

## The Highland Council

### Community Safety, Public Engagement and Equalities Committee - 3<sup>rd</sup> December 2014

Agenda Item	<b>6</b>
Report No	<b>CPE 37/14</b>

#### Road Safety Update

#### Report by Director of Community Services

##### Summary

This report updates members on the progress in achieving the road casualty reduction targets set out in Scotland's Road Safety Framework to 2020 entitled '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 Unit to ensure a lasting reduction in Road Casualties on Highland's Roads. A particular focus is placed on young drivers and motorcyclists in line with the Highland Single Outcome Agreement. All casualty figures are sourced through Transport Scotland's national statistics publication entitled 'Reported Road Casualties Scotland 2013'.

#### 1. Background

- 1.1 The Highland 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 costs on average £1,742,988 and the human cost of a life lost simply cannot be valued. A serious accident costs on average £195,863 and a slight accident £15,099. The average cost of all casualties is £52,529.
- 1.3 The estimated total cost of all road accidents in Scotland (including damage only accidents) fell from £1,196.4 million in 2012 to £1,084.8 million in 2013 (at 2013 prices). This is partly attributed to a fall in the number of casualties by 9% from 12,721 in 2012 to 11,498 in 2013.
- 1.4 This report details the progress in achieving the road casualty reduction targets set out in Scotland's Road Safety Framework to 2020 entitled '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 realised without a proactive multi-agency approach.

## 2. Scottish Road Safety Targets to 2020

2.1 As agreed at TECS Committee on 13<sup>th</sup> August 2009 (TECS 55/09), Highland Council is working towards achieving the road casualty reduction targets set out in Scotland's Road Safety Framework to 2020. The Council also agreed to share the Scottish Government's 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.”***

2.2 Highland's Road Safety Targets to 2020 and milestones to 2015 are represented in the table below. Their associated reduction percentage is based on targets to be achieved against the average casualty figures of 2004 to 2008.

Target	2015 milestone reduction	2020 target reduction
Killed	20 (30%)	17 (40%)
Seriously injured	91 (43%)	72 (55%)
Children (aged <16) killed	1 (35%)	1 (50%)
Children (aged<16) seriously injured	6 (50%)	4 (65%)

2.3 The following table shows the Highland Council statistics for the first 3 years of the cycle:

Target	2004 to 08 Average	2015 Milestone	2020 Target	2011 Highland	2012 Highland	2013 Highland
Killed	28	20	17	21	16	20
Seriously injured	160	91	72	98	99	73
Children (aged <16) killed	2	1	1	0	0	2
Children (aged <16) seriously injured	12	6	4	2	4	2

2.4 Appendices A – D detail the casualty statistics for Highland, in relation to the 2004-2008 average casualty figures. These figures are from the Transport Scotland Publication detailed in 'Reported Road Casualties Scotland 2013'. Appendices E – F are based on Highland Council's Accident Database.

2.5 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 item 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 as detailed at 5.3.
Drink Drive	Police Scotland lead in this area see section 6.
Children	See Section 5.1 for the work undertaken in this area
Seatbelts	The HRSG actively participates in Child Car Seat Checking Clinics, see section 4.4.
Drivers aged 17 - 25	This is a key area for both the Highland Council Administration and the HRSG, see section 9.
Speed	See section 8 for update from Northern 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 come 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 Northern Safety Camera Partnership. Expertise is sought from other organisations e.g. Scottish Ambulance Service, British Red Cross when required.

4.2 The HRSG 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 – 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 Unit, 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 events for new JRSO's (P6 & 7 Pupils) regularly carried out by the Road Safety Unit.
Driving Ambition	Key year round activity providing vital road safety input to our S5 & S6 pupils see section 9 for further details.
Safe Highlander	Multi agency annual safety roadshow for P7 pupils held at Cameron Barracks May 14.
Child Car Seat Campaign	Joint initiative with HRSG and Road Safety Scotland held August 14 in Inverness and Fort William.

**5. Highland Council**

5.1 Our Road Safety Unit is a team of two Road Safety Officers based in Inverness. There is currently a vacancy for a Road Safety Assistant.

5.2 The Road Safety Unit 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	72% of schools in Highland participated in this scheme in 2013/14.
Safe Highlander	P7	Multi Agency half day safety event.
Theatre in Education	P6, S1, S5, S6	Allocated on rotational basis to Highland schools; 11 Primary Schools Feb/Mar 14 and 7 Secondary Schools Sep 14.
Your Call	S1 – S3	In all Highland Schools see 9.1
Crash Magnets	S4 – S5	In all Highland Schools see 9.1
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

Unit [road.safety@highland.gov.uk](mailto:road.safety@highland.gov.uk).

- 5.3 The Road Safety Unit 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 Unit also reviews the safety implications of new and improvement engineering schemes on all road users. Schemes are examined through the design and construction stages by carrying out safety audits to 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 continues to feature strongly in 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. Through the community engagement process continual feedback is obtained and actioned as appropriate.
- 6.3 Since the 1st April 2014, 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.
- 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 speeding/inappropriate behaviour. Since March 2014, two further "Facebook Chats" have been undertaken within the Highland and Islands Division by Police Scotland to educate and raise awareness in relation to motorcycle safety. These were met with a positive response and were followed up with dedicated police motorcycle patrols as part of Operation Zenith which began during April 2014 and is to continue until September 2014. This Operation focussed on promoting safe and responsible motorcycling throughout the roads network of Police Scotland.
- 6.5 This awareness activity has been followed up with numerous checks being carried out across the Division during which interaction was had with the drivers /riders of all vehicle groups as required.

6.6 This pro-active and partnership approach will continue as Police Scotland further develops 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 211 road traffic collisions in 2013-2014. Compared with 223 in 2012-2013, which aligns with the national trend. From these 211 incidents, there were 15 fatalities and 175 casualties.

7.4 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.

7.5 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 Core Deployment is carried out across the Highland area at 20 sites and 5 Route Strategies which now include the whole of the A9 from Dalwhinnie to Scrabster, the A96 from its junction with the A9 and the Council boundary with Moray Council, the A82 from its junction with the A9 and its boundary with Argyll and Bute Council, the A830 from its junction with the A82 and the port of Mallaig, and the A95 from its junction with the A9 and the Council boundary with Moray Council.
- 8.3 Deployment hours (Actual Filming Time) from April 2014 to the end of July 2014 total 512 hours averaging out at 128 hrs per month. This total is down from the same period last year of 581 hours averaging out at 145 hours per month. (This was due to the resignation of a Camera Operator, with the post waiting to be filled). Offences detected over the period from April to July this year 1650 Notices of Intended Prosecution (3 offences per hour) detected per hour of deployment compared to the same period last year of 2338 NIP's (4 offences per hour).
- 8.4 NSCP also targets sites which have been identified to the police, by local Ward groups and elected members or other reasons. There are currently 9 exception sites being deployed. Deployment at these sites currently represents up to 15% of actual monthly deployment activity.
- 8.5 A Communications Strategy and action plan are provided to support any new sites that are deployed at. These include contact with local employers to raise awareness. Press releases/letters/posters can be produced to promote new sites and raise awareness of the speed restriction as well as to reassure residents of the local community that their concerns are acted upon.
- 8.6 NSCP continue to attend joint initiatives with the NSWG at local businesses, schools and other business premises and events to raise awareness of our Road Safety message and casualty reduction targets.
- 8.7 Social media and online presence - NSCP twitter account has been used to share information including press releases and deployment as an additional channel available to the public. Northern SCP has 297 followers an increase since July 2013 update. This provides an alternative social media option to NSCP target groups and links to News and other items on the website.
- 8.8 Collision totals over the period April to July 2014 for the Highland Council area are:- Fatal 4, Serious Injury 17, Slight Injury 105. This compares to the same period April to July 2013:- Fatal 10, Serious Injury 17, Slight Injury 123.

## **9. Drivers Aged 17 – 25**

- 9.1. Young Drivers are a high priority area for Highland Council as detailed in the administration programme. The following is an update on the initiatives currently being undertaken for this age group:

<b>Initiative</b>	<b>Uptake (if applicable)</b>	<b>Narrative</b>
Pass Plus	156 Pass Plus applications were processed by the Road Safety Unit during the financial year 2013/14.	Pass Plus subsidy has subsequently been withdrawn by Highland Council.
Driving Ambition	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 <a href="#">Schools – road safety events (Driving Ambition)   Road safety   The Highland Council</a>
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	Events held at North Highland College in Alness and Thurso.	Organised by the Road Safety Unit and supported partner agencies.
Young Driver Parents Evenings	Under review by the HRSG.	The Road Safety Unit will lead on future Parents Evenings with a schedule to be arranged for 2014/15.
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 Highland & Islands Fire & Rescue Service with the Councils Road Safety Unit contributing to this programme.

9.3 The Council’s sponsorship of Pass Plus ceased at the end of financial year 2013/14. This leaves a significant gap in the co-ordinated Road Safety Education approach utilised by the HRSG to ensure casualty reduction in the 17-25yr old age group. This has had a significant impact on the number of young people undertaking Pass Plus, which is likely to be born out in future Young Driver statistics if funding cannot be sourced to allow the Pass Plus grant to be reinstated.



## **10. Highland Road Safety Seminar**

10.1 A HRSG Road Safety Seminar was presented to Elected Members and Community Council representatives at Highland Council HQ on 22<sup>nd</sup> November 2013. The Seminar provided Elected Members an insight into the roles of HRSG partners, Road Safety Scotland and Highland Council Community Services Roads Department. Future Seminars will take place every 2 to 2.5 years and will focus on key road safety issues raised by Elected Members.

## **11. Implications**

11.1 The cost of implementing the road safety measures set out in the above is contained within the Community 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/carbon clever implications arising from this report.

11.5 There are no risk implications arising from this report.

11.6 There are no Gaelic implications arising from this report.

11.7 The removal of Pass Plus may have a possible implication on future rural road casualty figures.

## Recommendations

Members are invited to:-

- (i) note the Road Safety Targets as set out in Scotland's Road Safety Framework to 2020 and the results for the first 3 years of these targets.
- (ii) note the Scottish Government priority areas and the work of the Highland Road Safety Group in relation to these.
- (iii) note the work of Highland Council Road Safety Unit, Police Scotland, Scottish Fire and Rescue Service and Northern Safety Camera Partnership.
- (iv) note the reduction in 17-25 year old drivers involved in injury accidents from 1998-2013 and note the general downward trend. There is however no guarantee that this trend will continue.
- (v) note the motorcycle casualties and particularly the downward trend in killed and seriously injured motorcyclist casualties from 2002-2013.

Members are invited to request a copy of the Highland Road Safety Group Action Plan from 2012-2015 from the Road Safety Unit by emailing [road.safety@highland.gov.uk](mailto:road.safety@highland.gov.uk)

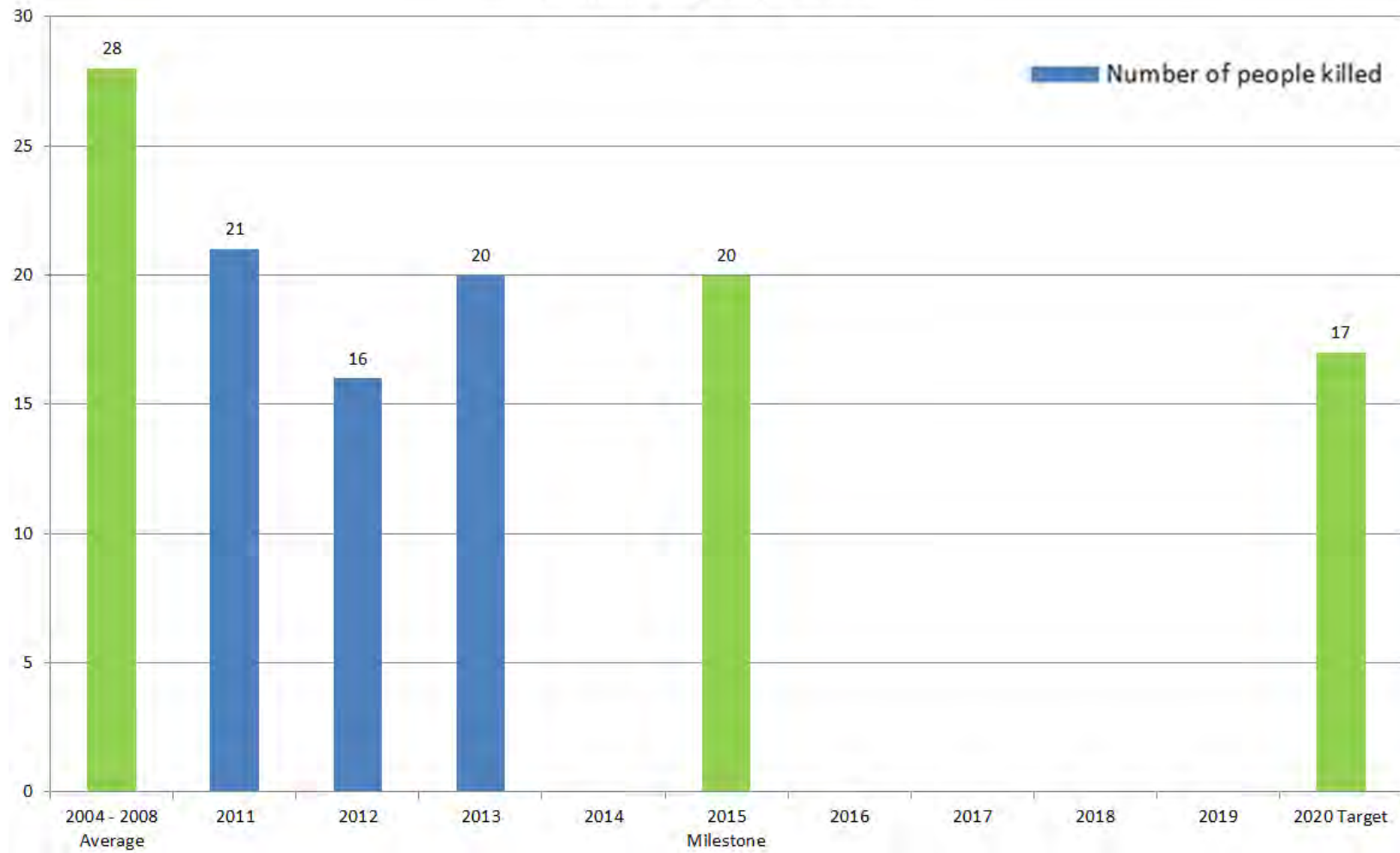
Designation: Director of Community Services

Date: 20 November 2014

Author: Allan Bryce

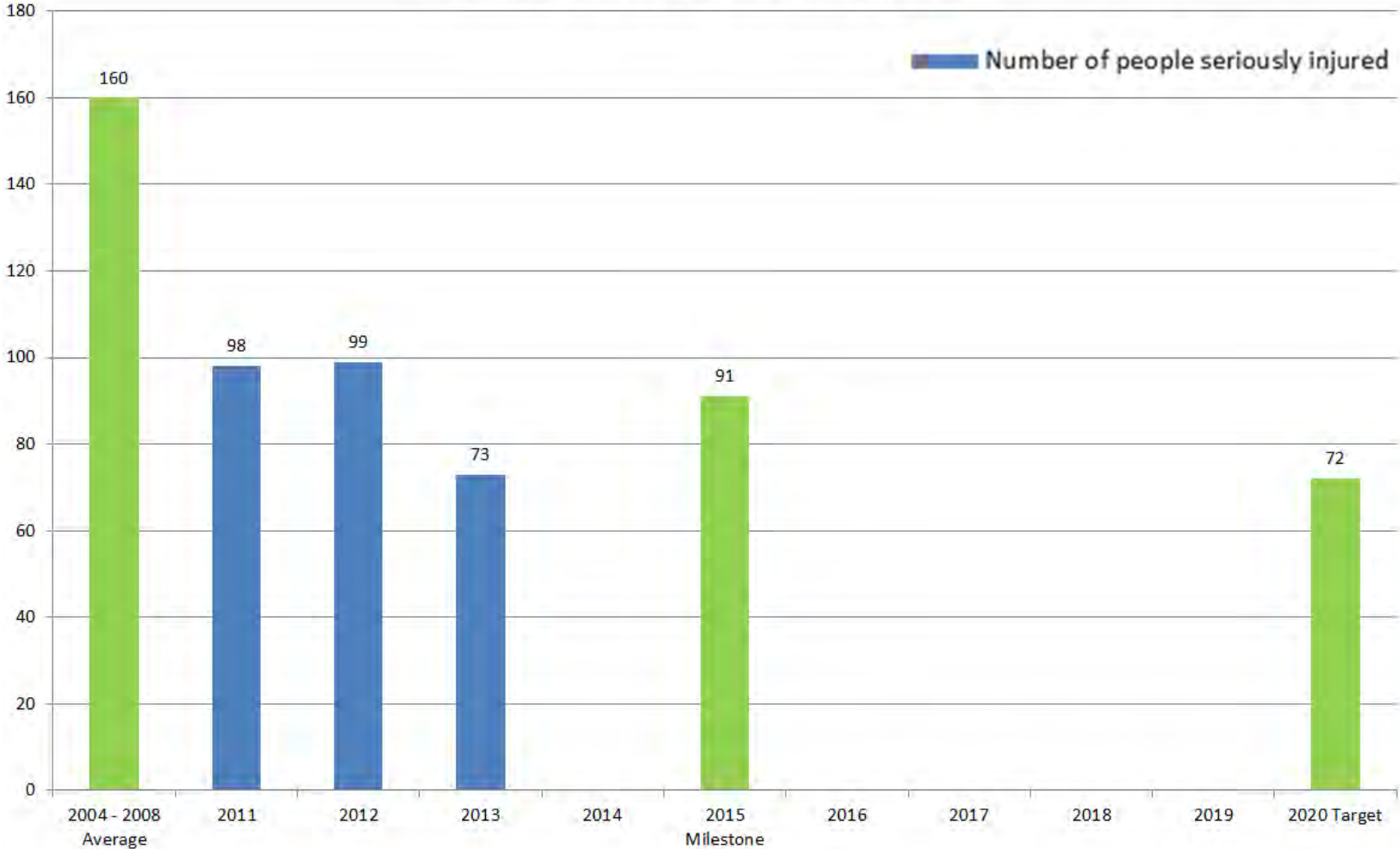
APPENDIX A

Number of people killed



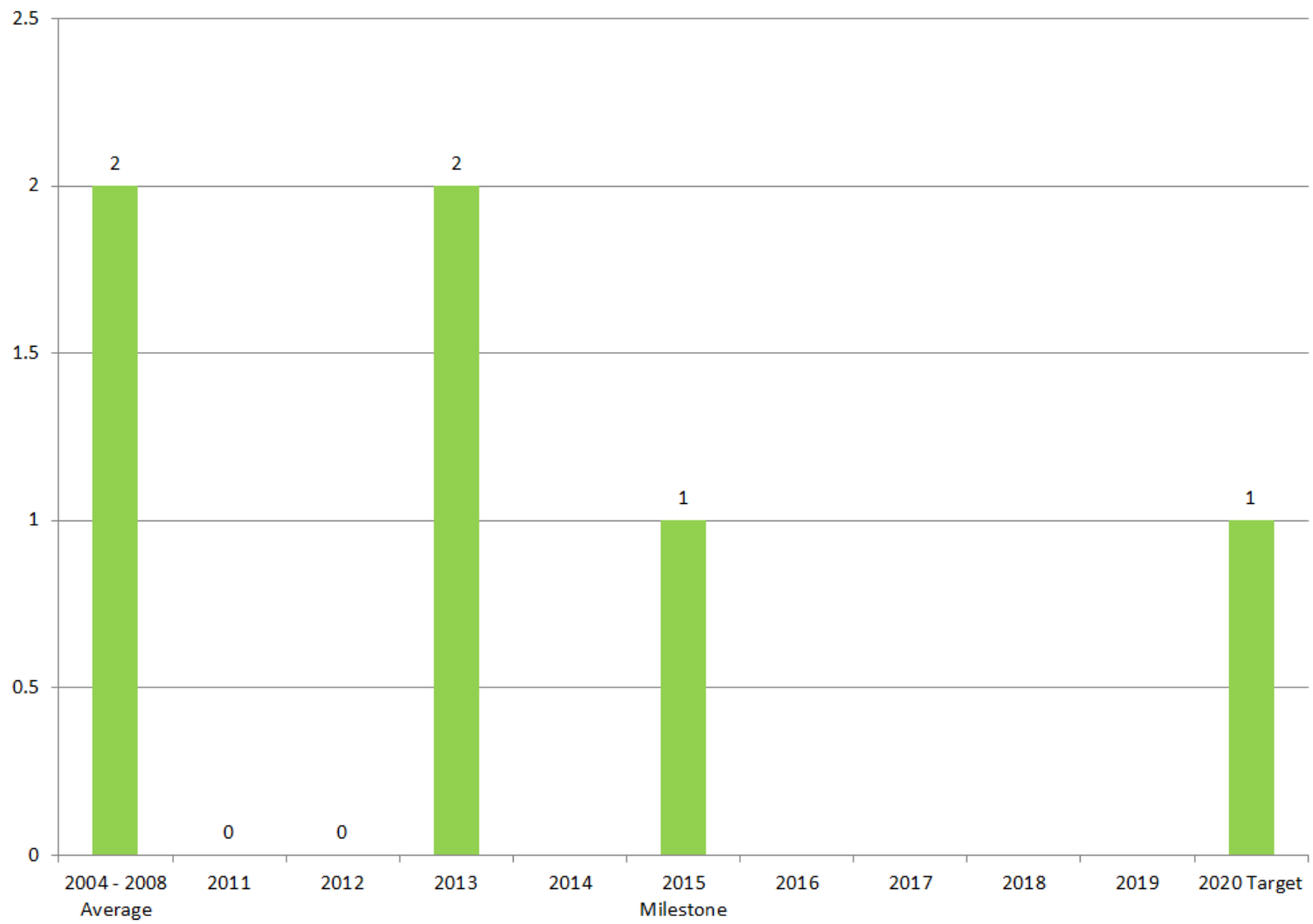
APPENDIX B

Number of people seriously injured



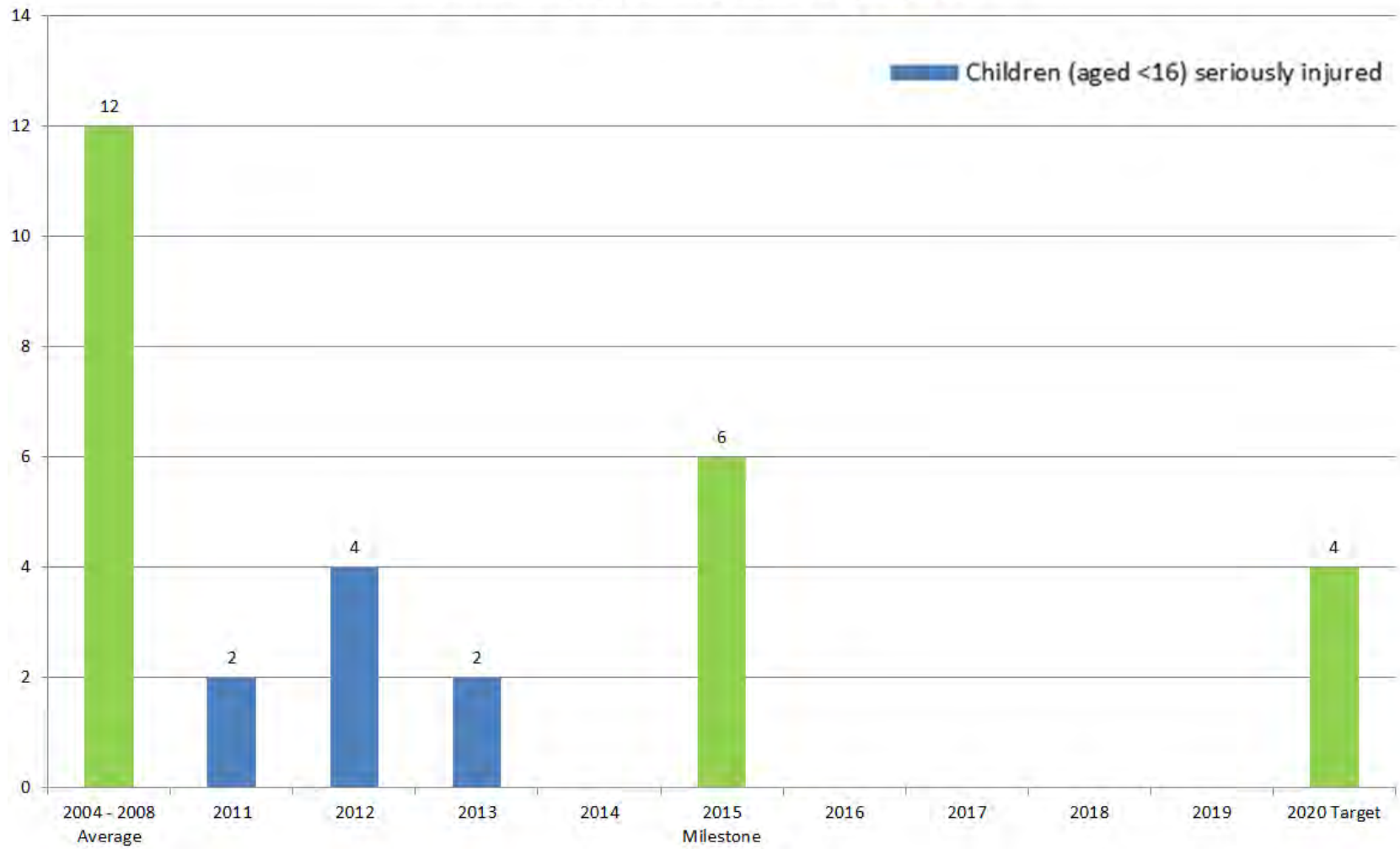
APPENDIX C

## Children (aged <16) killed

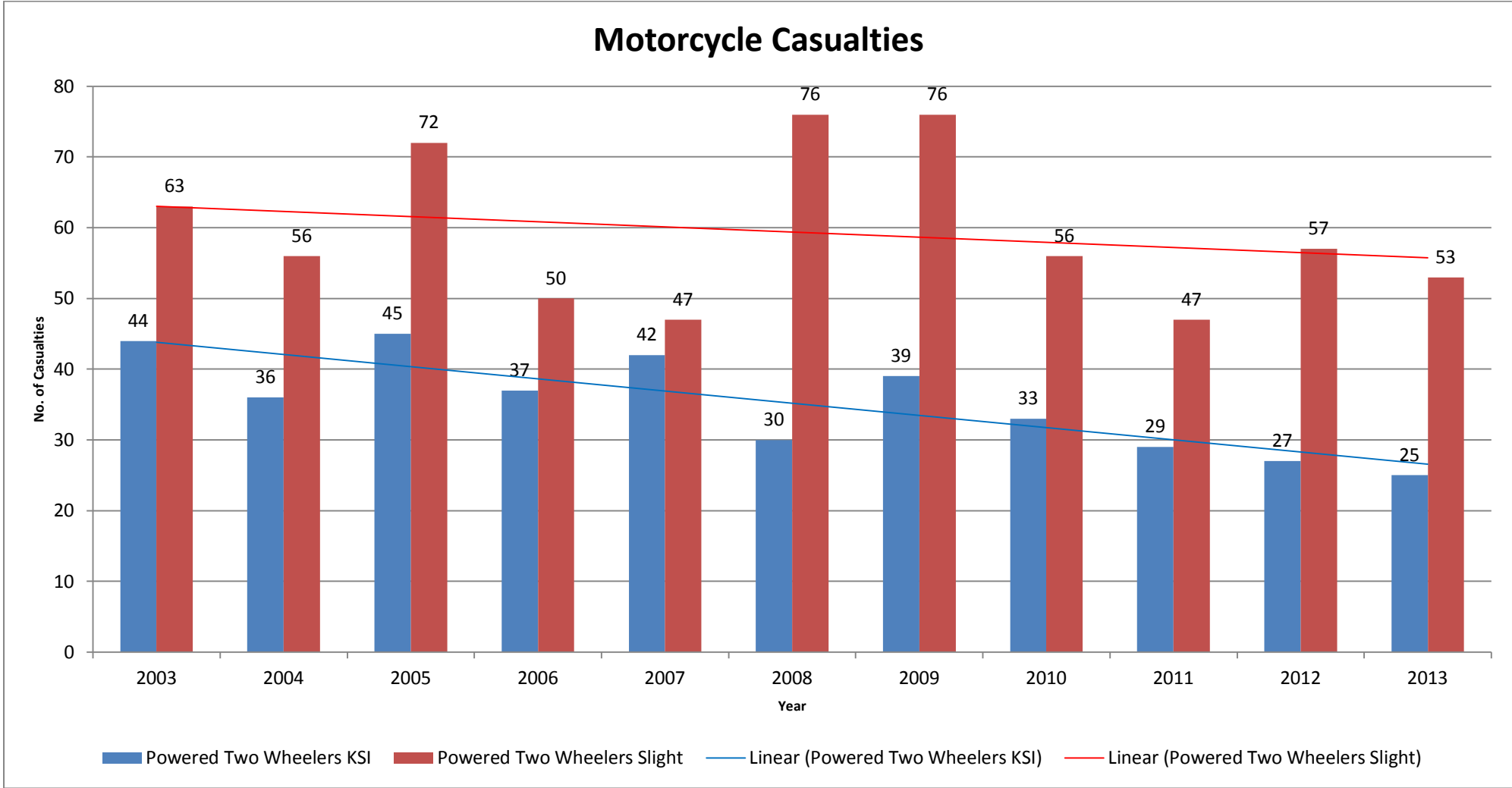


APPENDIX D

Children (aged <16) seriously injured



APPENDIX E



APPENDIX F

# 17 -25 year old Car Drivers involved in injury accidents No of Injury Accidents

