

REPORT TO INFRASTRUCTURE SERVICES COMMITTEE – 24 AUGUST 2017

ROAD SAFETY IN ABERDEENSHIRE TO 2020

1 Recommendations

The Committee is recommended to:

- 1.1 Note the recently updated North East Scotland Road Casualty Reduction Strategy;
- 1.2 Consider and approve the draft Road Safety Plan for Aberdeenshire; and
- 1.3 Note the current position on the A947 Route Improvement Strategy.

2 Background/Discussion

- 2.1 There have been a number of national and local road safety initiatives in recent years and it is considered an appropriate time to take stock of where we are in Aberdeenshire with regards to road safety and casualty reduction.
- 2.2 The provisional road casualty figures for 2016 have recently been published, with the finalised data due for release in October 2017. The figures provide an opportunity to compare how Aberdeenshire is performing against the nationally set 2015 road casualty reduction milestones and importantly, to identify what actions need to be taken and what resources need to be allocated to meet the challenging casualty reduction targets set for 2020.
- 2.3 The table below summarises where Aberdeenshire Council sits in terms of casualties as of the end of 2015 and 2016.

Casualty Class	2004 - 2008 Baseline Average	2015 Milestones	2015 Actual (2016 Provisional)	2011 – 2015 Average (2011-16 Provisional Average)	2020 Target Reduction
Fatal	33	(-30%) 23	19 (17)	19 (19)	(-40%) 20
Serious	166	(-43%) 95	153 (141)	180 (174)	(-55%) 75
Slight	625	N/A	286 (269)	404 (382)	(-10%) 563
Total	824		458 (427)	603 (575)	

- 2.4 Whilst these figures are for Aberdeenshire Council, the overall trends are generally the same across Scotland and also within our partner authorities, Aberdeen City Council and The Moray Council.

- 2.5 The key figures and trends from the above shown in 2.3 that the reduction in the number of fatal casualties is in line with the target reduction figure, slight injury accidents have declined greatly, but serious injury accidents have remained stubbornly high and relatively unchanged. Every fatality on our roads is a tragedy and there is no acceptable number. This is why all the targets are put in the context of “Zero Vision” which the National Framework defines as “***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***”.
- 2.6 These figures are also represented in the Infographic Summary in **Appendix 2** to this report. Members may be interested to know that based on nationally accepted figures and values, collisions in Aberdeenshire are estimated to lead to costs within the local economy in the region of £80 million per annum.
- 2.7 Transport Scotland and partners produced a Mid-term Review of Scotland’s Road Safety Framework to 2020 (The Framework) in March 2016. A copy of the Framework can be viewed [here](#). The Mid-term Review of the Framework identified three Priority Focus Areas for further consideration. These are;
- 1) **Speed** (Speed and Motorcyclists);
 - 2) **Age** (Pre-drivers, Drivers aged 17-25 and Older Drivers); and
 - 3) **Vulnerable Road Users** (Cyclists and Pedestrians).
- The Priority Focus Areas in the Framework provides a focus for our efforts to reduce both the frequency and seriousness of accidents within all groups.
- 2.8 Members will find of interest the extracts from the Mid-term Review that show the proposed national Delivery Plan to 2020, as well as the Strategic Landscape and Key Commitments in **Appendices 3 to 5** of this report.
- 2.9 It is apparent that there is a perception within our communities that Aberdeenshire is a place where there is a significant proportion of the driving age population who see speeding, dangerous driving and wider reckless road based behaviours as acceptable. The impact of these behaviours is then reflected in the clear discontent from communities and local members, who consistently suggest that there is a requirement to change road user behaviour and make roads and communities safer.
- 2.10 Taking into account the findings of the Mid-term Review, Aberdeenshire Council has worked with partner organisations across the North East in the production of the updated North East Scotland Road Casualty Reduction Strategy and a copy is attached as **Appendix 6** to this report. Aberdeenshire Council has also appointed a Coordinator to take forward the delivery of the strategy across the North East, supported by partner organisations.

- 2.11 Given the recent national review and the updated North East Scotland Road Casualty Reduction Strategy, a set of key actions have been developed for Aberdeenshire titled SAFER ROADS IN ABERDEENSHIRE. Members will see clear linkages with the other documents referenced in this report, but other concerns raised in Aberdeenshire have led to some additional actions within the draft Action Plan. It is attached as **Appendix 7** to this report and comments are welcome from members.
- 2.12 Members will be aware that a Route Accident Study was previously undertaken on the A947 Aberdeen to Banff Road which saw a positive impact from the low cost localised measure. This was followed by production of the current Route Improvement Strategy which was approved by this Committee at its meeting on 17 March 2016. Whilst this long term Strategy has a wider remit than the previous study, it still has a significant element related to road safety. As such, an update on progress on the A947 Route Improvement Strategy is attached as **Appendix 8** to this report.
- 2.13 In relation to the A947, it is proposed to incorporate the road safety specific items into the Aberdeenshire wide Road Safety Action Plan. The larger infrastructure projects within the Strategy will be taken forward as part of the Councils Capital Plan Prioritisation process as well as forming the basis for future work with partners on a regional basis such as the Aberdeen City Region Deal, updated Regional Transport Strategy and new National Transport Strategy.

3. Scheme of Governance

- 3.1 The Committee is able to consider and take a decision on this item in terms of Section F1.1 of the List of Committee Powers in Park 2A of the Scheme of Governance as it is linked to policing issues and resource matters (within agreed budgets) related to Transportation.

4. Equalities, staffing and Financial Implications

- 4.1 An Equality Impact Assessment has been carried out on the draft Road Safety Plan and it is attached as **Appendix 1** to this report. The assessment demonstrated that there were positive impacts as follows:

1) Age - Older

Some of the actions in the Road Safety Plan are directed at elderly drivers and these seek to achieve a reduction in the number of accidents and casualties in that age-group.

2) Age - Younger

Some of the actions in the Road Safety Plan are directed at younger drivers, cyclists and pedestrians, and these seek to achieve a reduction in accidents and casualties in the younger population.

4.2 There are no direct staffing or financial implications associated with this report.

Stephen Archer
Director of Infrastructure Services

Report prepared by Mark Skilling, Strategy Manager
27 July 2017

EQUALITY IMPACT ASSESSMENT

Stage 1: Title and aims of the activity (“activity” is an umbrella term covering policies, procedures, guidance and decisions).	
Service	Infrastructure Services
Section	Transportation
Title of the activity etc.	Road Safety Plan in Aberdeenshire
Aims of the activity	To reduce accidents and casualties on Aberdeenshire roads
Author(s) & Title(s)	Mark Skilling – Strategy Manager
Stage 2: List the evidence that has been used in this assessment.	
Internal data (customer satisfaction surveys; equality monitoring data; customer complaints).	None
Internal consultation with staff and other services affected.	None
External consultation (partner organisations, community groups, and councils).	None
External data (census, available statistics).	Road casualty figures published annually
Other (general information as appropriate).	None

Stage 3: Evidence Gaps.				
Are there any gaps in the information you currently hold?	No			
Stage 4: Measures to fill the evidence gaps.				
What measures will be taken to fill the information gaps before the activity is implemented? These should be included in the action plan at the back of this form.	Measures:			Timescale:
	N/A			N/A
Stage 5: Are there potential impacts on protected groups? Please complete for each protected group by inserting "yes" in the applicable box/boxes below.				
	Positive	Negative	Neutral	Unknown
Age – Younger	Yes			
Age – Older	Yes			
Disability			Yes	
Race – (includes Gypsy Travellers)			Yes	
Religion or Belief			Yes	
Gender – male/female			Yes	
Pregnancy and maternity			Yes	
Sexual orientation – (includes Lesbian/ Gay/Bisexual)			Yes	
Gender reassignment – (includes Transgender)			Yes	
Marriage and Civil Partnership			Yes	

Stage 6: What are the positive and negative impacts?		
Impacts.	Positive (describe the impact for each of the protected characteristics affected)	Negative (describe the impact for each of the protected characteristics affected)
Please detail the potential positive and/or negative impacts on those with protected characteristics you have highlighted above. Detail the impacts and describe those affected.	Age – Older. Some of the actions in the Road Safety Plan are directed at elderly drivers, which seek to achieve a reduction in the number of accidents and casualties in that age-group.	
	Age – Younger. Some of the actions in the Road Safety Plan are directed at younger drivers, cyclists and pedestrians, which seek to achieve a reduction in accidents and casualties in the younger population.	
Stage 7: Have any of the affected groups been consulted?		
If yes, please give details of how this was done and what the results were. If no, how have you ensured that you can make an informed decision about mitigating steps?	No – no negative impacts were identified.	
Stage 8: What mitigating steps will be taken to remove or reduce negative impacts?		
These should be included in any action plan at the back of this form.	Mitigating Steps	Timescale
	N/A	N/A
Stage 9: What steps can be taken to promote good relations between various groups?		
These should be included in the action plan.	N/A	

Stage 10: How does the policy/activity create opportunities for advancing equality of opportunity?		
N/A		
Stage 11: What equality monitoring arrangements will be put in place?		
These should be included in any action plan (for example customer satisfaction questionnaires).	N/A	
Stage 12: What is the outcome of the Assessment?		
Please complete the appropriate box/boxes	1	No negative impacts have been identified –please explain.
	Delivery of the actions in the Road Safety Plan.	
	2	Negative Impacts have been identified, these can be mitigated - please explain. * Please fill in Stage 13 if this option is chosen.
	N/A	
	3	The activity will have negative impacts which cannot be mitigated fully – please explain. * Please fill in Stage 13 if this option is chosen
	N/A	
* Stage 13: Set out the justification that the activity can and should go ahead despite the negative impact.		
N/A		

Stage 14: Sign off and authorisation.			
Sign off and authorisation.	1) Service and Team	Infrastructure Services - Transportation	
	2) Title of Policy/Activity	Road Safety Plan in Aberdeenshire.	
	3) Authors: I/We have completed the equality impact assessment for this policy/activity.	Name: Mark Skilling Position: Strategy Manager Date: 24/07/17 Signature:	Name: Position: Date: Signature:
		Name: Position: Date: Signature:	Name: Position: Date: Signature:
	4) Consultation with Service Manager	Name: N/A Date:	
	5) Authorisation by Director or Head of Service	Name: Ewan Wallace Position: Head of Transportation Date:	Name: Position: Date:
	6) If the EIA relates to a matter that has to go before a Committee, Committee report author sends the Committee Report and this form, and any supporting assessment documents, to the Officers responsible for monitoring and the Committee Officer of the relevant Committee. e.g. Social Work and Housing Committee.		Date: 24/07/17
7) EIA author sends a copy of the finalised form to: eia@abdnshire		Date: 14/08/17	
(Equalities team to complete) Has the completed form been published on the website? YES/NO		Date:	

Action Plan						
Action	Start	Complete	Lead Officer	Expected Outcome	Resource Implications	
N/A						

Infographic Summary

2016 Road Accidents And Casualties

427

road accident casualties in
Aberdeenshire during 2016

7% less than 2015



17

people died in Aberdeenshire in 2016

10% less than 2015



141 people were **seriously injured**
in Aberdeenshire accidents during
2016, 13 less than 2015

8% down







269 people were recorded as being
slightly injured in Aberdeenshire
during 2016, 17 less than 2015

6% down



Scottish road accident casualties in
2016 by mode of transport

	2016 Casualties	% Change since 2015
	6,683	0%
	1,163	-2%
	711	-3%
	789	-1%

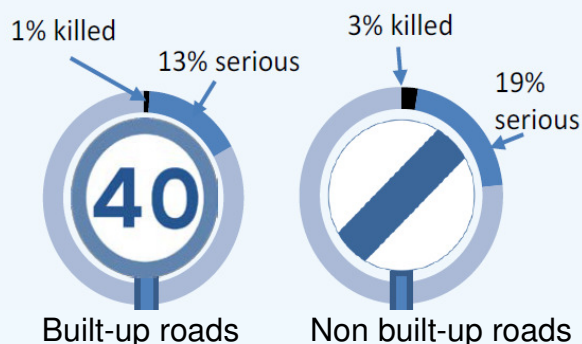
Aberdeenshire road casualties in relation
to the national 2020 targets

Actual % change in 2016 casualties from the 2004-2008 average	Casualty reduction milestone for 2015	Casualty reduction target for 2020
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Killed	- 51%	- 30%	- 40%
	Target met		

Seriously Injured	-15%	- 43%	- 55%
	Not on target		

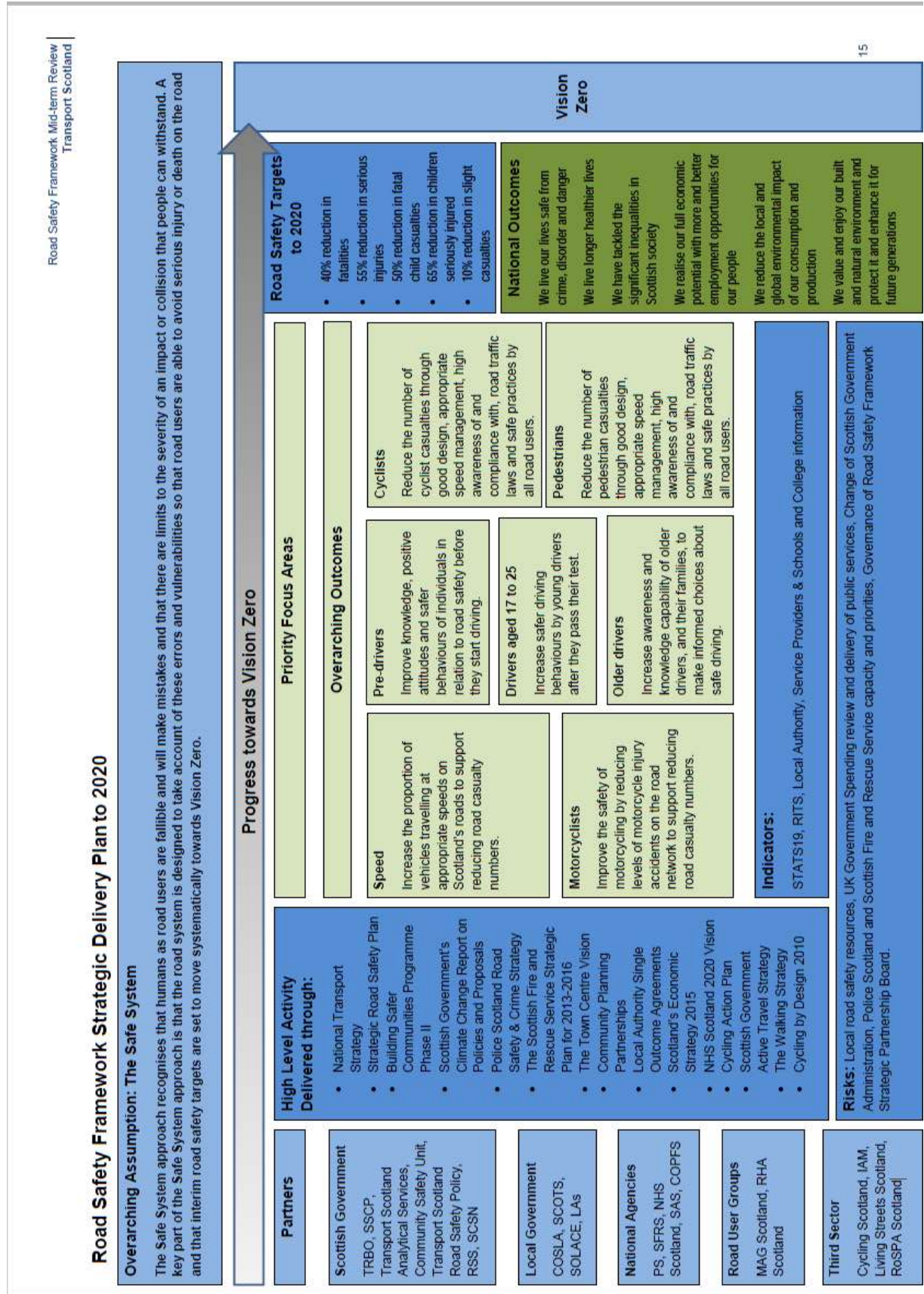
Nationally, there were more people killed or seriously injured on built-up roads (roads with a speed limit of 40 mph or less) however, proportionately, casualties on non-built up roads were more severe.



These **provisional** statistics are provided by Transport Scotland and relate to reported injury road accidents (i.e. road accidents reported to the police in which one or more people were killed or injured) in Aberdeenshire during 2016. Some national data has also been included.

The statistics are subject to a higher degree of revision from late returns and amendments than the overall national figures. In addition, there can be quite large percentage year-to-year fluctuations in the figures for local authority areas within Scotland, particularly for those with the lower numbers.

Final figures will be supplied in October 2017.



Appendix 4

Annex 1 Road Safety Framework work Strategic Landscape and Linkages:							
Overarching Policies and Legislation	Road Traffic Act 1988	Road Traffic Regulation Act 1984	Equalities Act 2010	Road Traffic Offenders Act 1988	British Road Safety Statement 2015	European Commission's Road Safety Policy Orientations 2011-2020	UN Decade of Action for Road Safety 2011-2020
The Road Safety Framework contributes to four Strategic Objectives and six National Outcomes of the Scottish Government							
Scottish Government Strategic Objectives	Weatherier and Fairer	Healthier	Safer and Stronger	Greener			
National Outcomes	We live our lives safe from crime, disorder and danger	We realise our full economic potential with more and better employment opportunities for our people	We have tackled the significant inequalities in Scottish society	We reduce the local and global environmental impact of our consumption and production	We have improved the life chances for children, young people and families at risk	We value and enjoy our built and natural environment and protect it and enhance it for future generations	
Key Strategic Scottish Government National Plans, Policies & Strategies	SG's Climate Change Report on Policies and Proposals (RPP) Building Safer Communities Programme Phase II The Town Centre Vision	Scottish Government Active Travel Strategy Scotland's Cities: Delivering for Scotland	National Planning Framework	Scotland's Road Safety Framework to 2020	Public Bodies Climate Change Duties Scotland's Economic Strategy	SG Delivery Plan 2016-2020 on UNCRPD Strategic Road Safety Plan Cleaner Air for Scotland	National Transport Strategy
Road Safety Framework Vision	"A steady reduction in the numbers of those killed and seriously injured, with the ultimate vision of a future where no one is killed on Scotland's roads, and the injury rate is much reduced"						
Priority Focus Areas to 2020	Pre-Drivers, Drivers aged 17 to 25 and Older drivers		Speed and Motorcyclists		Cyclists and Pedestrians		
Overarching Outcomes	Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.	Increase safer driving behaviours by young drivers after they pass their test.	Increase awareness and knowledge capability of older drivers, and their families, to make informed choices about safe driving.	Increase the proportion of vehicles travelling at appropriate speeds on Scotland's roads to support reducing road casualty numbers.	Improve the safety of motorcycling by reducing levels of motorcycle injury accidents on the road network to support reducing road casualty numbers.	Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness and compliance with traffic laws and safe practices by all road users.	Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness and compliance with road traffic laws and safe practices by all road users.
Key National Agency Plans & Strategies	The Scottish Ambulance Service Towards 2020: Taking Care to the Patient	Police Scotland Road Safety and Crime Strategy 2015 to 2018	The Scottish Fire and Rescue Strategic Plan for 2013 to 2016	Strategic Transport Projects Review (2008)	Cycling Action Plan for Scotland (2013)	NH-S Scotland 2020 Vision	Long Term Vision for Active Travel in Scotland (2014)
Local Policies & Plans	Community Planning Partnerships	Local Outcomes Improvement Plans	Community Safety Partnerships	Single Outcome Agreements			

Annex 2 – Key Commitments supporting Priority Focus Areas

The following priority rankings are not indicative of a short-, medium- or long-term ranking. They are indicative of the perceived priority in terms of the likely impact the associated activity may have in contributing to a reduction in road casualties.

Speed and Motorcyclists	
Speed	
Priority level 1	<p>RSF 71 Encourage local authorities to implement any changes indicated by their review of speed limits and continue to monitor networks in order to identify changes where these may support casualty reduction.</p> <p>RSF 74 Encourage local authorities to introduce 20 mph zones or limits in residential areas and areas of towns or cities with a high volume of pedestrians and cyclists as set out in the 2015 Good Practice guide on 20 mph Speed restrictions.</p> <p>RSF 20 Continue to raise awareness of speed limits and their purpose, including those that apply to different types of vehicle on the different categories of roads.</p> <p>RSF 19 Continue to publicise, and educate people about, the risks associated with speeding.</p>
Priority level 2	<p>RSF 21 Continue to support the Safety Camera Programme.</p> <p>RSF 72 Consider if the introduction of a Speed Awareness Scheme focused on speeding would be an appropriate contribution to road safety in Scotland.</p>
Priority level 3	<p>RSF 70 Further develop the evidence base to support consideration of a pilot in Scotland to test out the effectiveness of speed limiting technologies.</p> <p>RSF 69 Support the voluntary use of Intelligent Speed Adaptation (ISA) and other technologies designed to encourage compliance with speed limits, through engagement with employers and the commercial sector.</p> <p>RSF 73 Provide information on the benefits of lower speed driving in relation to fuel efficiency, health impacts and road safety.</p>
Motorcyclists	
Priority level 1	<p>RSF 76 Provide support for motorcyclists, e.g. through advanced rider training schemes and raise awareness of bad or dangerous riding behaviour, through safety awareness initiatives such as Operation Zenith.</p>
Priority level 2	<p>RSF 92 Consider the needs and vulnerabilities of motorcyclists in developing motorcycle-friendly roads and roadsides where this may support casualty reduction, while ensuring that motorcycle safety is fully considered when other traffic calming schemes are introduced.</p> <p>RSF 77 Through RSS, support targeted publicity campaigns aimed at motorcyclists.</p>
Pre-drivers, Drivers aged 17 to 25 and Older Drivers	
Pre-Drivers	
Priority level 1	<p>RSF 79 Seek to influence young people's attitudes to road safety and future driving behaviour before they get behind the wheel and investigate the usage and delivery by schools of pre-driver educational intervention and event training resources such as and including "Get into Gear" in supporting their effectiveness.</p>
Priority level 2	<p>RSF 80 Support outcomes-based evaluation of pre-driver interventions with a view to further developing a guide to organising pre-driver events for senior secondary school pupils.</p>
Priority level 3	<p>RSF 29 Support the promotion of and encourage take up of the safe road user award and evaluate the uptake and completion of the course.</p>
Drivers Aged 17 to 25	
Priority level 1	<p>RSF 09 Continue to look for innovative ways to target younger drivers with appropriate messages, including effective social media platforms, about safe driving to increase their awareness and understanding of their vulnerability and the dangers they face due to age and inexperience.</p>
Priority level 2	<p>RSF 60 Encourage younger drivers to undergo post-test training, by engaging with the private sector including the insurance industry to explore incentivisation, and to support national coordination of the use of outcomes-based evaluation of post-test training.</p>
Priority level 3	<p>RSF 61 Encourage initiatives which lead to qualifications and safer driving attitudes and behaviours and explore flexible delivery and certification approaches to increase uptake.</p>
Older Drivers	
Priority level 1	<p>RSF 83 Support initiatives to raise awareness amongst older drivers and their families, of their vulnerability and ways in which they can address this in order to make informed choices</p>

NORTH EAST SCOTLAND

ROAD CASUALTY REDUCTION STRATEGY

Summer 2017

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NORTH EAST SCOTLAND ROAD CASUALTY REDUCTION STRATEGY

Foreword

Road safety is the responsibility of everyone who uses our road network.

The core public sector responsibilities lie across the United Kingdom, Scottish and Local Government and is a collaborative approach supported by transport authorities and partnerships, Police Scotland, Scottish Fire and Rescue Service, Transport Scotland and other organisations.

Collaboration in 2009 saw the first iteration of this strategy, which was developed following several years of increased levels of road traffic collisions and casualties. The strategy was the first step in promoting a more coordinated partnership approach to road casualty reduction, which set out a number of short term actions which were designed to influence the activities of road safety partners in the years that lay ahead.

Since then, considerable work has been undertaken and in general, the number of local casualties has been falling. Having achieved some significant milestones, the partner organisations are clear in their collective purpose to reduce the levels of collisions and casualties even further. Achievement of the targets within the Scottish Governments Road Safety Framework to 2020 also gives partners a strong focus and common purpose.

This strategy for the period to 2020 builds upon earlier work and sets out updated actions with linkages to the nationally identified three Priority Focus Areas and their related outcomes.



Speed



Motorcyclists

In producing this refreshed strategy, it is recognised that several significant changes have occurred to the broader road safety landscape since its initial publication in 2009. Structural changes within some of our emergency service partners, who had historically played a major role in the delivery of local road safety, coupled with challenging public sector budgetary conditions, means it is an opportune time to review our collective strategic approach locally.

The North East is currently in the midst of significant roads infrastructure improvement programmes, with further major projects already confirmed for the next decade. New and improved routes can only add value to our local road casualty reduction efforts.

When considering our future direction, the title of the Scottish Government's Road Safety Framework to 2020 '**Go Safe on Scotland's Roads – It's Everyone's Responsibility**' now assumes even greater relevance. In addition, The Scottish Government's Building Safer Communities Programme (Phase 2) also has a focus on road safety.

The Road Safety Framework's title clearly advocates that wider responsibility for road safety is paramount and this will be the approach we take to maximise local performance. The existing close working relationship among partner organisations has already provided many tangible benefits in supporting road casualty reduction and the development of this approach will be crucial as we move forward.

Our refreshed Action Plan, which recognises the changed working environment, contains a number of actions which will be completed over the short to medium term. These actions are designed to support and add value to the business plans, priorities and strategic outcomes of all the partner organisations, as well as providing evidence of real partnership synergy. While the individual and bespoke needs of each of the three local authorities (Aberdeen City, Aberdeenshire and Moray) and national agencies are recognised, there are various aspects of road safety which are common to all and will benefit from this overarching strategy and North East wide approach.

Aberdeen City Council, Aberdeenshire Council, The Moray Council, NESTRANS, NHS Grampian, Police Scotland, Road Safety Scotland, Scottish Fire and Rescue Service and Transport Scotland are jointly committed to the actions set out in this strategy.

Every casualty on our road network is one too many and can have tragic and life changing impacts on friends, families and communities. The wider impact of these collisions, whether economically, health or societally focussed, should not be underestimated. With the help and support of all road users across the North East of Scotland, we will work together to reduce road casualty levels even further.



Pre-Drivers (Education / Training)



Drivers Aged 17 to 25

1	INTRODUCTION	
1.1	<p>The North East of Scotland continues to have an excellent reputation of joint working in pursuit of improved road safety. Given the economic environment now faced, making best use of all available resources has never been so critical when seeking to deliver positive outcomes.</p> <p>The role of partnership working cannot be understated and in this regard, we have a strong local foundation to build upon.</p>	
1.2	<p>A working group of officers, (hereafter referred to as ‘the partners’) representing the key agencies below, have worked together to produce this refreshed strategy. Each partner representative has a direct interest in how their organisation can support road safety locally.</p>	
	a)	<p>Local Authorities (Aberdeen City Council, Aberdeenshire Council and The Moray Council) each have a statutory responsibility for local road safety.</p>
	b)	<p>NHS Grampian as the agency who deal with the physical impacts of road traffic collisions.</p>
	c)	<p>North Safety Camera Unit promote and encourage speed limit compliance through targeted safety camera enforcement.</p>
	d)	<p>Police Scotland has a primary responsibility for enforcing road traffic law and also supports a number of other road safety initiatives.</p>
	e)	<p>Road Safety Scotland who work to promote awareness of road safety issues.</p>
	f)	<p>Scottish Fire and Rescue Service (SFRS) have identified their contribution to road safety and road casualty reduction within their Strategic Plan and this is transposed at a local level as a ‘priority’ within respective Local Fire and Rescue Plans. The implementation of road safety initiatives is via the SFRS seasonal community safety calendar. The Fire Scotland Act and Police and Fire Reform (Scotland) Act 2012 places explicit statutory duties on SFRS for road traffic collisions.</p>
	g)	<p>Representatives from the Regional Transport Partnerships (Nestrans and Hitrans) who have a statutory responsibility to prepare Transport Strategies for their area, with road casualty reduction forming key objectives of these documents.</p>
	h)	<p>Transport Scotland who are responsible for road safety on the area’s trunk road network.</p>

1.3	The Scottish Government's National Road Safety Framework to 2020 ' <i>Go Safe on Scotland's Roads – it's Everyone's Responsibility</i> ', remains a key document in the delivery of local road safety outcomes and casualty reduction targets. While local authorities anticipate refreshing their local Road Safety Plans in 2017, the content of this strategy remains relevant by identifying the cross-cutting, strategic actions upon which the three local authorities and partner organisations can build upon at a local level.
1.4	<p>In keeping with the strategic objectives of National and Local Government, the overarching outcome that the partners are seeking to deliver is as follows:</p> <p>A steady reduction in the numbers of those killed and seriously injured on North East Roads.</p>
1.5	<p>This then leads to a clear longer-term vision for the strategy:</p> <p>A future where no one is killed on North East roads and the injury rate is much reduced.</p>
1.6	To realise our desired outcome and vision, all partners are committed to achieving the 2020 targets and putting in place a framework to continue to reduce the numbers of people that are killed and seriously injured whilst travelling on our roads.
2	OUR STRUCTURE
2.1	<p>The North East Road Casualty Reduction Strategy is supported by two separate groups, who meet regularly to assist with the delivery of the outcome:</p> <p>Lead Officers' Group (LOG) – comprises of senior representatives from the partners. The LOG is primarily responsible for strategic decision making, policy development and providing a national perspective to local road safety activity.</p> <p>Operational Group – comprises of representatives from some of the partners, who have specific responsibility for the tactical delivery of local road safety outcomes and interventions. The emphasis of the Operational Group is to deliver the strategy's outcomes.</p> <p>A Road Casualty Reduction Strategy Coordinator works on behalf of all the partners, to support the achievement of the strategy's overarching outcome.</p>

3	THE NATIONAL PERSPECTIVE
3.1	In 2010, the Scottish Government created a number of new national road safety targets and stated that by 2020, they wanted to achieve the following target reductions compared with the average for 2004-08:
	a) A 40% reduction in the number of people killed.
	b) A 55% reduction in the number of people seriously injured.
	c) A 50% reduction in the number of children (aged <16 years) killed.
	d) A 65% reduction in the number of children (aged <16 years) seriously injured, and
	e) A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicles kilometres.
3.2	<p>Local Performance and National Targets</p> <p>Collisions which result in death and injury can lead to catastrophic outcomes for those involved, their families, friends and the wider community. While recognising the significance surrounding these collisions, a form of performance management has to be applied to measure levels of local collisions against the numerical targets set nationally.</p> <p>Statistical collision and casualty information is included in Appendix A to this report. This will be updated on an annual basis throughout the strategy's lifespan, to reflect updated performance data which is published nationally.</p> <p>On a Scottish level, and as part of the ongoing monitoring process, national milestones were put in place to act as a key checkpoint as part of the Scottish Government's Road Safety Framework. A review on progress against the 2015 mid-term milestones was published in the Road Safety Framework Mid-term Review March - 2016.</p>
4	PRIORITY FOCUS AREAS
4.1	<p>As part of the mid-term review, three Priority Focus Areas (Speed, Age and Vulnerable Road Users) were identified and these will be the issues we focus our activities upon locally. By doing so, it is considered that the greatest contribution can be made towards the achievement of the 2020 casualty reduction targets. While the identified areas are based upon national data, they are also considered of local relevance as they are generally reflective of North East road user casualty groups.</p> <p>The three Priority Focus Areas and their related outcomes are:</p>

	1.	<p>SPEED (SPEED and MOTORCYCLISTS)</p> <p>Speed Outcome – Increase in the proportion of vehicles travelling at appropriate speeds on Scotland’s roads to support reducing road casualty numbers.</p> <p>Motorcyclists’ Outcome – Improve the safety of motorcycling by reducing the levels of motorcycle injury accidents on the road network to support reducing road casualty numbers.</p>
	2.	<p>AGE (PRE-DRIVERS, DRIVERS AGED 17-25, OLDER DRIVERS)</p> <p>Pre-driver Outcome – Improve Knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.</p> <p>Drivers aged 17 to 25 Outcome – Increase safer driving behaviours undertaken by young drivers after they pass their test.</p> <p>Older Drivers’ Outcome – Increase awareness and knowledge capability of older drivers, and their families, to make informed choices about safe driving.</p>
	3.	<p>VULNERABLE ROAD USERS (CYCLISTS and PEDESTRIANS)</p> <p>Cyclists’ Outcome – Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users.</p> <p>Pedestrians’ Outcome Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness and compliance with road traffic laws and safe practices by all road users.</p>
<p>5 POLICY OVERVIEW</p>		
5.1	<p>The Scottish Government has a number of Strategic Objectives and the national objectives which link most closely to road casualty reduction are:</p>	
	a)	<p>Safer and Stronger</p> <p>Help local communities to flourish, becoming stronger, safer places to live, offering improved opportunities and a better quality of life.</p>
	b)	<p>Healthier</p> <p>Help people to sustain and improve their health, especially in disadvantaged communities, ensuring better, local and faster access to health care.</p>

5.2	The National Objectives are supported by fifteen National Outcomes , with those of most relevance to road casualty reduction being:	
	a)	Our children have the best start in life and are ready to succeed.
	b)	We live longer, healthier lives.
	c)	We live our lives safe from crime, disorder and danger.
	d)	We live in well designed, sustainable places where we are able to access the amenities and services we need.
	e)	We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
	A number of National Indicators exist to support the achievement of the National Outcomes , and the one of most relevance to the strategy is:	
	a)	Reduce Deaths on Scotland's Roads
5.3	The North East Scotland Road Casualty Reduction Strategy partners confirm:	
	a)	There is a strong commitment to achieving the established national road safety targets.
	b)	There is an acknowledgement of the road safety related outcomes and actions within Local, Regional and National Transport Strategies, as well as those within the plans and strategies of partner organisations.
	c)	There is a strong commitment to working together with other partners to achieve our joint road safety objectives.
	d)	Achievement of road safety objectives is highlighted as an important means to accomplish wider policy goals, principally those related to increased levels of active travel (e.g. walking and cycling), improved health and reduced environmental impacts.
5.4	<p>Summary</p> <p>Reviewing performance data reveals that tangible progress has been made in reducing casualty levels. While local and specific factors will in all probability apply in some of the circumstances relating to North East collisions, there are also common issues which will benefit from an enhanced, multi-authority strategic approach.</p>	
5.5	There is a strong local commitment to work in partnership to tackle the issue of road safety. However, there is also an important connection between improving road safety, wider policy areas around connectivity, mobility and economic performance such as encouraging greater levels of active travel, enhance driver training and targeted interactions with communities and vulnerable road-user groups.	

6	OUR APPROACH	
6.1	<p>Framework for Joint Action</p> <p>This strategy provides a regional framework for the future development of each partner organisation’s community/business/operational plans. While the individual road safety plans produced by each local authority will primarily reflect local needs, they will also have strong linkages with this strategy and work in tandem towards the achievement of the overarching outcome and its longer term vision.</p> <p>Importantly, the strategy is not intended as a replacement for such plans, as they will likely set out actions in greater detail according to the specific local requirements and each partner’s functional responsibilities.</p>	
6.2	<p>Statistical evidence shows that road casualty trends can vary quite significantly, sometimes for no apparent reason. A road user group who are shown to be particularly vulnerable during the course of several years, with involvement in increased levels of collisions, can move to a more favourable position over a relatively short time period.</p> <p>While this may be because of concerted preventative activity, it can also occur for reasons which are less clear. Partners need to remain alert to changing trends and be able to respond effectively to meet new challenges, including those which fall outwith the Priority Focus Areas, as they arise.</p>	
6.3	<p>It is recognised that changes to lifestyle and working practices are increasingly leading to people regularly travelling across political boundaries. This means that issues such as travelling on rural roads becomes increasingly important.</p> <p>The manner in which partners share information and the local processes used to oversee road safety activity therefore becomes increasingly important, if we wish to achieve sustainable reductions in the number of road casualties.</p>	
6.4	<p>The strategy does not have a specific lifespan, however, this iteration is based upon an operating period up to 2020.</p>	
6.5	<p>How we will work</p> <p>We will deliver the overarching outcome of this strategy on a joint basis through targeting resources and expertise at the actions set out below and by adopting the following principles:</p>	
	a)	<p>Partnership Working</p> <ul style="list-style-type: none"> • We will be active participants in partnership working. • We will cooperate in sharing data. • We will agree joint solutions to specific problems. • We will support the work of all partners in providing education to target groups.

	b)	<p>Being Intelligence Led</p> <ul style="list-style-type: none"> • We will act on facts. • We will analyse data to identify patterns. • We will allocate resources where they will be most effective in reducing casualties.
	c)	<p>Maximising the Use of Technology</p> <ul style="list-style-type: none"> • We will investigate new and emerging technology. • We will adopt procedures to achieve best value. • We will be innovative and proactive in our approach.
	d)	<p>Maximising Community Involvement</p> <ul style="list-style-type: none"> • We will engage with local communities. • We will work with vulnerable road user groups. • We will consult with subject experts in the wider community.
	e)	<p>Learning from the best</p> <ul style="list-style-type: none"> • We will support the good work of each partner. • We will seek out and develop research on road safety issues. • We will showcase the work of ourselves and colleagues.
	f)	<p>Maximising use of the Media</p> <ul style="list-style-type: none"> • We will take a proactive approach to the media. • We will develop joint messages. • We will answer queries positively.
6.6		Through applying these principles to the key theme areas we will be able to establish clear action plans, link to wider policy development and provide a regular evaluation of performance against our desired outcome.
6.7		<p>Beyond 2020</p> <p>While current road safety targets exist until 2020, we must be mindful of the period beyond that date. It is clear to the partners that new targets will likely emerge and that any new goals beyond 2020 will have a clear linkage to what was achieved in the pre-2020 period.</p> <p>Our approach will always be to closely monitor collision trends and focus our efforts should the areas of need change. We will therefore start to plan now to allow for our work to continue beyond 2020.</p>

7	OUR ACTIONS					
7.1	<p>Our Key Actions to Deliver our Vision We will seek to deliver our vision through five specific themes, recognised nationally as the pillars of road casualty reduction:</p> <table border="1" data-bbox="587 479 1050 913"> <tr> <td data-bbox="587 479 1050 566">1. Education</td> </tr> <tr> <td data-bbox="587 566 1050 654">2. Enforcement</td> </tr> <tr> <td data-bbox="587 654 1050 741">3. Engineering</td> </tr> <tr> <td data-bbox="587 741 1050 828">4. Encouragement</td> </tr> <tr> <td data-bbox="587 828 1050 913">5. Evaluation</td> </tr> </table>	1. Education	2. Enforcement	3. Engineering	4. Encouragement	5. Evaluation
1. Education						
2. Enforcement						
3. Engineering						
4. Encouragement						
5. Evaluation						
7.2	<p>Within each of these topic areas there will be some significant areas of work such as engagement with communities and vulnerable road user groups, encouragement of individual responsibility, community ownership of changing attitudes and practices, working with the private sector, consideration of funding streams, enhanced driver training, media and promotional activities, route action schemes, data collection, data analysis and monitoring and the work of the North Safety Camera Unit (NSCU).</p> <p>Importantly, evaluation of the identified actions and what they have achieved throughout the lifespan of this strategy will be an integral part of how we operate locally.</p>					
7.3	<p>Flexibility and responsiveness is a key principle of the strategy. If data analysis identifies new casualty trends, or specific geographical or route based collision based concerns, action can be taken based upon the strategy's overarching outcome of seeking a reduction in the number of those killed and seriously injured on North East roads.</p>					
7.4	<p>Our key proposals for action until the end of 2020 are set out in our Action Plan. Within this plan, a number of actions have been identified which, through partnership working, it is felt can make most impact locally on reducing casualty numbers.</p> <p>Detailed programmes of work will be developed from each action, and this can link to the budgeting and resource allocation within relevant partners.</p>					

OUR ACTION PLAN TO REDUCE ROAD CASUALTIES

	Action	Timescale	Outcomes	Priority Focus Area
Overarching Outcome - A steady reduction in the numbers of those killed and seriously injured on North East roads.				
1	Review the collection, analysis, reporting, sharing and dissemination of road traffic collision data and intelligence, or other relevant information, to maximise local road casualty reduction efforts.	By end 2017	Increased awareness of existing data sources among partners. Development of data sharing opportunities and protocols	All Priority Focus Areas
2	Develop a bespoke Operational Group business process, including the annual identification and inclusion of road safety priorities for each local authority area based upon the principles of Education, Enforcement, Engineering, Encouragement and Evaluation, which will be used to influence and monitor local road safety activity across the North East.	By end 2017	Defined outcome based system, providing accountability and structure for those involved in service delivery. Consistent and clear actions and initiatives delivered to all communities. Future road safety priorities clearly identified, upon which future work can be based upon.	All Priority Focus Areas
3	Reinvigorate the former Road Safety Grahman initiative <i>Operation Zenith</i> , to work with road users to reduce the number and severity of accidents among motorcyclists.	By end 2017	Reduction in number of collisions involving motorcyclists. Increased public awareness of enforcement.	Speed Motorcyclists

<p>All Priority Focus Areas</p>	<p>Increased public awareness of local road safety related issues. Ability to effectively engage with the wider road using community.</p>	<p>By early 2018</p>	<p>Create a single communication campaign for North East Scotland Road Casualty Reduction, including the use of social media and other formats to deliver coordinated and relevant local road safety messages and related information.</p>	<p>4</p>
<p>Speed</p>	<p>Seek to influence safety camera site identification criteria, to enable more targeted community based responses to identified concerns over speed and collisions. Improved accuracy of collision data to better inform safety camera site identification. Increased public awareness of safety camera enforcement. Reduced traffic speeds and numbers of local concerns related to speed of traffic.</p>	<p>By mid 2018</p>	<p>Partners to work with the North Safety Camera Unit, Police Scotland and the Scottish Safety Camera Programme Office to ensure that future deployment and use of safety cameras is more closely aligned with current statistical collision data, as well as addressing the proven need of communities.</p>	<p>5</p>
<p>Pre-drivers Drivers aged 17- 25</p>	<p>Increased awareness and knowledge of road safety in the 15-18 years age group. Increased engagement, understanding and support on road casualty reduction.</p>	<p>By mid 2018</p>	<p>Following national evaluation of <i>Safe Drive Stay Alive</i> and similar pilots running in other local authority areas, determine whether the campaign be increasingly linked to year round community based road casualty reduction activity and wider engagement approaches to positively influence younger drivers.</p>	<p>6</p>

Older Drivers	<p>Increased engagement, understanding and support for elderly drivers, in terms of their ongoing use of the roads.</p> <p>Reduction in number and severity of road traffic accidents involving older drivers.</p>	<p>By mid 2018</p>	<p>Raise awareness amongst elderly drivers and their families about vulnerability and potential loss of driving skills over time.</p>	7
<p>Speed</p> <p>Pre-drivers</p> <p>Cyclists</p> <p>Pedestrians</p>	<p>Increased awareness and knowledge of road safety among younger road users.</p> <p>Increased engagement, understanding and support on road casualty reduction.</p> <p>Reduced traffic speeds and reduced numbers of local concerns related to speed of traffic.</p>	<p>By end 2018</p>	<p>Review the current approach to road safety education provided in schools, including the use of pupil speed enforcement, school travel plans and parking around schools.</p>	8
<p>Speed</p> <p>Drivers aged 17 - 25</p> <p>Older Drivers</p>	<p>Reduced traffic speeds and reduced numbers of local concerns related to speed of traffic.</p>	<p>By end 2018</p>	<p>Promote initiatives that lead to increased qualification, safe driving attitudes and behaviours, including involvement of the business community through bespoke Driving at Work Policies and Travel Plans.</p>	9
Cyclists	<p>Increased community engagement, understanding and support on cycling policy and alternatives to driving.</p> <p>Enhanced air quality.</p> <p>Enhanced opportunities to travel actively.</p> <p>Reduction in number and severity of road traffic accidents involving cyclists.</p>	<p>By end 2018</p>	<p>Promote opportunities for pedal cyclists, irrespective of age and ability, to access educational information and training to encourage safe cycling.</p>	10

All Priority Focus Areas	Reduced traffic speeds and reduced numbers of collisions related to speed of traffic and driver capability.	By end 2018	Support formal links to local educational establishments to consider future technological opportunities that will aid the reduction of casualties on the roads across the North East of Scotland.	11
All Priority Focus Areas	Increased awareness and knowledge of road safety in the 16-25 age group. Increased engagement, understanding and support on road casualty reduction. Reduced traffic speeds and reduced numbers of local concerns related to speed of traffic and driver capability.	By end 2018	Work across partners to develop a more coordinated approach to road safety training and education, to link work across current and future activities to reduce the level of road casualties.	12
			Actively participate in preparatory work to influence and inform the nature and content of road safety policies and strategies, both local and national, from 2020 onwards.	
All Priority Focus Areas	Identification and inclusion of local road safety issues in future road safety policies and strategies.	By 2020	13	

Key

Short Term Action (Completion sought within 1 year)	
Medium Term Action (Completion sought within 2 years)	
Longer Term Action (Completion sought within 3 years)	

8	DELIVERY
8.1	<p>Roles and Responsibilities</p> <p>Individual road users have important responsibilities for ensuring the safety of themselves and other road users. However, the public sector also bears important responsibilities for the safety of the road network, enabling residents and visitors to the North East of Scotland to travel on our road network without fear of death or serious injury.</p> <p>The development of this strategy, under the direction of the LOG, demonstrates the clear acceptance of these responsibilities and the commitment that each organisation will bring to meeting them.</p>
8.2	<p>Whilst the statutory functions relating to the safe use of our road network sit with the individual organisations, we believe that they must be delivered in partnership to ensure that they are as effective as possible. Therefore a core principle of this strategy is that the LOG will have a key responsibility to ensure its delivery and ensuring performance against the various actions identified.</p>
8.3	<p>This strategy contains a range of actions, the outcomes of which can potentially influence the operational plans and business practices of each of the partners, as well as the road safety policies and strategies they develop. Together, the operational plans, policies and strategies will direct delivery on the ground, enabling positive road casualty reduction outcomes to be achieved.</p> <p>Analysis and interpretation of local road casualty data will form an important strand of the Operational Group's work. Collision data will be regularly reviewed and when appropriate, the group will seek to develop interventions that address highlighted issues.</p> <p>Delivery and actual outcomes will be heavily influenced by wider competing priorities and budgetary constraints, however the wider significance of road casualty reduction across the North East cannot be underestimated.</p>
8.4	<p>A range of processes currently exist in all three local authority areas to monitor ongoing performance towards the achievement of the 2020 national casualty reduction targets. Community planning partnerships and community safety partnerships can also form part of the overall monitoring process.</p>

8.5	<p>Programme for Delivery of the Strategy A proposed programme for this strategy is established below.</p> <p>Summer 2017 Local authorities and partner organisations sign off the refreshed North East Scotland Road Casualty Reduction Strategy for publication. An Operational Group will be formed to undertake the actions identified in the strategy.</p> <p>Autumn 2017 Appendix A of the document (National and Local Analysis) will be updated to reflect the latest collision data produced by Transport Scotland. This task will be conducted annually upon the release of national collision data.</p>
	<p>2017 - 2020</p> <p>The Road Casualty Reduction Strategy Coordinator, supported by the Operational Group and partner organisations, will work to deliver the actions detailed in the refreshed strategy. An annual update will be provided to the Chief Executives' Forum, Community Planning Partnerships and other relevant Boards and Committees.</p> <p>An existing action can only be formally concluded with the agreement of the LOG, who will also have to ratify any new actions before they can be inserted into the Action Plan.</p> <p>November 2020</p> <p>Update of the Strategy with revised Targets for beyond 2020.</p>
8.6	<p>Local Monitoring, Review and Revision Each of the action areas will be monitored against the overall outcomes set out in the Action Plan Table.</p>



Older Drivers



Pedestrians



Cyclists

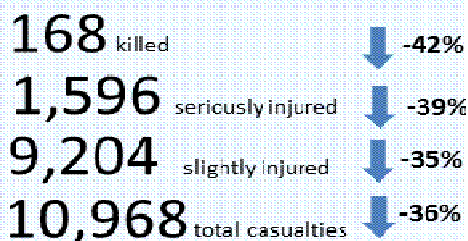
APPENDIX A - National and Local Analysis

A.1 National Data

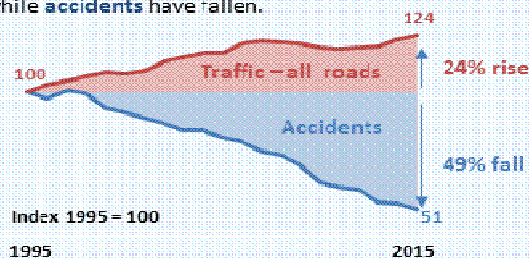
In October each year Transport Scotland produces its 'Reported Road Casualties Scotland' Report, which contains statistical data and commentary about Scottish road casualties and collision data for the previous calendar year. The most recent annual data relates to 2015 and the *Key Points and Trends* data from the report is included below.

Reported Road Casualties 2015 – Key Points and Trends

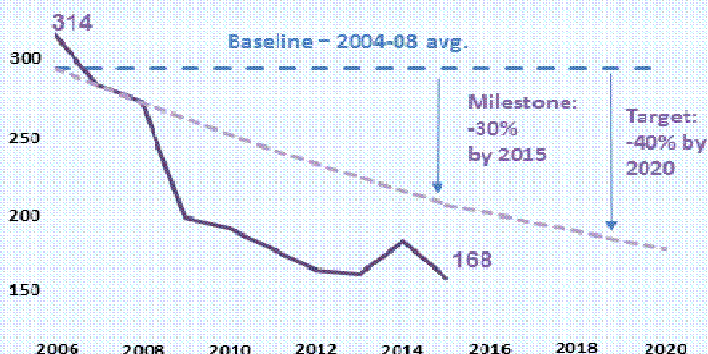
Key figures – casualties in 2015



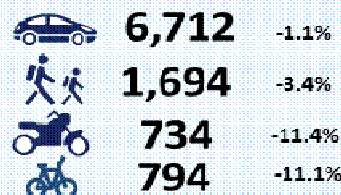
Since 1995 in Scotland, **road traffic** has continued to rise, while **accidents** have fallen.



Scotland is on track to meet both the **2015 milestone** and **2020 targets** for reductions in casualties killed based on a 2004-2008 average baseline



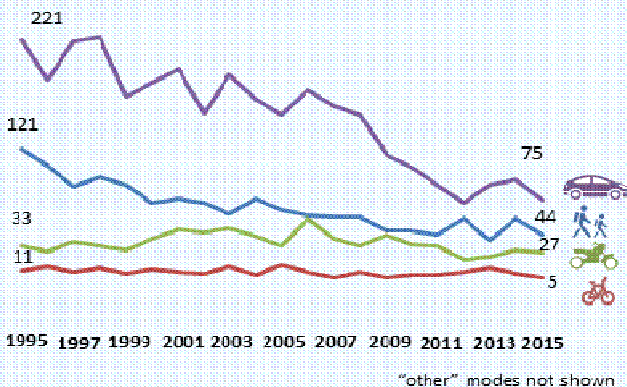
Number of casualties in 2015 Change since 2014



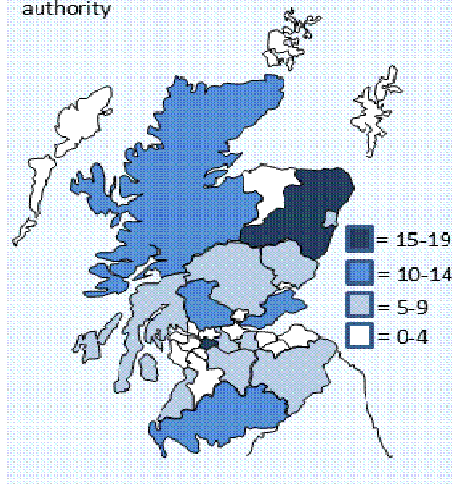
Child casualties of all severities have **more than halved** in the past decade



Context – historical trends show **large decreases** in car and pedestrian fatalities over the past twenty years



Road accident fatalities in 2015 by local authority

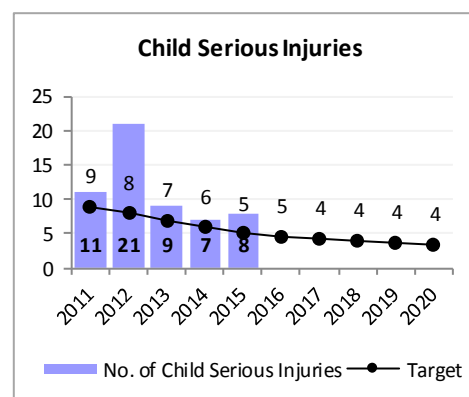
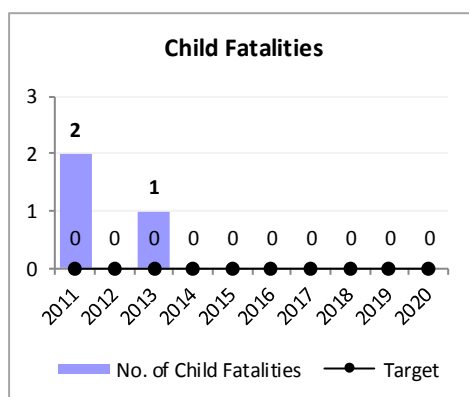
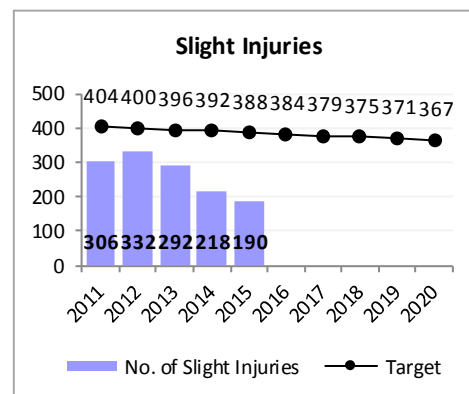
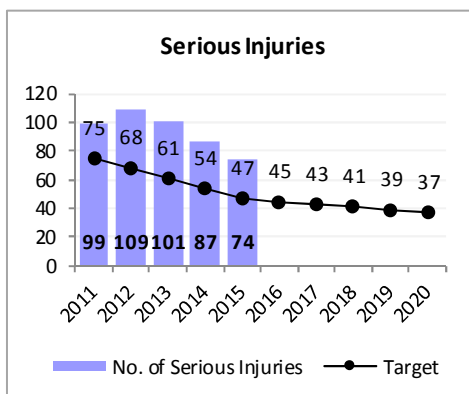
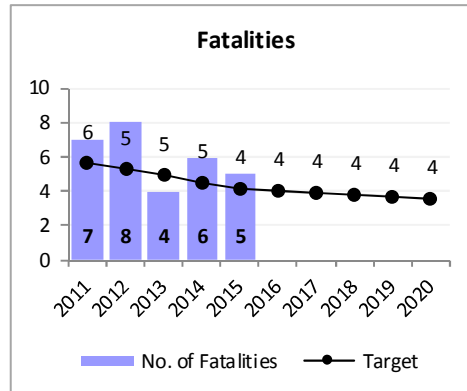


Source – *Reported Road Casualties Scotland 2015*: Transport Scotland

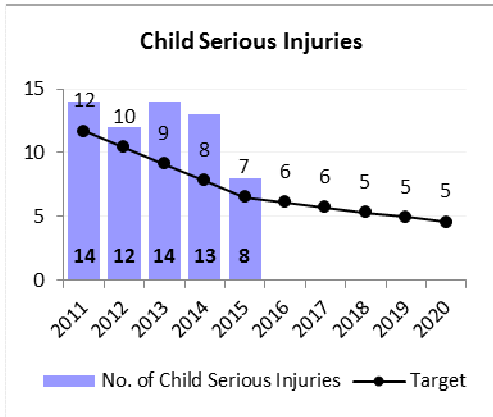
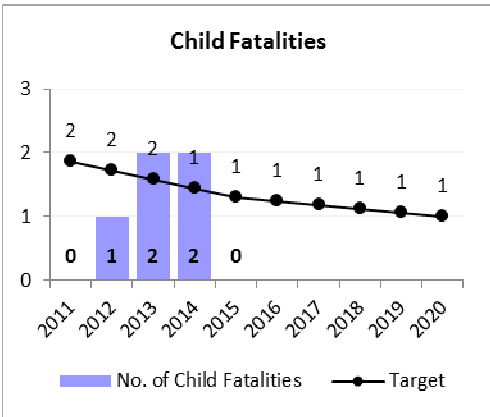
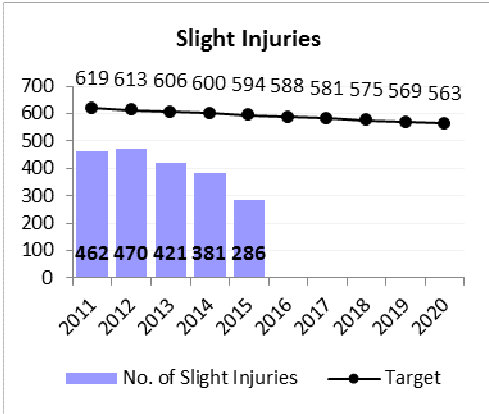
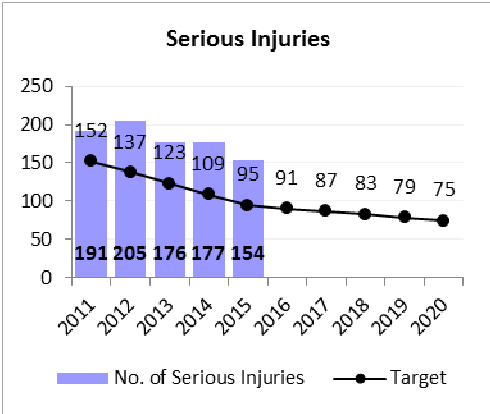
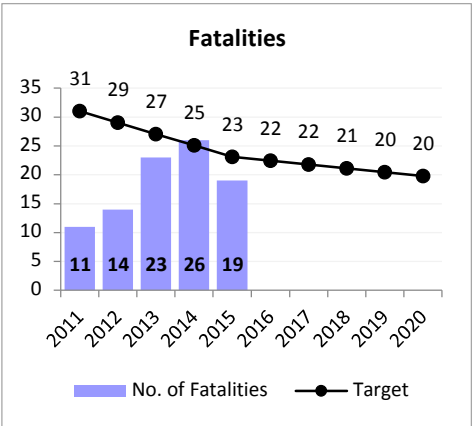
A.2 Local Data

This section provides statistical information for each of the three North East local authority areas, for the five casualty categories identified as the Scottish Road Safety Targets. The 2020 target figures are based upon a range of percentage reductions made against the 2004-2008 average figures for each of the five casualty categories. Updates to the figures, using confirmed national data, will be made on an annual basis.

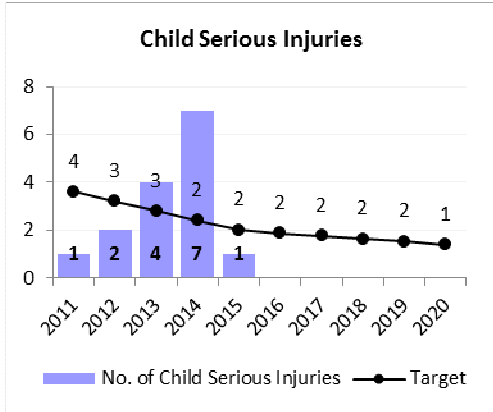
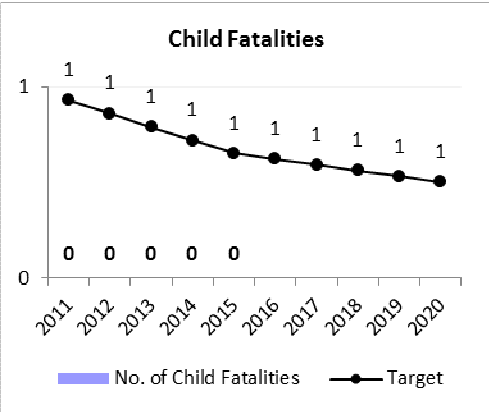
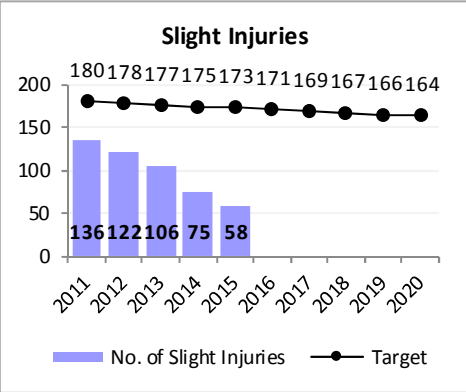
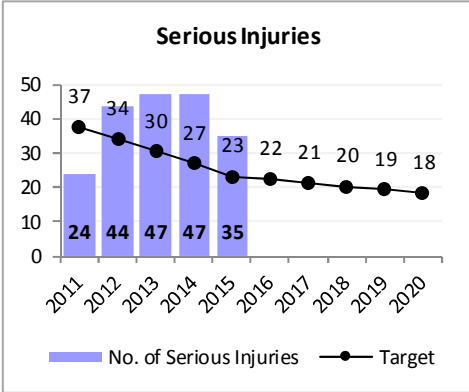
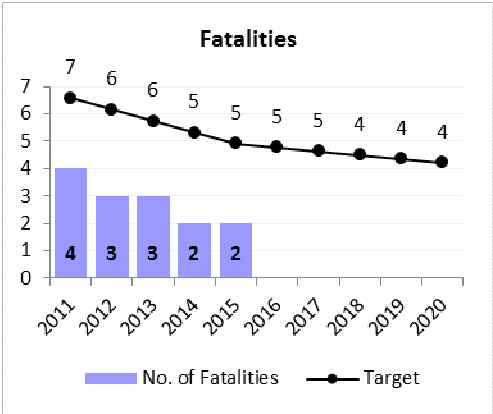
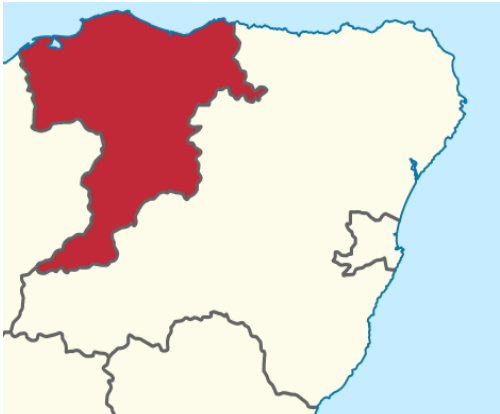
Aberdeen



Aberdeenshire



Moray



APPENDIX B - Policy Linkages

B.1 Introduction

This document complements, but does not replace, the plans, policies and programmes of each of the partners. These will continue to set out specific road casualty reduction actions in more detail for each local authority area and functional responsibility.

This appendix provides further detail of the key functional and policy linkages between each partner, and provides references to the details policies and programmes being pursued by each.

B.2 Local Authority and Community Planning Partnerships

Each local authority, in partnership with its community planning partners (including NHS Grampian, Scottish Fire and Rescue Service and Police Scotland) is required to publish a Local Outcome Improvement Plan (LOIP). These documents replace the former Single Outcome Agreements (SOA) and will identify a small number of key outcomes for each area, establishing specific local indicators and targets.

While road casualty reduction targets featured within most SOAs, it is not anticipated that they will be included within the three local LOIPs. Other formal reporting mechanisms and governance structures will be used to monitor ongoing performance in relation to road casualty reduction.

B.3 Police Scotland

Police Scotland has a primary responsibility for enforcing road traffic law and has identified Road Safety and Road Crime as one of its national priorities.

On a local basis, at both Area Command and Divisional levels, road safety can also feature as priority, dependent upon the views of the local public. While the Police emphasis is on enforcement, they continue to provide support for local and national road safety initiatives.

Website: www.scotland.police.uk and [Local plans](#) (select appropriate area)

B.4 Scottish Fire and Rescue Service

The Scottish Fire and Rescue Service (SFRS) have identified their contribution to road safety and road casualty reduction within their Strategic Plan and this is transposed at a local level as a priority within respective Local Fire and Rescue Plans.

The implementation of road safety initiatives is via the SFRS seasonal community safety calendar and The Fire Scotland Act and Police and Fire Reform (Scotland) Act 2012 places explicit statutory duties on SFRS for road traffic collisions.

Website: <http://www.firescotland.gov.uk> and [Local Plans \(North Region\)](#)

B.5 Local Authorities

Local Authorities (Aberdeen City Council, Aberdeenshire Council and The Moray Council) each have responsibilities for road safety on the local road network. Activities include

- Construction and improvements.
- Collision investigation and analysis.
- Traffic calming and setting speed limits.
- Providing facilities for vulnerable users such as pedestrians and cyclists.

The three local authorities are currently considering the revision of their local Road Safety Plans. Local Transport Strategies also exist, which commit to the introduction of road safety measures and make a commitment to work with partners to deliver this Joint Regional Road Casualty Reduction Strategy.

Aberdeen City Council

Website: www.aberdeencity.gov.uk and [Local Transport Strategy 2016-2021](#)

Aberdeenshire Council

Website: www.aberdeenshire.gov.uk and [Local Transport Strategy](#)

The Moray Council

Website: www.moray.gov.uk and [Local Transport Strategy](#)

B.6 Regional Transport Partnerships

Nestrans is the Regional Transport Partnership covering the local authority areas of Aberdeen and Aberdeenshire, whilst Moray is a member of Hitrans, which covers a number of other geographic areas. The recently refreshed Nestrans Regional Transport Strategy commits to working with partners to promote road safety covering Education, Engineering, Enforcement and Encouragement measures.

It also continues to work with partners to support the North Safety Camera Unit activities. Nestrans, along with NHS Grampian has also recently refreshed its joint Health and Transport Action Plan, of which the themes Promoting Active Travel and Transport and Public Health are both directly related to road safety. Hitrans Regional Transport Strategy specifically includes an objective to improve the safety and security of travel.

Nestrans

Website: www.nestrans.org.uk and [Regional Transport Plan](#)

Hitrans

Website: www.hitrans.org.uk and [Regional Transport Strategy](#)

B.7	<p>Transport Scotland</p> <p>Transport Scotland is an agency of the Scottish Government, and is responsible for road safety on the area's trunk road network.</p> <p>Website: www.transportscotland.gov.uk and Strategic Road Safety Plan 2016 Transport Scotland</p>
B.8	<p>Other Regional Partners</p> <p>NHS Grampian and the Scottish Ambulance Service provide an emergency medical response. NHS Grampian is also currently helping to deliver a regional Health and Transport Action Plan, and has wider health promotions and community safety concerns.</p> <p>The three community safety partnerships are part of the wider community planning process. With a remit focused on community safety, road safety has frequently been identified as priorities by many partnership groups.</p>
B.9	<p>Government – Scotland and United Kingdom</p> <p>The Scottish Government is responsible for devolved aspects of road safety policy, including road safety education and publicity, delivered through Road Safety Scotland, and partnership working to improve road safety. An ongoing programme of road safety research is also commissioned and published by the Scottish Government.</p> <p>Websites: www.scotland.gov.uk and www.roadsafetyscotland.org.uk</p> <p>The Department for Transport (DfT) is a ministerial department of the United Kingdom Government, responsible for UK road safety policy, including driver and vehicle licensing, driver training, vehicle standards, and road traffic offences and penalties. The DfT also commission and publish specific road safety research.</p> <p>Website: www.dft.gov.uk</p>
	<p>The Scottish Government's Building Safer Communities Programme (Phase 2) contains elements related to road safety, which it is anticipated will be launched later in 2017.</p> <p>Website: www.buildingsafercommunities.co.uk</p>

A FUTURE WHERE
NO ONE IS KILLED
ON NORTH EAST
ROADS AND THE
INJURY RATE IS
MUCH REDUCED.

Appendix 7

Safer Roads In Aberdeenshire

1 Priority Focus Area: Speed (Speed and Motorcyclists)

























	Action	Timescale
1	Review our policy position on the setting of speed limits alongside the Police approach to enforcement/encouragement. There is potentially an opportunity to seek to reflect what the people within the communities want, rather than to reflect existing conditions expected by drivers;	
2	To review our policy position to allow for the introduction of 20mph speed zones and limits as the default in all our main settlements. Speed limits of 30mph and above should be the exception and require justification;	
3	Engage with the North Safety Camera Unit, Police Scotland and Transport Scotland for resources to be deployed where there is a identified speeding problem or concern as exceptions to the approach set out in the current criteria used in the deployment of safety cameras;	
4	To reinvigorate and relaunch the original Grampian wide Operation Zenith or a similar initiative, targeted at reducing the number motorcyclists involved in road collisions;	
5	Run a set of campaigns to inform the public and key stakeholders on the benefit of lowest speed limits in relation to fuel efficiency, health impact and road safety;	
6	Investigate and pilot opportunities to increase the use of technology in how to encourage and enforce a reduction in speed related road accidents on the rural road network.	

2 Priority Focus Area: Age (Pre-Drivers, Drivers 17 to 25 and Older Drivers (over 65))
















	Action	Timescale
1	Review road safety interventions and campaigns across Scotland which target drivers aged between 17 – 25 years and develop options which build upon best practice examples to maximise local impact;	
2	Review and expand the current approach to Road Safety Education in Schools delivered by our two Transport Safety Education Officers;	
3	Promote initiatives with key stakeholders that lead to enhanced driving skills and qualification within the target groups and wider safe driving authorities and behaviours;	
4	Raise awareness amongst older drivers and their families of vulnerability and potential loss of driving skills in time and work with community groups to address the impact.	

3 Priority Focus Area: Vulnerable Road Users (Cyclists and Pedestrians)

	Action	Timescale
1	Develop campaigns and training opportunities to encourage safe cycling;	
2	Continue with and develop the 'Bikeability' training programme;	
3	Following consideration of national pilots and the work by Scottish Government on 'Tackling the School Run' look to introduce Car Free Zones around schools on a pilot basis.	

Intervention	Action(s)	Timescale ¹	Status	Comments
Localised Route Improvements	<ul style="list-style-type: none"> Undertake a route audit to identify improvements focused on signage, white line surfacing and verge maintenance. 	Short	  	Initial Route Audit completed in November focused around bollards, signage and white lining improvements. Further audit work completed in March 2017 focused on a review of route driving conditions during the hours of darkness and a signage declutter exercise within Newmachar, Oldmeldrum, Fyvie and Turriff. Recommendations from the audit work are currently being reviewed and will inform a future works order for short term, 'quick win' improvements to the route.
Education and Engagement Programme	<ul style="list-style-type: none"> Development of a Communications and Engagement Plan with partners outlining approaches for the implementation of education and engagement campaigns and measures along the route. Work with partners to develop campaign messages to target identified behaviours including: appropriate travel speeds, dangerous overtaking, and the use of laybys by slower moving vehicles. Future infrastructure improvements along the route would also benefit from being taken forward alongside/reinforced with campaigns e.g. safe use of climbing/overtaking lanes, the importance of using laybys. 	Short Short Short	        	<p>Communications and Engagement Plan developed in liaison with the Council's Corporate Communications Unit to inform future engagement activities on the A947.</p> <p>Detailed review of accident statistics being undertaken to inform the development of future campaigns, including infographics and social media pushes.</p> <p>Strategy representatives are attending the 2017 Turriff Show to promote messages on transport safety and active travel to the public, and provide a further opportunity to engage with the route users regarding problems and issues along the route, and potential improvements.</p>
Enforcement	<ul style="list-style-type: none"> Development of a Statement with partners to outline aspirations for increased enforcement along the route. Continue to work through NSCU to enforce speeds along the route. 	Ongoing Ongoing	     	<p>Draft Statement prepared for consultation. Following consultation with Members through the A947 RIS Group and any subsequent updates, the Final Statements will be published on the A947 webpage.</p>
Maintenance	<ul style="list-style-type: none"> Development of a Statement to outline proposals for the implementation of an effective, prioritised maintenance regime for the A947 Corridor in line with the Council's Road Asset Management Plan. 	Ongoing	  	Draft Statement prepared for consultation. Following consultation with Members through the A947 RIS Group and any subsequent updates, the Final Statements will be published on the A947 webpage.
Active Travel	<ul style="list-style-type: none"> Development of a Statement with partners to promote the use of active travel modes within communities along the A947 Corridor. Works to include an audit of existing facilities and identification of enhanced infrastructure and campaigns to encourage increased use of sustainable transport modes, including walking and cycling. 	Short - Medium	  	Draft Statement prepared for consultation. Following consultation with Members through the A947 RIS Group and any subsequent updates, the Final Statements will be published on the A947 webpage.

¹Short term actions comprise 0-2 years, medium term actions comprise 2-5 years, long term actions consider 5+ years.

Intervention	Action(s)	Timescale	Status	Comments
Public Transport	<ul style="list-style-type: none"> Development of a Statement to outline aspirations for bus service development along the route, working alongside bus operators. Within this, consideration will be given to priority measures and opportunities for enhanced services associated with the AWPR. 	Short - Medium	  	Draft Statement prepared for consultation. Statement includes results from surveys of A947 bus users completed in September 2016. Following consultation with Members through the A947 RIS Group and any subsequent updates, the Final Statements will be published on the A947 webpage.
Climbing / Overtaking Lanes	<ul style="list-style-type: none"> Undertake a robust economic assessment of the benefits of identified potential climbing/overtaking lanes. Progress conceptual designs in line with design principles and standards, with locations assessed to consider their benefits, with the ultimate aim to identify what combination of widened sections could be proposed. Consult with relevant stakeholders and landowners, and also evaluate the engineering challenges. Develop plans into a detailed design. 	Short - Medium	  	Review of overtaking opportunities on the A947 has been completed. The potential for climbing lanes along the A947 has been assessed in accordance with DMRB guidance, and potentially suitable locations for more detailed assessment identified. Going forward, future workstreams will focus on assessing the quantifiable benefits of potential schemes, consultation and detailed design.
Localised Alignment Improvements	<ul style="list-style-type: none"> Review previous work into alignment improvements and update economic assessments. 	Short - Medium	  	Workstream being considered alongside initial outcomes from review into climbing/overtaking lanes and laybys.
Bend Mitigation Measures	<ul style="list-style-type: none"> Undertake a detailed review of specific locations along the route which would benefit from improvement works, and consider appropriate solutions e.g. bend signage, intelligent road studs. 	Short - Medium	  	Route Audit works have considered previously implemented bend mitigation measures and recommended maintenance improvements where appropriate.
Junction Improvements	<ul style="list-style-type: none"> Undertake traffic and road safety assessments of identified junctions along the route with a view to introducing ghost islands where justifiable. 	Short	  	Initial assessments into the potential to introduce ghost islands at junctions of the A947/B993 (Whiterashes) and A947/A920 (south of Oldmeldrum) have been completed, comprising initial design work, a review of existing environmental constraints, public utilities, and a stage 1 road safety audit. Given potential site constraints and costs (high level upper band estimates: £1.5M for the A947/B933 junction improvement; £400k for the A947/A920 junction improvement), this workstream will not be developed further at this stage. Future junction assessment work will consider the potential for junction improvements to increase visibility and safety for drivers exiting side road junctions that connect onto the A947.

 = Not Started
  = In Progress/Ongoing
  = Completed

Intervention	Action(s)	Timescale	Status	Comments
Slow Moving Vehicle Laybys	<ul style="list-style-type: none"> Review of previous locations and potential new sites for extended laybys based on the results from the platoon surveys and site safety assessments. 	Short - Medium	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>Review of existing laybys along the route has been completed. The potential to rationalise existing laybys and develop new, larger laybys has been assessed and potentially suitable locations identified for more detailed assessment and consultation. Going forward, future workstreams will focus on assessing the quantifiable benefits of potential schemes, consultation including with the NFUS and detailed design.</p>
	<ul style="list-style-type: none"> Develop a campaign with partners and other stakeholders (such as the farming industry, businesses that involve HGVs travelling on the route on a daily basis etc.) to remind them that drivers are legally obliged to pull in if they are holding up traffic. 	Short - Medium	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Route Upgrade and Realignment	<ul style="list-style-type: none"> Undertake a review and monitor traffic conditions on the A947 following opening of the AWPR with a view to developing a business case for route upgrade in the future. 	Long	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>Action forms part of a longer term workstream and has not been progressed as yet.</p>
	<ul style="list-style-type: none"> Assess most suitable route upgrade and realignment options along the A947 i.e. improvement to S2, WS2 or D2AP, in line with the DMRB guidance. 	Long	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Annual Progress Report	<ul style="list-style-type: none"> Development of an annual progress report to Members outlining progress with the implementation of the Strategy. The report should also be promoted via the Council's website to ensure the wider public and interested stakeholders are kept fully informed of progress. 	Ongoing	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>A dedicated A947 webpage has now been set up on the Council's website.</p> <p>Annual progress update provided as part of ISC in August. Regular updates will continue to be provided through the A947 Route Improvement Strategy Group on a quarterly basis.</p>

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 = Completed