

Advanced Road Safety, Traffic Management and Enforcement



Approaches to Delivery and Putting Policy into Practice

Aberdeenshire's Local Transport Strategy (LTS) sets out the Council's intentions to improve road safety in our area and to play a lead role at local, regional and national level and this is reflected in the examples of initiatives outlined later in this submission. The Council's Road Safety Plan 2005 – 2010 sets out the priorities and strategies to achieve this and the innovation of our officials in this field has been encouraged and supported throughout by Council Members and Committees.

The Council continues to play a leading role in road safety nationally through SAPC (the Scottish Accident Prevention Council) and especially SCOTS (the Society of Chief Officers of Transportation in Scotland) through which we have pioneered the introduction of numerous initiatives.

With the structure and commitment behind them, the dedication and hard work of the Council's Road Accident Investigation Unit (RAIU) is showing excellent results and provides the self-motivation to achieve even higher.

Partnerships are an essential delivery mechanism and the Council is currently leading partnerships covering issues such as safety cameras, school travel plans and developing a road accident reduction strategy for the North-East of Scotland.

Innovation

For many years, Aberdeenshire Council has been a front-line player in the development and trialling of new road safety initiatives, including "Dragon's teeth" village gateway markings (now used extensively throughout the UK) and the very first part-time 20 mph speed limit outside a school in Scotland.

Following on from this, Aberdeenshire moved on to the introduction of interactive signing, which led to the national pilot study to introduce "low-cost" part-time speed limits outside schools and ultimately resulted in the approval of a suite of road signs by the Scottish Government. This initiative was then promoted and funded by the Scottish Government to achieve the goal of having a 20 mph speed limit outside every school in Scotland.

As identified in our Road Safety Plan central to the continued reduction of road accidents in Aberdeenshire is education, a point emphasised through the various road safety education initiatives launched by the Council in recent years.

Through the Aberdeenshire Community Safety Partnership, and the assistance of Fife Road Safety Partnership, the Safe Drive, Stay Alive (SDSA) initiative was developed. This project has become an annual event being delivered to every 5th year secondary school student in Aberdeenshire, Aberdeen City and Moray areas. SDSA (Aberdeenshire, Fife and Surrey) received the Prince Michael Road Safety Award in 2006.



The Council's Road Accident Investigation Unit (RAIU) has also developed STARS (Secondary Two And Road Safety) which uses drama workshops to produce a short road safety play by a group of 2nd year pupils performed for the rest of their year. Developed with the West Lothian Youth Theatre, workshop leaders direct the pupils and help them to develop the themes and concerns they have about road safety, to produce ideas and scripts to eventually perform their piece to their peers. As everything about the final performance comes from the participants themselves, this initiative (which was developed in response to a gap in secondary road safety education) is much more appropriate for raising road safety awareness amongst this notoriously hard-to-reach age group.

The Council has actively supported the Driving Standards Agency's Pass Plus scheme by promoting and providing grants since 2001. In 2007 the Scottish Government launched a trial in the Aberdeenshire, Aberdeen City and Moray Council areas by offering an additional grant, administered by the three local authorities. With initial results being very positive, this is currently being evaluated with a view to a possible roll-out across Scotland.

School Travel Planning has been actively promoted in Aberdeenshire since 2002 and plays a key role in the promotion of road safety. One project that has resulted from the strong partnership working between the Council's RAIU and School Travel Planning team is the Primary 1 – 3 Road Safety Magic Show which is detailed in another submission.



The creation of a Road Casualty Reduction Partnership, under the auspices of the North East Scotland Joint Public Sector Group, is another "first". With the appointment of Aberdeenshire's Chief Executive as the Road Safety Champion for the north-east in July 2007, Aberdeenshire recognises that road safety transcends local authority boundaries. An officer working group representing the transport, health, education and emergency service sectors has been developing a new conjoined strategy which will allow efforts to be focussed on pulling together towards improved road safety levels across the north-east. This is about to go out to consultation and represents a major step forward in how this aspect is addressed.

Measurement of Results

While some of our interventions, particularly in road safety engineering, can be easily and directly measured by comparing before and after accident statistics, others, such as educational projects, are more difficult to measure.

Safe Drive, Stay Alive has been evaluated by questionnaires for the audiences following the show. The STARS project was evaluated by means of questionnaires to the Participants, the Audience and School Staff and this evaluation report has recently been completed.

Part-time 20 mph limits outside schools were evaluated by SCOTS as part of the national trial on the basis of before and after speeds. The consultant's report is available on their website. A follow-up evaluation is nearing completion within Aberdeenshire on the same basis.

The main test, however, is the effect of the combination of all of these initiatives on accident statistics.

For further information contact:
 Transportation & Infrastructure
 Aberdeenshire Council
 Woodhill House
 Westburn Road
 Aberdeen
 AB16 5GB
 Tel: 01224 664580

www.aberdeenshire.gov.uk

Evidence of Progress

Aberdeenshire's road accident reduction progress is one of the best in Scotland, but especially when considered against the length of the road network, the rural nature of the majority of that network and the high car-ownership of the area.

Our Road Safety Plan details the three targets we have set, based on, but more onerous than, the national targets. Aberdeenshire's targets, to reduce:

- 1 killed and seriously injured (KSI) casualties by 40%
- 2 all child injuries by 50%
- 3 slight injuries by 10%

All targets are to be achieved by 2010 and are based on the 1994 -98 average.

At the end of 2007, the reduction in KSI casualties was 31.5% - well on our way to reaching our target, child casualties had reduced by 66% and slight injuries were down by 23.5%.

In addition to these targets, 2007 saw the lowest level of fatalities in the last 20 years and 2008 is currently improving on that.

