

The Highland Council
Communities and Partnerships Committee
10th December 2015

Agenda Item	8
Report No	CP 05/15

Road Safety Update

Report by Director of Development and Infrastructure

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 Highlands 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 2014'.

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 £1,836,054 however the human cost of a life lost simply cannot be valued. A serious casualty costs on average £206,321 and a slight casualty costs £15,905. The average cost of all casualties is £54,849.
- 1.3 The estimated total cost of all road accidents in Scotland (including damage only accidents) rose from £1,142.9 million in 2013 to £1,190.0 million in 2014 (at 2014 prices), this is partly attributed to a rise in the number of fatal casualties by 16% from 172 in 2013 to 200 in 2014 and an increase in the serious casualties by 1.6% from 1,672 in 2013 to 1,699 in 2014 and the cost of inflation. However the overall number of casualties fell by 2% from 11,498 in 2013 to 11,268 in 2014.
- 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 13th 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 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.”

2.2 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 4 years of the cycle:

Target	2004 to 08 Average	2015 Milestone	2020 Target	2011 Highland	2012 Highland	2013 Highland	2014 Highland
Killed	28	20	17	21	16	20	19
Seriously injured	160	91	72	98	99	73	69
Children (aged <16) killed	2	1	1	0	0	2	0
Children (aged <16) seriously injured	12	6	4	2	4	2	3

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 2014'. Appendix E data comes from roadsafetyanalysis.com which is based on Transport Scotland data and Appendix F comes from Highland Councils Accident Database.

2.5 The Scottish Road Safety Framework can be viewed at:
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 item5.3.
Drink Drive	Police Scotland lead in this area see item 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 item 4.4.
Drivers aged 17 - 25	This is a key area for both the Highland Council Administration and the HRSG, see item 9.
Speed	See item 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 and Bear Scotland. Expertise is sought from other organisations e.g. North Safety Camera Unit, Scottish Ambulance Service, British Red Cross when required. Highland Council chairs this group and the minutes are passed to the Safer Highland Group.

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 to 2015 action plan which details all road safety initiatives they are involved in. As this plan runs out at the end of 2015 the group are in the process of finalising their next Action Plan which will run from 2016 – 18. The Action Plans are 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 the web-site at request to the Road Safety Unit, email 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). 3 main training events were held in 2015 which were attended by nearly 300 JRSOs from 80 schools.
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 event for P7 pupils held in, Inverness, Lochaber and Caithness & Sutherland.
Lifescan Open Days	Road Safety Input provided by Highland Council and Police Scotland.

5. **Highland Council**

5.1 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	HC Road Safety Unit delivered 5 CTA training courses in 2015 to 31 volunteers who then undertook cycle training with pupils (we have a network of volunteers who have been trained by the Road Safety Unit across Highland). In 2015 resources for Bikeability were distributed to 35% of our schools equating to nearly 1200 pupils. Our records show that 74% of our schools take part in Bikeability with some of the smaller schools delivering training every 2 to 3 years.
Junior Road Safety Officer Scheme	P5, 6 & 7	Around 90% of Highland Schools are involved in the JRSO scheme.
Safe Highlander	P7	Multi agency annual safety event for P7 pupils held at Cameron Barracks, Inverness May 15.
Theatre in Education	P6, S1, S5, S6	Allocated on rotational basis to Highland schools; 12 Primary Schools and 7 Secondary Schools had performances in 2015.
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. 85% of Highland Schools have either completed or are working on a Safer Routes to School project.

- 5.2 The table in 5.1 highlights that, even though Road Safety is not a statutory part of the National Curriculum, the vast majority of Highland Schools are taking part in Road Safety Education. For further information on any of the road safety education resources detailed above go to www.road-safety.org.uk or contact the Road Safety Unit road.safety@highland.gov.uk.
- 5.3 The Road Safety Team maintains a road accident database, formulated from police records, which is analysed to identify accident locations and patterns. Any sites identified are analysed and treated, using engineering measures, to reduce the chances of similar accidents re-occurring. In the event of a fatal road accident the team meet with Police Scotland to review any issues arising from their analysis of the collision and recommend any remedial measures where required.
- 5.4 The Team also reviews the safety implications of new and improvement 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.
- 5.5 A programme of 20mph schemes has been identified by the team for implementation based on criteria approved by Committee. Funding to the value of £50,000 per annum has been allocated to this programme. The first set of identified locations in the programme is nearing completion and a further tranche of schemes will be identified and submitted to Committee for approval.

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 Road Safety continues to be a very high priority within the Police Scotland control strategy. Locally road safety features 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 2015, 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.

- 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 work undertaken in previous years, 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 196 road traffic collisions in 2014-15 compared with 211 in 2013-14. From these 196 incidents, there were 11 fatalities and 119 casualties.
- 7.4 In order to reduce these numbers, the SFRS continues to work with partner agencies, co-ordinated through the Highland Road Safety 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. North Safety Camera Unit

- 8.1 Following a review of the Scottish Safety Camera Programme (SSCP) by Transport Scotland the eight Safety Camera Partnerships in place across Scotland were dissolved as of 31 March 2015. In their place three Safety Camera Units were created to reflect the three area structure in place for Police Scotland and national management for the Programme is now shared between the Scottish Government and Police Scotland.
- 8.2 The SSCP remains an evidence led casualty reduction initiative with the primary purpose of contributing to Scotland's road safety vision and road safety targets as set out in the Road Safety Framework to 2020 through targeted camera enforcement leading to an improvement in driver behaviour. An integral element of the programme remains the identified need for close partnership working with all Road Authorities and other partners with a road safety interest and responsibility.
- 8.3 The North Safety Camera Unit (NSCU) comprises the areas previously covered by the Tayside, North East and Northern Safety Camera Partnerships with a single Area Manager, Communications Officer and Data Analyst dedicated to the area with all previously existing staff posts and operating centres remaining in situ.
- 8.4 During 2015 core deployment continued to be carried out across the Highland area at 20 sites and on 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.
- 8.5 Deployment hours of fixed and mobile cameras (Actual Filming Time) from April 2015 to the end of September 2015 total 797 hours averaging out at 133 hrs per month. This total is down from the same period last year of 1189 hours averaging out at 198 hours per month. Offences detected over the period from April to September this year comprised 1282 Notices of Intended Prosecution (1.6 offences detected per hour of deployment) compared to the same period last year of 1805 NIP's (1.5 offences per hour).
- 8.6 A Communications Strategy and action plan are created to support any new sites that are created and can include contact with local employers to raise awareness, press releases to promote new sites and the use of social media to raise awareness of the speed restriction as well as to reassure residents of the local community that their concerns are acted upon.
- 8.7 NSCU will continue to attend joint initiatives when possible 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.

8.8 Social media and online presence continue to be an active part of the communication strategy and to reflect the new structure and title a new website and twitter account is being developed. Over the course of this last year the NSCP twitter account has continued to be used to share information including press releases and deployment as an additional channel available to the public. This provides an alternative social media option to identified target groups and links to News and other items on the website.

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:

Initiative	Uptake (if applicable)	Narrative
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. View http://www.highland.gov.uk/info/20005/roads_and_pavements/87/road_safety/3 for details of 2015 delivery timetable
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	Reviewed by HRSG in 2015	Due to the diverse geographic area of Highland the HRSG have decided that the best way of communicating with a wider audience is to trial Facebook evenings aimed at parents. These have proved extremely successful when held in relation to winter driving and motorcycle safety. This new format will be trialled in 2016
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.
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10. Highland Road Safety Seminar

10.1 Further to the success of the HRSG Road Safety Seminar presented to Elected Members and Community Council representatives on 22nd Nov 2013 it was agreed that a Seminar of this nature should be held every few years. As a result the HRSG are planning to hold a similar seminar in **Spring 2016**. Following feedback from the 2013 seminar the focus of this event will be tailored around questions and 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 Development & infrastructure Service 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.

11.6 There are no Gaelic implications arising from this report.

11.7 There are no rural implications arising from this report.

Recommendations

Members are asked to:-

1. note the Road Safety Targets as set out in Scotland's Road Safety Framework to 2020 and the results for the first 4 years of these targets.
2. note the Scottish Government priority areas and the work of the Highland Road Safety Group in relation to these.
3. note the work of Highland Council Road Safety Unit, Police Scotland, Scottish Fire and Rescue Service and North Safety Camera Unit.
4. welcome the reduction in 17 – 25 year old drivers involved in injury accidents from 1998 – 2014 and the general downward trend.
5. welcome the downward trend in motorcyclist casualties from 2002 – 2014.
6. agree that a Road Safety seminar be held in Spring 2016 for elected Members and Community Council representatives.

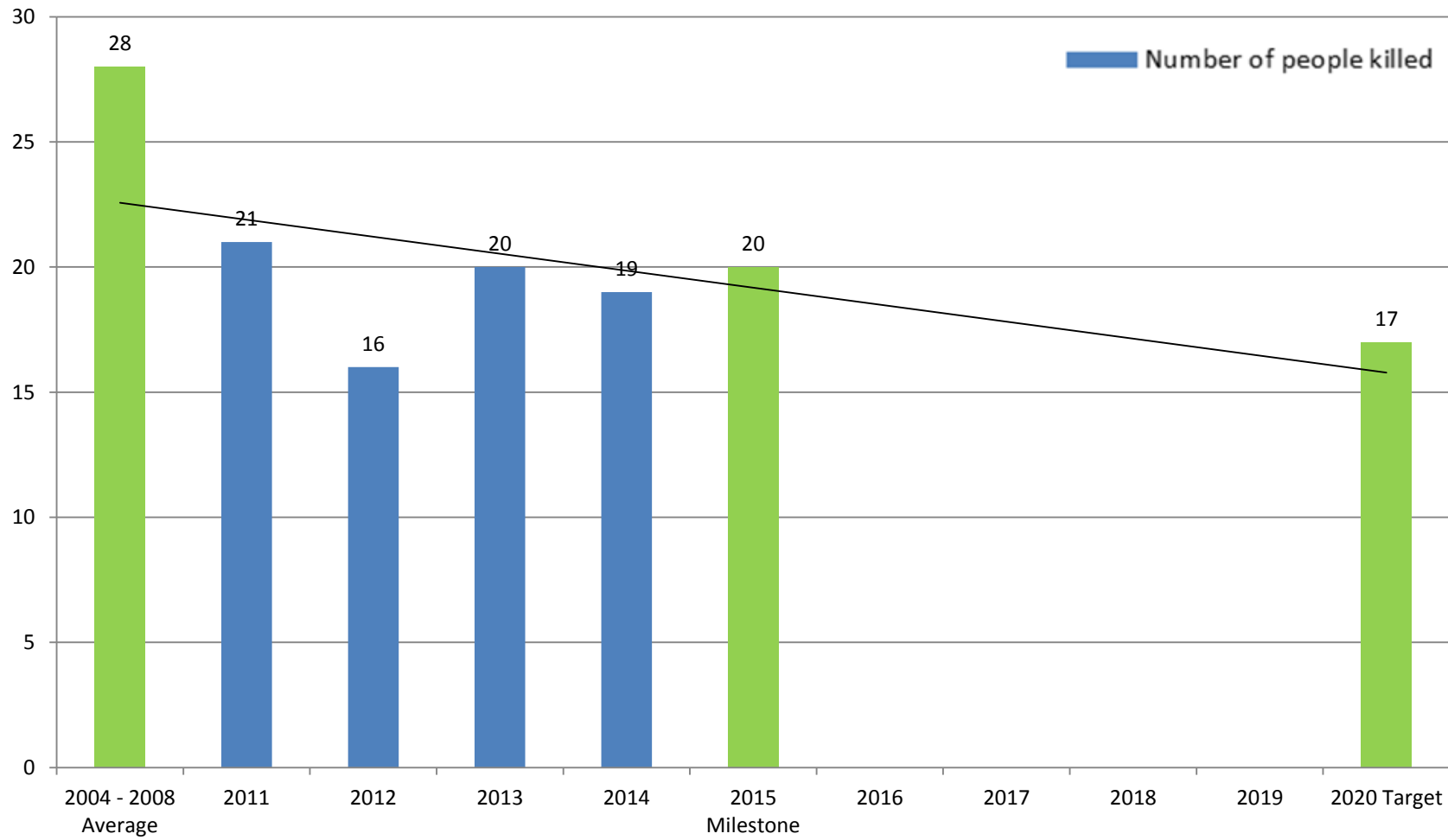
Designation: Director of Development and Infrastructure

Date: 2 December 2015

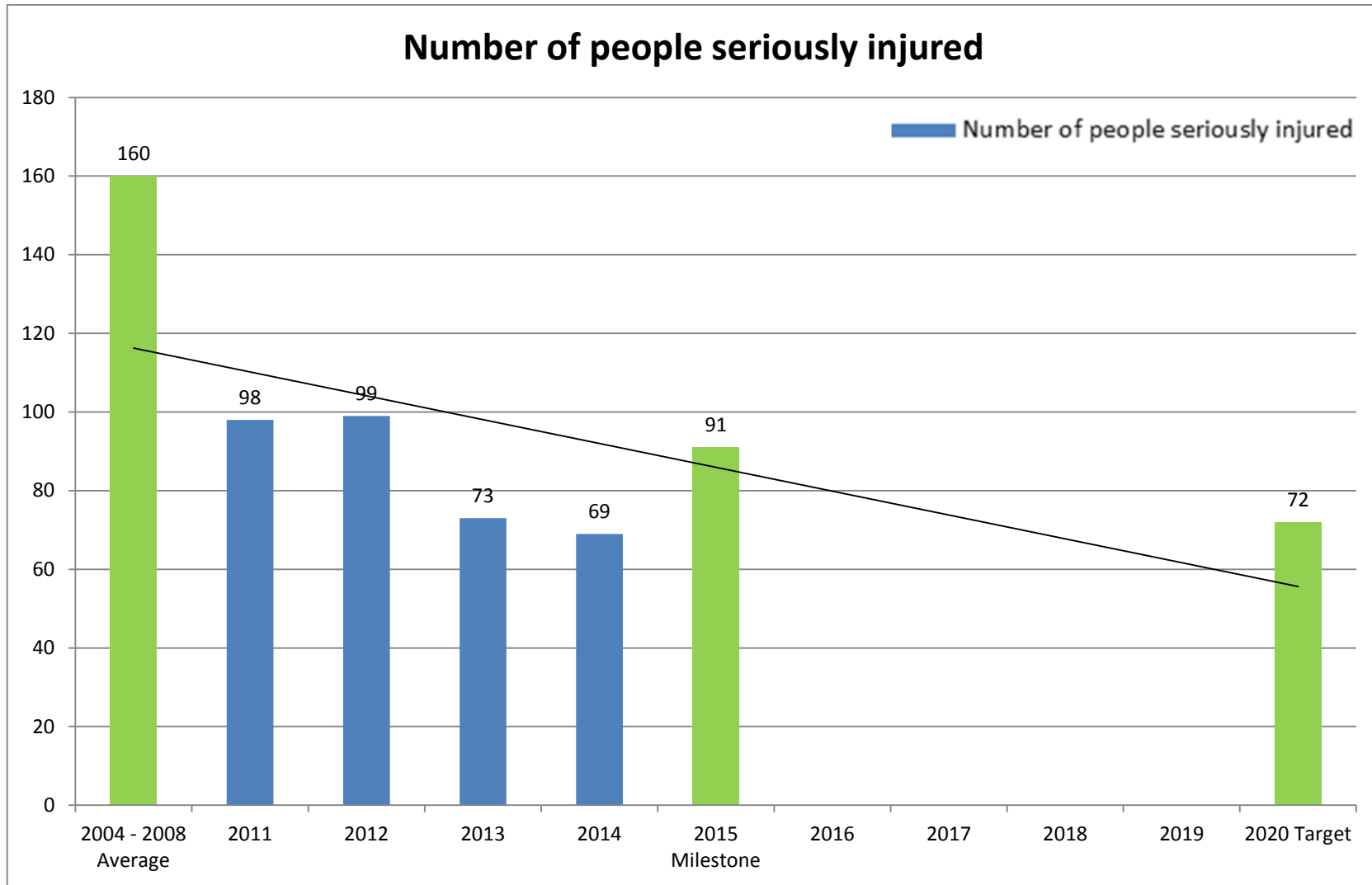
Author: Lisa MacKellaich

APPENDIX A

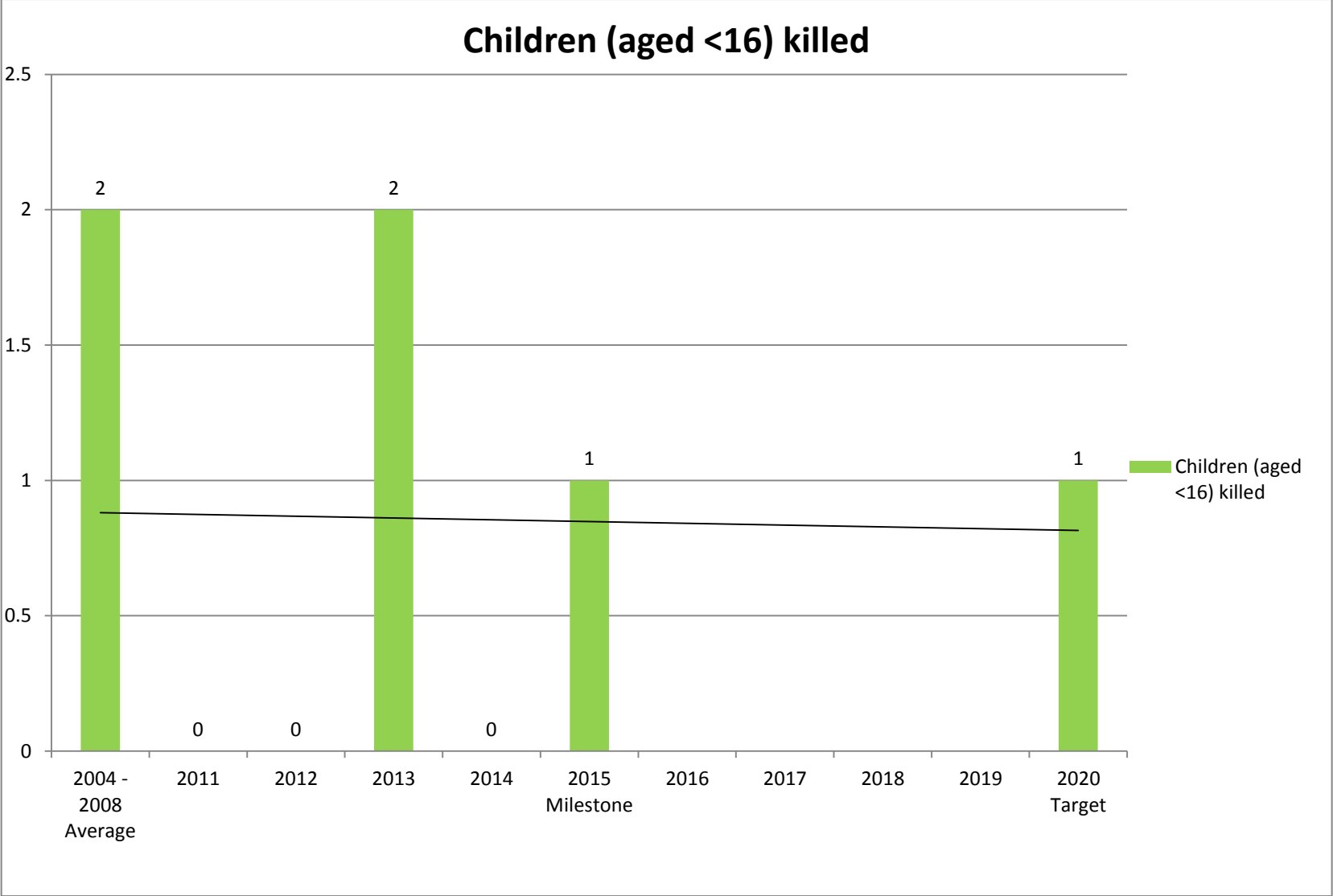
Number of people killed



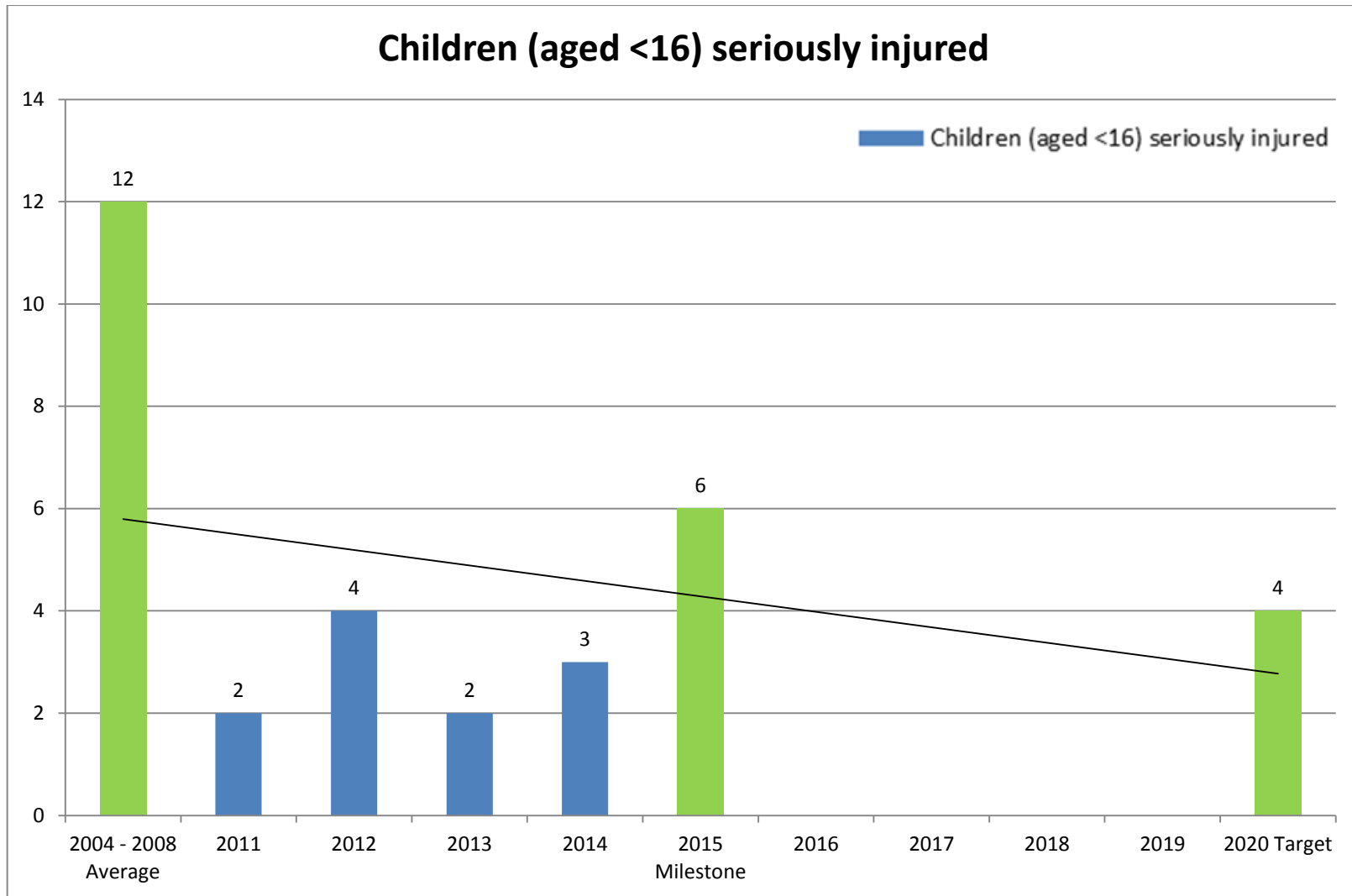
APPENDIX B



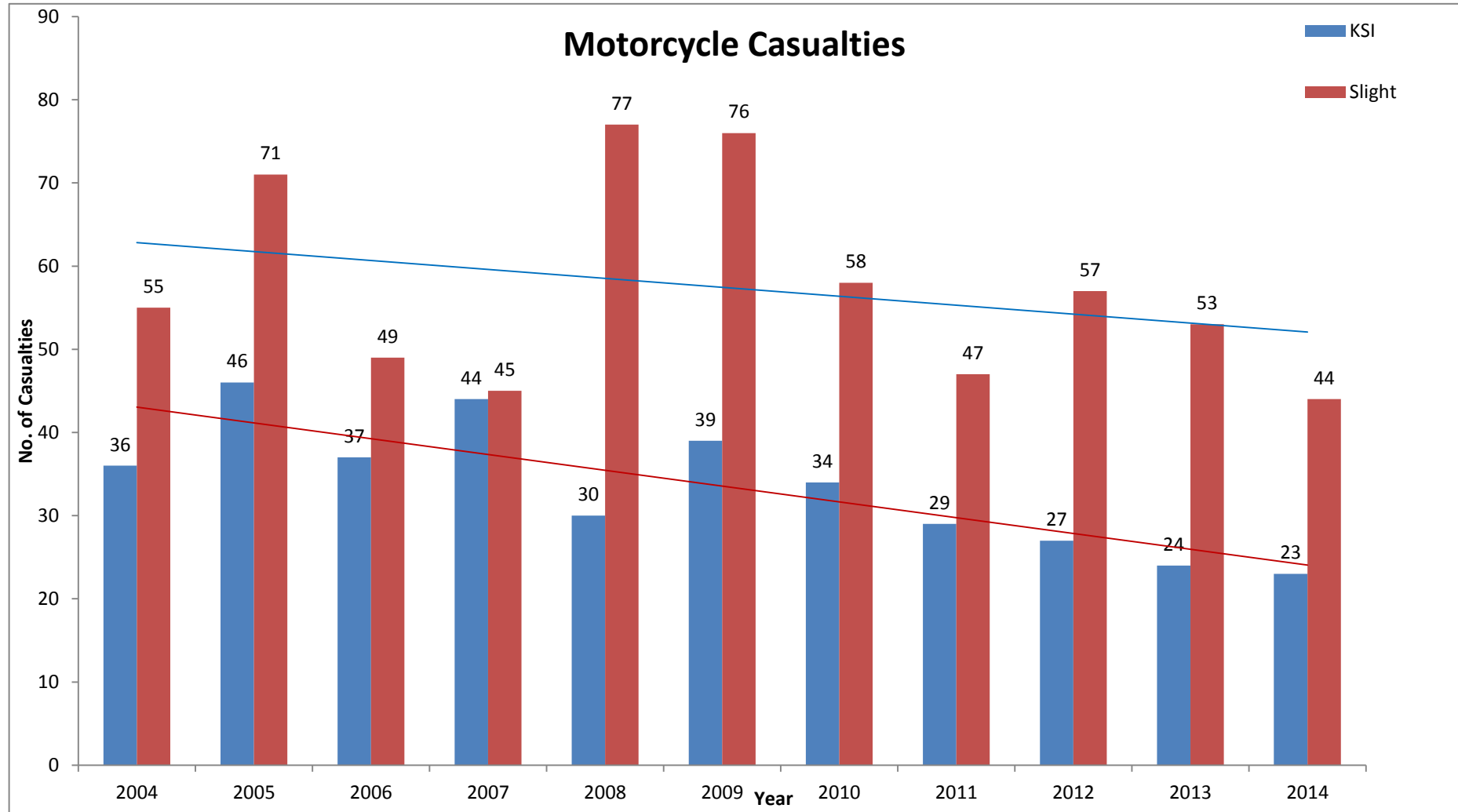
APPENDIX C



APPENDIX D



APPENDIX E



APPENDIX F

