on Highlands Roads, and a particular focus is placed on young drivers and motorcyclists in line with the Council’s priorities.

#### **1. Background**

- 1.1 Road Safety is an issue that affects everyone in the Highland Council area on a daily basis. As Local Roads Authority, the Council has a statutory duty, under the Road Traffic Act 1991, to ‘prepare and carry out a programme of measures designed to promote Road Safety’.
- 1.2 The cost in suffering and economic terms caused by road accidents is enormous. Each Fatality in Great Britain now costs the community £1,643,754; however the human cost of a life lost simply cannot be measured. Each serious accident costs £184,712 and each slight accident costs £14,241. The average cost of all casualties is £37,106.
- 1.3 The estimated total cost of all road accidents (including damage only accidents) fell by 6%, from £1,208 million in 2010 to £1,140 million in 2011 (in 2010 prices); this is partly the result of a fall in the average number of casualties per accident from 1.30 in 2010 to 1.28 in 2011.
- 1.4 This report details the progress in achieving the Scottish Road Casualty Reduction Targets for 2020 as set out in “Go Safe on Scotland’s Roads it’s Everyone’s Responsibility”. It also highlights the road safety partnership working that exists in Highland along with the work of our individual partners towards achieving the ambitious targets. These targets cannot be achieved without a proactive multi-agency approach.

## 2. Scottish Road Safety Targets to 2020

2.1 As agreed at the TECS Committee on 13 August 2009 (TECS-55-09), Highland Council is working towards achieving the 2020 road safety casualty reduction targets. The Council also agreed to share the Scottish Governments vision that there will be:

***“A steady reduction in the numbers 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.”***

2.3 The Road Safety Targets to 2020 are to achieve:

Target	2015 milestone % reduction	2020 target % reduction
Killed	30	40
Seriously injured	43	55
Children (aged <16) killed	35	50
Children (aged<16) seriously injured	50	65
In addition Scotland will continue with the previous 10% reduction target in the slight casualty rate to 2020.		

(Targets based on the 2004 to 2008 average)

2.4 As it is early in the new target cycle there are only 2 years of data available, which doesn’t provide a real trend. The following shows how the targets equate to Highland Council and the statistics for the first 2 years of the cycle:-

Target	2004 to 08 Average (people)	2015 Milestone (people)	2020 Target (people)	2011 Highland (People)	2012 Highland Provisional (People)
Killed	28	20	17	21	14
Seriously injured	160	91	72	95	86
Children (aged <16) killed	2	1	1	0	0
Children (aged<16) seriously injured	12	6	4	2	4

2.5 The graphs in **Appendix A** show the casualty statistics for the first 2 years of the period detailed in 2.4 above along with the slight casualty rate trend graph.

2.6 The Scottish Road Safety Framework can be viewed at:

[www.scotland.gov.uk/Publications/2009/06/08103221/0](http://www.scotland.gov.uk/Publications/2009/06/08103221/0)

### 3. Scottish Government Priority Areas to achieve the 2020 targets

3.1 These are challenging targets to meet therefore the Scottish government has set out priority areas as follows:-

Priority	Action being undertaken
Leadership, Sharing Intelligence and Good Practice	See Section 4 for information on the Highland Road Safety Group
Rural Roads	Highland Council provides Engineering solutions where applicable and actively supports local and national campaigns.
Drink Drive	Police Scotland lead in this area.
Children	See Section 5 of this report for the work undertaken in this area
Seatbelts	The HRSG actively participates in Child Car Seat Checking Clinics and supports the Police Scotland Campaigns.
Drivers aged 17 - 25	This is a key area for both the Highland Council Administration and the HRSG, as set out in Section 9 of this report.
Speed	See Section 8 of this report for update from Safety Camera Partnership.

### 4. Highland Road Safety Group

4.1 An integral part of achieving the 2020 targets in Highland is the work being carried out by the Highland Road Safety Group (HRSG). This group of like-minded organisations comes together to co-ordinate resources to deliver sustainable solutions to reduce the number of casualties on our roads. The lead agencies in the HRSG are Highland Council, Police Scotland, Scottish Fire and Rescue Service, Bear Scotland and the Ministry of Defence Police. Expertise is sought from other organisations e.g. Scottish Ambulance Service, British Red Cross when required.

4.2 The HRSWG continue to use the Road Safety Intervention method of Education, Engineering, Encouragement, Enforcement and Partnership Working in all their activities.

4.3 The group is working to their 2013 to 2015 action plan which details all road safety initiatives they are involved in. This has been mapped to the Scottish Road Safety Framework to ensure a co-ordinated approach to meeting the 2020 targets.

A copy of the action plan is available on request to the Road Safety Team, email [road.safety@highland.gov.uk](mailto:road.safety@highland.gov.uk)

4.4 Key HRSG joint initiatives over the past year to note are:

Junior Road Safety Officer Induction Days	Induction days for new JRSO's (P6 & 7 Pupils) were held in Inverness, Wick and Plockton in September 2013. These had input from various National Organisations linked with Road Safety.
Lifescan Open Days	Road Safety input provided to employees by Highland Council, HSCP, Police Scotland and Scottish Fire & Rescue Service.
Driving Ambition	Key year round activity providing vital road safety input to our S5 & S6 pupils; see Section 9 <b>of this report</b> for further details.
Safe Highlanders	Annual safety roadshow with road safety input for P7 pupils.
Child Car Seat Campaign	Joint initiative with HRSG and Road Safety Scotland held during July 2013 in Inverness, Wick and Thurso.
Keep Safe and Enjoy the Summer' day	Multi agency safety event, held at Falcon Square, Inverness, delivering the safety message to the general community. The Road Safety message was delivered by members of the HRSG.

5. **Highland Council**

5.1 The Road Safety Team actively promotes, supports and co-ordinates all Road Safety Education Resources from birth onwards. Our main involvement is with the following:-

Education Resource	Age Range	Narrative
Go Safe with Ziggy	Nursery/P1	In all English & Gaelic Medium nurseries in Highland.
Streetsense	P2 – 7	In all Primary Schools in Highland.
Bikeability (Cycle Training)	P6 & 7	Figures currently being collated.
Junior Road Safety Officer Scheme	P5, 6 & 7	70% of schools in Highland participated in this scheme in 2012/13.

Safe Highlander	P7	Multi Agency half day safety event.
Theatre in Education	P6, S1, S5, S6	Allocated on rotational basis. 6 days per play per year.
Your Call	S1 – S3	In all Highland Schools, see Section 9 of this report.
Crash Magnets	S4 – S5	In all Highland Schools, see Section 9 of this report.
Safer Routes to School Programme	P1 – S6	Open to all Schools in Highland. Currently 85% of schools in Highland have either completed or are working on a Safer Routes to School Project.

5.2 For further information on any of the road safety education resources detailed above go to [www.road-safety.org.uk](http://www.road-safety.org.uk) or contact the Road Safety Team [www.highland.gov.uk/yourenvironment/roadsandtransport/roadsafety/](http://www.highland.gov.uk/yourenvironment/roadsandtransport/roadsafety/).

5.3 The Road Safety Team also maintains a road accident database, formulated from police records, which is analysed to identify accident patterns. Any sites identified are treated, using engineering measures, to reduce the chances of similar accidents re-occurring.

5.4 The team also reviews the safety implications of new and improvement engineering schemes, on all road users. The schemes are examined through the design and construction stages by carrying out safety audits which can identify any possible safety issues so the schemes operate as safely as possible.

## 6. Police Scotland

6.1 Police Scotland (Highland and Islands Division) are key partners in the Highland Road Safety Group. The HRSG Action Plan sets out the partnership approach to safer roads in the Highlands and is built into daily deployment and tasking plans for enforcement activity.

6.2 Police Scotland commenced on the 1st of April 2013 and road safety is a very high priority within the control strategy. Locally road safety features in 20 of the 22 Highland ward plans and Police Scotland, Highland and Islands Division will continue to work with partners to ensure that local issues are addressed and are underpinned by the action plan and partnership approach taken by the HRSG.

6.3 Since the 1st April 2013, Highland and Islands Division have taken part in a number of national road safety initiatives. These are enforcement and awareness raising initiatives and make full use of the media, intelligence, crime mapping, collision data and community engagement to ensure that officers are in the right

place at the right time to influence road user behaviour and make the roads of the Highlands safer, whilst having a positive impact on casualty reduction. A recent example of this type of activity is the summer drink drive initiative during which 1043 drivers were breathalysed within the area resulting in 38 drink drive offences and 1 drug driving offence being detected.

- 6.4 Locally, enforcement and awareness initiatives are run which take cognisance of community concerns and local issues and is again underpinned by the HRSG action plan. Recent local initiatives have focussed on vulnerable road users. In April and May 2013, Police Scotland, Highland and Islands Division held a Facebook chat to educate and raise awareness in relation to motorcycle safety. Over the 90 minute chat time there were over 90 comments and the chat was viewed by over 12,000 Facebook users. This was followed up with dedicated police motorcycle patrols which utilised data obtained from the HRSG to ensure officers were in the right place at the right time and resulted in over 1000 positive interactions with motorcyclists over a 4 week period and a 60% reduction in motorcycle collisions compared to the same period last year. Since the start of the new school term, Police have led on newspaper articles and radio interview to raise the awareness of drivers in relation to inappropriate speed outside schools.
- 6.5 This awareness activity has been followed up with over 130 speed checks being conducted outside schools in an effort to deter and detect inappropriate driving.
- 6.6 This pro-active and partnership approach will continue as Police Scotland begins to take shape and will build on the previous work undertaken by Northern Constabulary, with continued commitment to local initiatives like Driving Ambition and the Junior Road Safety Officer days, ensuring that the Scottish Government's 2020 targets become a reality.

## **7. Scottish Fire and Rescue Service**

- 7.1 In support of Government objectives as detailed in the Scottish Government's Road Safety Framework to 2020, the Scottish Fire and Rescue Service (SFRS) aims to improve road safety, casualty care and recovery by focussing on the key principles of engagement, education, response and evaluation.
- 7.2 The SFRS Strategic Plan 2013-2016 identifies that over the last three years the rate of casualties and deaths from road traffic collisions (RTCs) is decreasing in Scotland. However the SFRS remains committed to making a meaningful contribution towards reducing deaths and injuries caused by RTCs and has set a priority to maintain this downward trend through joint, multi-agency campaigns and education.
- 7.3 In the Highland area, the SFRS attended 223 road traffic collisions in 2012-2013 compare with 244 in 2011-2012, which aligns with the national trend. Of these incidents, 8 involved fatalities and 160 involved casualties or serious injuries. In order to reduce these numbers, the SFRS continues to work with partner agencies, co-ordinated through the Highland Road Safety Working Group, to promote safe driving through locally delivered initiatives.

7.4 The SFRS remains committed to the multi-agency approach to address the wide variety of issues affecting the rate of casualties on Scotland's roads and within Highland area. Therefore with other key agencies, the SFRS will:

- Deliver Safer Driving Programmes to young people in school at S5 – 6 level and targeted presentations at further educational establishments throughout the service area
- Respond to requests from community and partner organisations at road safety awareness events
- Be responsible for local risk reduction activities in order to contribute to development, delivery and evaluation of initiatives, and sharing of good practice.

## **8. Northern Safety Camera Partnership**

8.1 The Northern Safety Camera Partnership (NSCP) aims to reduce casualties on Highland roads, in line with the Scottish Government's and the Department for Transport's targets for casualties reduction, by targeting enforcement of speed limits at sites which have an accident history (that met the criteria in force at the time they were established) of Fatal, Serious and Slight injuries.

8.2 On 1st April 2013 Police Scotland has become a partner on the Northern Safety Camera Strategic Board, its focus being on 'keeping people safe'

8.3 NSCP also targets sites which have been identified to the police through the National Intelligence Model (NIM) by local Ward groups and elected members. There are currently 14 exception sites being deployed. Deployment at these sites represents up to 15% of actual monthly deployment activity. Core deployment is carried out at a total of 21 sites and 5 route strategies for the A9(2)/A95/A96/A82, where deployment can be carried out at any point on the route identified where collisions have taken place. Currently deployment on these sites for the past year to April 2013 has averaged over the year at 159 hours per month; this compares to the same period the previous year of 131 hours per month.

8.4 Nationally in Scotland (Scottish Government Statistical Bulletin published July 2012):

- The number of people killed or seriously injured at safety camera sites is 68 per cent lower after camera enforcement. The number of personal injury accidents at safety camera sites is 48 per cent lower after enforcement.
- From 2009-10 there has been a 16 per cent increase in the number of people issued with a fixed penalty after being caught exceeding the speed limit or running a red-light at a safety camera site. This is a reduction of 21 per cent from 2007-08 figures.
- Around 71 per cent of respondents to the Scottish Crime and Justice Survey 2010-11 agree that safety cameras help discourage dangerous driving and help prevent accidents. 82 per cent think that people should see the use of road safety cameras as a good thing.

In North Division (Area covered by NSCP):

- The number of people killed or seriously injured at safety camera sites in Northern is 87 per cent lower after safety camera enforcement. The number of personal injury accidents at safety camera sites in Northern is 69 per cent lower after safety camera enforcement.
- The percentage of people exceeding the speed limit at safety camera sites in Northern is lower at 70-mph sites following a period of safety camera enforcement.
- The number of people issued with a fixed penalty after being caught exceeding the speed limit or running a red-light at a safety camera site has reduced by 21 per cent in the past five years.

## 9. Drivers Aged 17 – 25

9.1. Young Drivers are a high priority area for Highland Council and the following is an update on the initiatives currently being undertaken for this age group:-

Initiative	Uptake (if applicable)	Narrative
Pass Plus	2,356 applicants have applied and 1623 have successfully completed Pass Plus since 2005  (As at 15.08.13)	See <a href="http://www.highland.gov.uk/passplus">www.highland.gov.uk/passplus</a>
Driving Ambition	As of 2011/12 this is delivered to all secondary schools in Highland on an annual or bi-annual basis depending on S5/6 numbers.	This is a multi-agency event for S5/6 pupils. See <a href="http://www.highland.gov.uk/youreenvironment/roadsandtransport/roadsafety/drivingambition.htm">http://www.highland.gov.uk/youreenvironment/roadsandtransport/roadsafety/drivingambition.htm</a> for info. Only 2 secondary schools failed to take up the offer in 12/13.
Your Call	Resource in all Highland Schools	Education Resource for S1-S3 pupils.
Crash Magnets	Resource in all Highland Schools	Education Resource for S 4 – S6 pupils.
Road Safety Theatre Tours	S1/S2 play 6 days per year S5/S6 play 6 days per year	Allocated on a rotational basis.



College talks	3 sessions held per year with approximately 400 young people attending	This was previously organised by Northern Constabulary with input from Highland Council and Highlands & Islands Fire & Rescue Service. With the reform of the Police Service no decision on whether the Council will take this over has been made.
Young Driver Parents Evenings	Over 150 people have attended in the last year	4 no. evenings have been run since June 2010. Organisations targeted so far are Lifescan, Highland Council, Northern Constabulary, NHS, Highlands & Islands Fire & Rescue Service. With the reform of the Police Service no decision on whether Highland Council will take over the sole organisation of this has been made.
BSM packages	N/A	“Signal” and “Ignition” are used by some youth groups in Highland.
Youth Diversion Projects	Approx 4 sessions run per year	Led by the Fire & Rescue Service with the Council’s Road Safety Team contributing to this programme.

9.2 **Appendix D** summarises the number of injury accidents involving young drivers in Highland from 1998 to end Oct 2012. It shows a decrease in the number of accidents from 2009 to 2012 with the trend line showing that although the number of accidents varies year on year there is a significant general downward trend. The interventions detailed in 9.1 will continue to be adopted as part of Scotland’s new road safety framework.

## 10. Highland Road Safety Seminar

10.1 Members are invited to note that the HRSG has organised a Road Safety Seminar taking place at Highland Council HQ on 22 November 2013. This seminar is aimed at Elected Members and Community Council representatives and will highlight key road safety issues and provide members with guidance to sources of more detailed information and good practice. It will also provide

members with an understanding of the basics of road safety, to enable Councillors to provide the best advice, information and assist with reducing road accidents in Highland. Please email [road.safety@highland.gov.uk](mailto:road.safety@highland.gov.uk) to book your place.

## **11. Implications**

- 11.1 The cost of implementing the road safety measures set out in the above is contained within the TEC Services Revenue Budget and there are currently no additional resource implications.
- 11.2 There are no legal implications arising from this report.
- 11.3 There are no equality implications arising from this report.
- 11.4 There are no climate change implications arising from this report.
- 11.5 There are no risk implications arising from this report.

## **12. Recommendations**

- 12.1 Members are invited to note the Road Safety Targets as set out in Scotland's Road Safety Framework to 2020 and the results for the first 2 years of these targets.
- 12.2 Members are invited to note the Scottish Government priority areas and the work of the Highland Road Safety Group in relation to these.
- 12.3 Members are invited to note the work of Highland Council Road Safety Team, Police Scotland, Scottish Fire and Rescue Service and Northern Safety Camera Partnership.
- 12.4 Members are invited to note the reduction in 17 – 25 year old drivers involved in injury accidents from 1998 – 2021 and note the general downward trend.
- 12.5 Members are invited to note the motorcycle casualties and particularly the downward trend in killed and seriously injured motorcyclist casualties from 2002 to 2012.

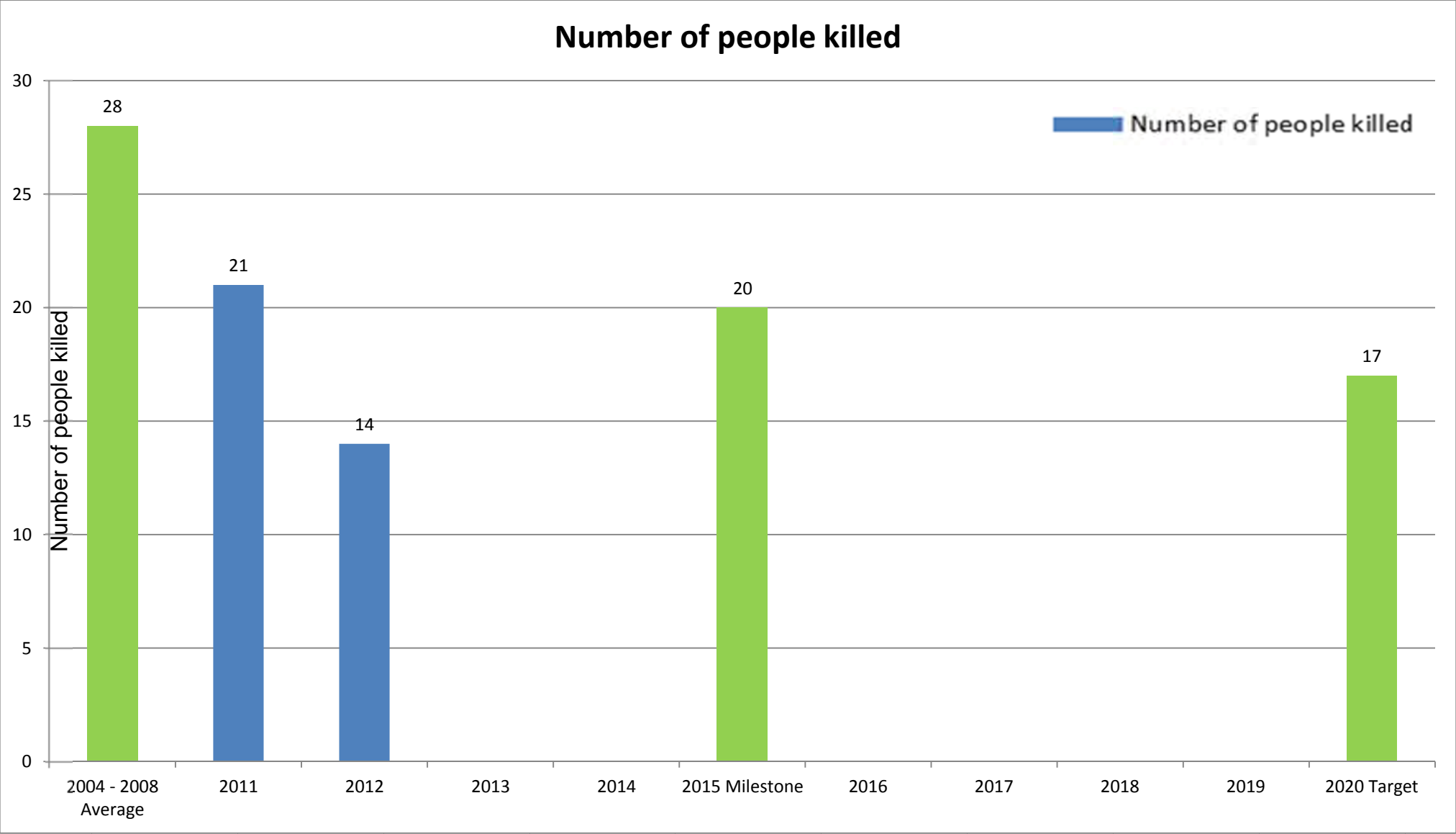
Designation: Director of Transport, Environmental and Community Services

Date: 29 August 2013

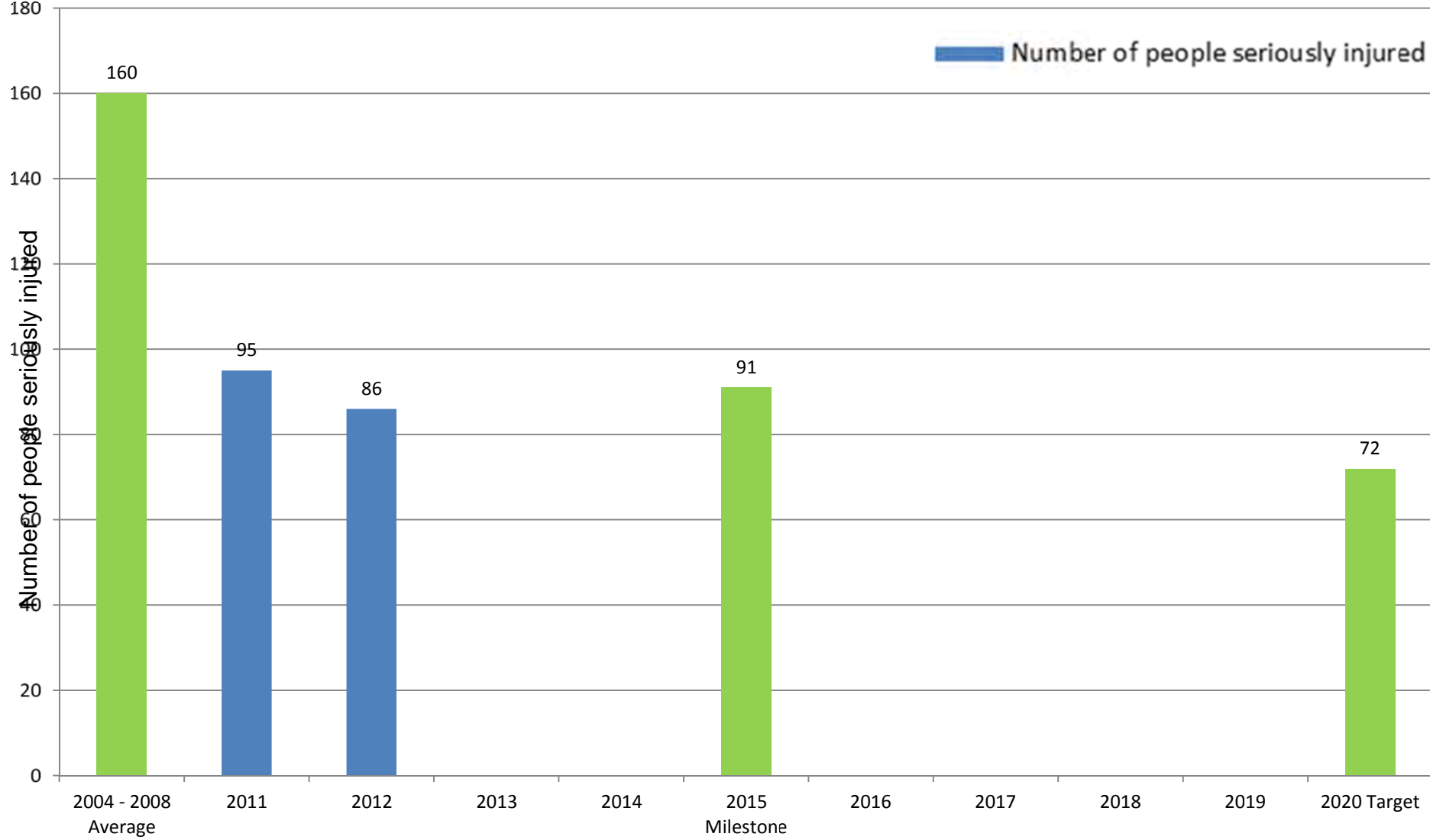
Author: Lisa MacKellaich

**APPENDIX A**

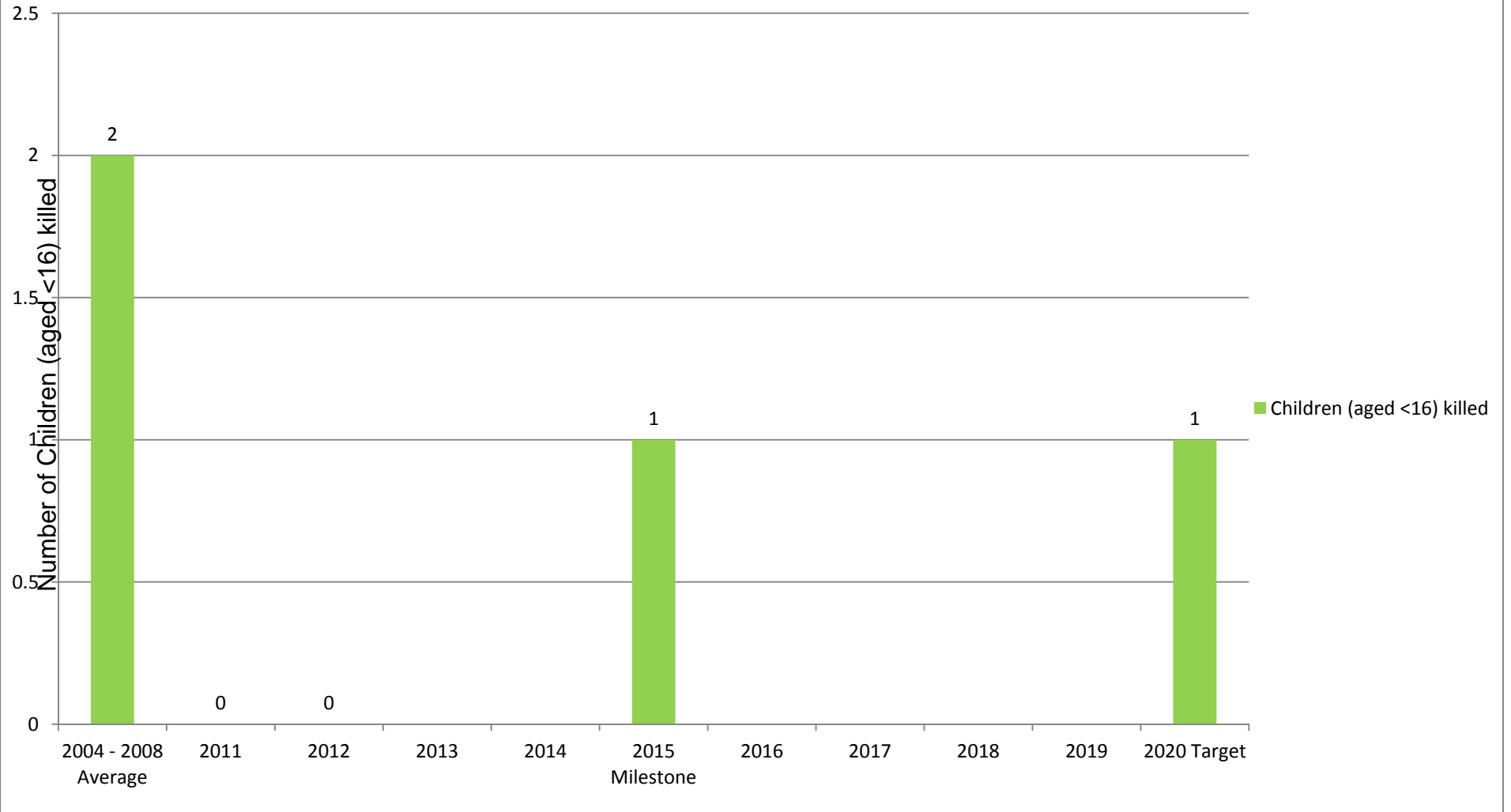
**2020 Casualty Reduction Targets:-**



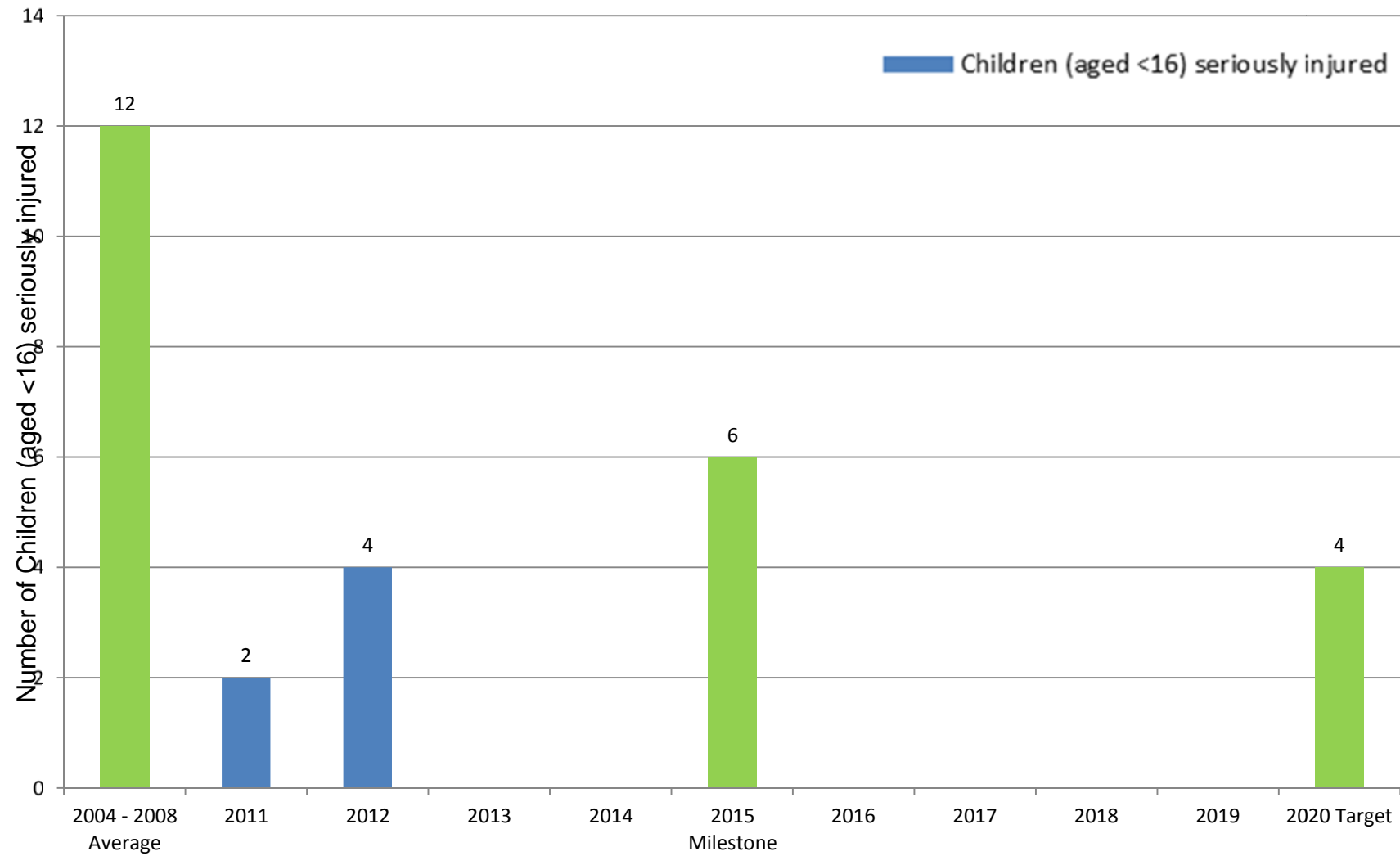
# Number of people seriously injured



# Children (aged <16) killed



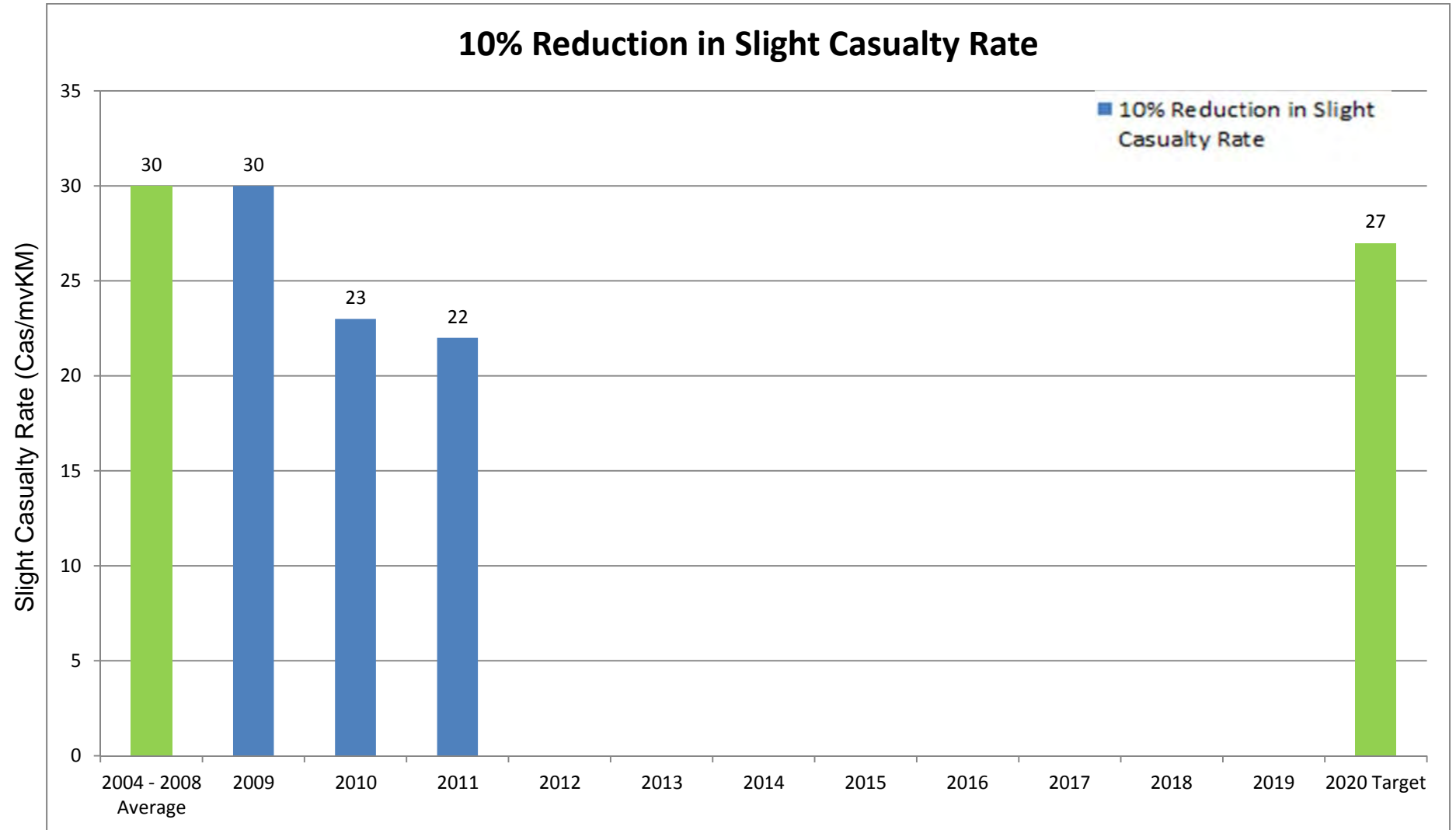
## Children (aged <16) seriously injured



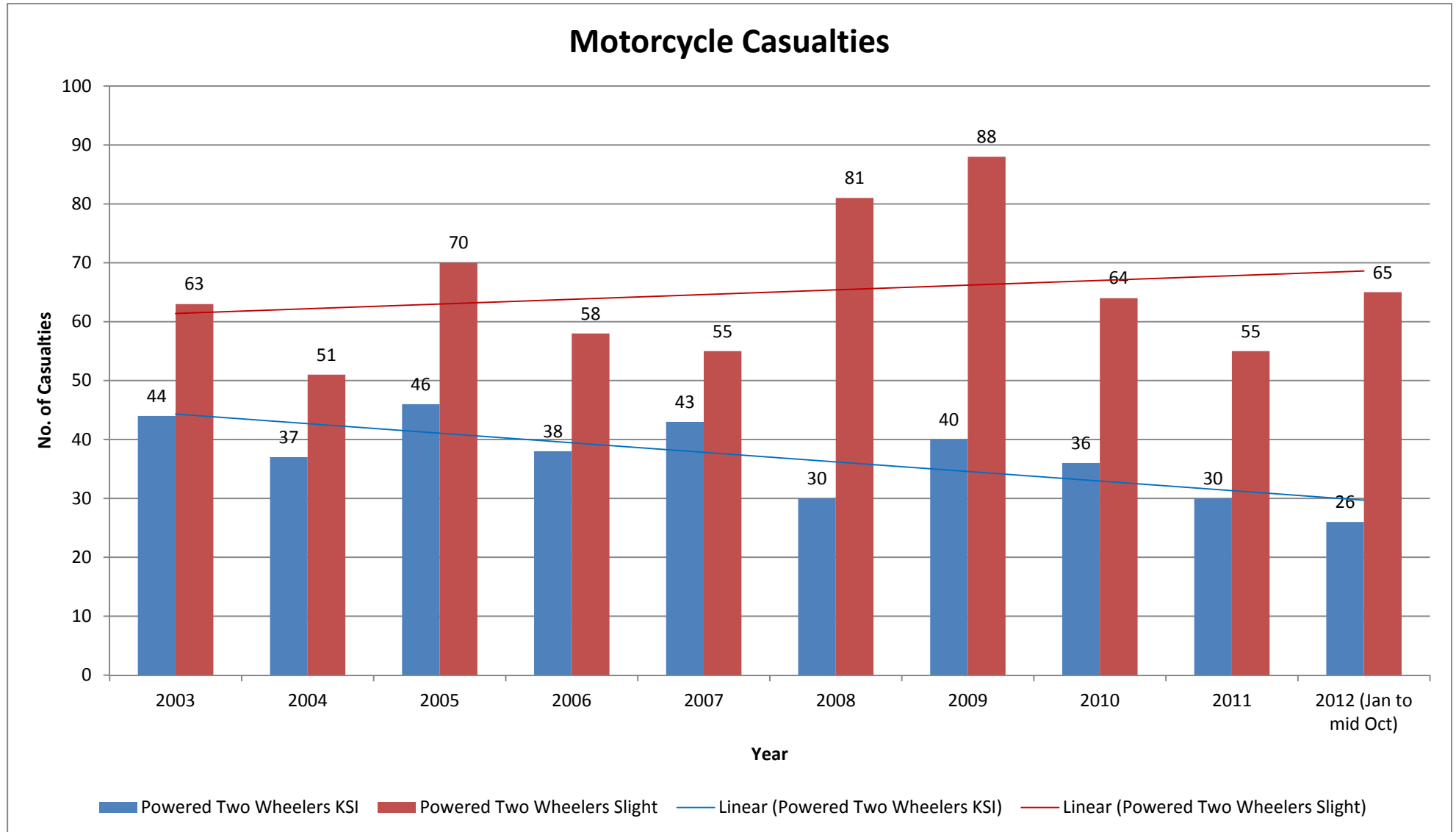
## APPENDIX B

Continuation of the 2010 target to 2020:

- a 10% reduction in the slight casualty rate



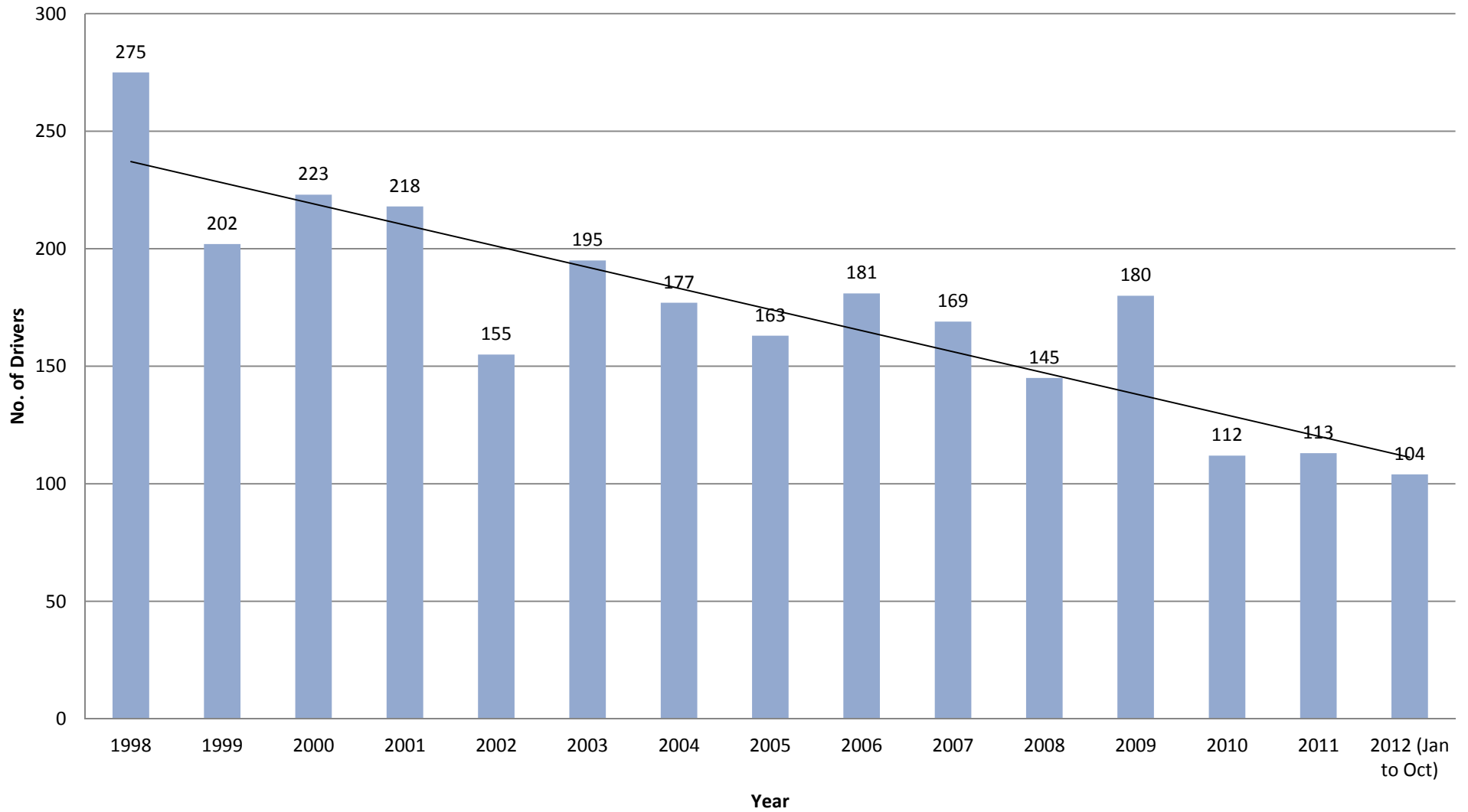
## APPENDIX C





# APPENDIX D

## 17 – 25 year old drivers involved in accidents



■ No of Accidents    — Linear (No of Accidents)