Road Safety Plan
2018 - 2020

Safer Roads in Aberdeenshire
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Foreword

It’s over 20 years since we produced our first Road Safety Plan back in 1997. The production of our fifth Road Safety Plan reflects our continued desire to demonstrate our performance to date; the daily work, ongoing projects and initiatives that are being carried out by Aberdeenshire Council.

The Scottish Government has set some challenging casualty reduction targets to be met by 2020 and the number of people involved in serious or fatal accidents in Aberdeenshire is reducing. In 2017 we recorded 10 fewer fatalities than 2016, however one death on our roads is too many and we will all continue to work towards the ambition everyone must share which is to have no deaths on our roads at all. We must not be complacent as there is someone being killed or seriously injured every 68 hours on Aberdeenshire roads, so there are still improvements to be made before the 2020 deadline.

We will continue to work towards reducing collisions across Aberdeenshire’s roads through the use of the well-respected Road Safety five E’s model:

- engineering
- enforcement
- education/training
- encouragement/leadership
- evaluation/research

My gratitude goes to all those that have contributed to the Road Safety improvements made across Aberdeenshire and for their positive involvement in Road Safety. We hope that there is continued participation from all contributors to achieve a safer road travel network for us all to use.

Councillor Argyle
Chairman of the Infrastructure Services Committee
Across Aberdeenshire

5,712km
Roads in Aberdeenshire
(10% of Scotland’s roads)

Population
261,800

Since 2013 64% of all motorcycle collisions are serious or fatal

79% of driver fatalities are male

73% of all fatalities are male

Every 68hrs someone is killed or seriously injured

£426m
The cost of collisions to Aberdeenshire’s economy between 2013 and 2017

2004-08 average 2013-17 average

824 casualties reduced to 490
1.0 Introduction

The safety of all road users is a key priority for Aberdeenshire Council. Road Safety improvement will help achieve one of the priorities in the council plan. Our Road Safety Plan is in keeping with the strategic objectives of both National and Local Government, and links into the guiding principles of the Local Transport Strategy thereby enhancing the safety of all users of the Transport network. This will contribute to achieving our national Road Safety targets contained within Scotland’s Road Safety Framework to 2020 leading to a steady reduction in the numbers of those killed and seriously injured on north east roads.

Our Road Safety Unit, comprising of engineers, road casualty reduction and transport safety education practitioners, will work towards achieving these objectives under the Road Traffic Act. They will work together with our partner organisations to evaluate the potential risks and mitigate them by means of engineering and education measures undertaken to reduce their risk or likelihood.

Aberdeenshire Council has a requirement under the 1988 Road Traffic Act - Section 39 Powers of Secretary of State and local authorities as to giving Road Safety information and training. The Secretary of State may, with the approval of the Treasury, provide for promoting Road Safety by disseminating information or advice relating to the use of roads.
Aberdeenshire Council must:

- Prepare and carry out a programme of measures designed to promote Road Safety;
- Carry out studies into accidents arising out of the use of vehicles;
- In light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for the maintenance of which they are responsible and other measures taken in the exercise of their powers for controlling, protecting or assisting the movement of traffic on roads, and in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

Aberdeenshire has many rural roads that are used by both our residents and those from further afield for both business and recreational activities, in addition to those that use our roads for commuting to and from work. With our rural towns and villages across Aberdeenshire a high proportion of our residents commute.

Recognising that Aberdeenshire has some of the most attractive roads for tourists to travel on across the United Kingdom has resulted in the development of tourism opportunities to experience our area and higher than expected users of our roads network. Our routes take in fantastic scenery and the rich heritage and culture making it important for us to ensure the safety of all road users through the development of our Priority Focus Areas. (See figure 1, Appendix 1). This additional volume of traffic results in a higher than normal use of our roads than other regions in Scotland.

According to ‘TS Transport Statistics – No.36’; Scotland has 56,250km of public roads of which around 10% is within Aberdeenshire. As can be seen from the table below reproduced from ‘TS Key Reported Road Casualties 2017’, Aberdeenshire is generally reporting less casualties per kilometre than its proportion of Scotland’s roads.

Scotland’s Road Safety vision is 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.’

<table>
<thead>
<tr>
<th>Area/Severity</th>
<th>2004-08 average</th>
<th>2017</th>
<th>2013-17 average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fatal</td>
<td>Serious</td>
<td>All</td>
</tr>
<tr>
<td>Aberdeenshire</td>
<td>33</td>
<td>166</td>
<td>824</td>
</tr>
<tr>
<td>Scotland</td>
<td>292</td>
<td>2,605</td>
<td>17,097</td>
</tr>
<tr>
<td>Percentage</td>
<td>11.30%</td>
<td>6.37%</td>
<td>4.82%</td>
</tr>
</tbody>
</table>
In 2010, the Scottish Government adopted the Road Safety Framework for improving Road Safety in Scotland over the next decade.

Go Safe on Scotland’s Roads – It’s Everyone’s Responsibility

Aberdeenshire Council is one of the partners who form part of Road Safety - North East Scotland. The group draws together several partners such as the three north east local authorities; (Aberdeen City, Aberdeenshire and Moray Councils), Nestrans, North Safety Camera Unit. NHS Grampian, Police Scotland, Road Safety Scotland, Scottish Fire and Rescue Service and Transport Scotland, all of which have a role in Road Safety.

These organisations are working together to achieve the national road casualty reduction targets contained within Scotland’s Road Safety Framework to 2020. It is important that the respective roles of Government and other bodies with a road safety interest complement each other. We believe that the only way to continue to improve safety on the roads is through a collaborative partnership with all interested parties. Our longer-term vision is one where no-one is killed on north east roads and the injury rate is much reduced.

We are working towards creating a safer and more inclusive environment that allows safe travel throughout Aberdeenshire. This will assist in helping to produce other alternatives to car journeys, such as improving use of active travel, use of public transport and motorcycling to help combat congestion. We will promote a safer and healthier environment for our road users and allow us to reach our national environmental and active travel targets.
2.0 Aims and Objectives

Our principal aims are to:

- Develop education and publicity work to raise awareness of Road Safety risk and reduce casualties on Aberdeenshire’s roads.
- Deliver safer infrastructure and implement measures to tackle potential risk on the existing transport network.
- Deliver safety and security through the design of new infrastructure and operation of services.

In using the well-respected 5 E’s of Road Safety; Engineering, Enforcement, Education, Encouragement and Evaluation to reduce collisions on our road network. We will:

- Help develop the competence and Road Safety awareness of all users of our roads.
- Develop a programme of actions intended to promote Road Safety.

And to work with our partners to:

- Encourage seat belt usage.
- Combat poor driving behaviours that include drink/drug driving, speeding, mobile phone and other distractions.
- Develop our existing collaborative and partner working relationships to help achieve all our strategic objectives.
3.0 Priority Focus Areas

Ensuring our roads are safe for all types of road users is therefore our key deliverable and this is reflected in the following list of national Scottish priorities. Their Road Safety priorities are not ordered or ranked to allow flexibility for local circumstances and to allow for changing trends and advances in technology. However, there are specific topics on which they want us to focus on:

- Leadership
- Collaboration (Sharing intelligence and good practice)
- Children
- Drivers aged 17-25
- Rural Roads
- Drink Drive
- Seatbelts
- Speed

Aberdeenshire Priority Focus Areas as follows:

A. Speed (Speed and Motorcyclists)

Drivers’ perception of safe speed will often differ to that of other road users depending on road and weather conditions. Inappropriate or excessive speed has been attributed as a collision factor in 14% of collisions over the past 5 years.

Motorcyclists have a lack of protection that results in an increase in casualty severity. Most collisions occur during the summer months but see a dramatic increase between April and May as more motorcyclists take to the roads after a winter break.

In collaboration with our partners we will:

- Carry out a site selection process where strict criteria are applied with the aim of achieving greater levels of driver compliance to existing speed limits. This process includes evaluating evidence of collisions and speeding to identify sites for enforcement;
- Support a new training scheme to help reduce the number of collisions involving motorcyclists called 'Rider Refinement North'.

B. Age (Pre-Driver, Drivers 17 to 25 and Older Drivers (over 65))

Inexperienced drivers are more likely to have a collision, with under 25-year olds most at risk of a life changing injury. Over the last 5 years, whilst drivers over 65 years old have had less than a third of the overall amount of collisions of the under 25 group, they have recorded the same amount of fatal collisions.
In collaboration with our partners we will:

- Engage with pupils from Aberdeenshire together with apprentices and college students aged between 17 and 25 years and invite them to attend a show called ‘Safe Drive Stay Alive’ each year. This annual Road Safety live stage show aims to increase young drivers/passengers awareness of safe driving practice and potential consequences of dangerous behaviour on the road.

- Through social media we will continue to engage with road users to raise awareness of specific issues throughout the year.

- In spring 2018, Road Safety North East Scotland commenced a pilot older driver review scheme in central Aberdeenshire, to provide support to older drivers and help them remain safe on the road. Feedback from the initiative, run in conjunction with local driving instructors, is being reviewed with a view to develop its reach.
C. Vulnerable Road Users (Cyclists and Pedestrians)

From the following graphs it is evident that severity of pedestrian injury has reduced, however cycling injuries has seen a steady increase. Transport Scotland is encouraging people to use active travel options for short everyday journeys and have a vision that by 2020, 10% of everyday journeys will be made by bike.

We will work with our partners to provide a safer road network across Aberdeenshire by educating all road users, encourage good behaviours, combat poor driving and improve attitudes towards members of these two groups.

To facilitate this Aberdeenshire Council will:

- Improve the perception of Road Safety to vulnerable road users;
- In collaboration with Police Scotland, undertake an initiative highlighting the safety of people on bikes ensuring that other road users afford sufficient and appropriate space on our roads when passing;
- Ensure the correct design standards and improvements to new and existing footways are made resulting in the availability of safer routes for all;
- Promote and support publicity campaigns aimed at cyclists;
- Investigate ways to raise awareness of the needs and rights of cyclists amongst other road users and give consideration to instigating a ‘Considerate Road User’ Campaign;
- Investigate options for the delivery of adult cycle training courses in our areas;
- Take account of the needs of cyclists in auditing the design of all road schemes (especially junctions) and major developments.
It is noted that over 73% of pedestrian fatalities occur between September and January and that nearly 65% of all pedestrian casualties are female.
A study published in the ‘TS National Transport Strategy 2016’ shows that car usage remains relatively consistent over the 9-year period. It can also be noted that there is a significant increase of 30% in motorcycling activity on our roads across Scotland and a 16% increase in LGV.

Scotland Transportation Growth 2006 - 2014
4.0 Performance against Targets for Casualty Reduction

Whilst significant improvements in casualty reduction have been delivered since 2008, we strive to reach our goal of zero road fatalities across Aberdeenshire in the future. This will require additional focus as the trend to date for population growth and vehicle numbers on Aberdeenshire’s roads may see a steady increase in older drivers and more vehicles on our roads.

The road safety targets that have been set out in the ‘Scottish Government’s Road Safety Framework to 2020’ and are outlined in the table below. The table shows the Government targets for 2015 and 2020.

<table>
<thead>
<tr>
<th>Scottish Government’s Road Safety Targets</th>
<th>2004-2008 Average</th>
<th>2015 Milestone % Reduction</th>
<th>2020 Target % Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>People killed</td>
<td>292</td>
<td>30</td>
<td>40</td>
</tr>
<tr>
<td>People seriously injured</td>
<td>2,604</td>
<td>43</td>
<td>55</td>
</tr>
<tr>
<td>Children (aged &lt;16) killed</td>
<td>15</td>
<td>35</td>
<td>50</td>
</tr>
<tr>
<td>Children (aged &lt;16) seriously injured</td>
<td>325</td>
<td>50</td>
<td>65</td>
</tr>
</tbody>
</table>

It describes the Road Safety vision for Scotland, aims and commitments, and the Scottish targets for reductions in road deaths and serious injuries to 2020.

There are four challenging Scottish targets aimed at reducing death and serious injury by 2020, a reduction of:

- 40% Overall fatalities
- 55% Overall seriously injured
- 50% Children fatalities
- 65% Children seriously injured

In addition, we will look to reduce slight casualties by 10%. Aberdeenshire’s road casualty statistics can be seen in the following charts.

![Road Casualties 2013 - 2017](chart_image)
It is encouraging to note that fatalities are down significantly on previous years. However, it is possible that the dramatic reduction achieved in 2017 is a statistical anomaly. Serious injuries, although decreasing, remain above the national target and all child injuries are in line with the national target. Slight injuries are seen to be well below the national target.
From the following graph it is clear to see that as our population has increased across Aberdeenshire, we have seen a steady decline in the number of casualties and also the number of fatalities recorded.

![Aberdeen Population vs Casualties and Fatalities](image)

<table>
<thead>
<tr>
<th>2004-08 average</th>
<th>2017</th>
<th>2013-2017 average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal</td>
<td>Serious</td>
<td>All</td>
</tr>
<tr>
<td>33</td>
<td>166</td>
<td>824</td>
</tr>
</tbody>
</table>

Whilst our current statistics reflect an encouraging trend, continued improvements are required to achieve our vision of zero fatalities on our Aberdeenshire roads. Significant progress has been made in reducing fatalities compared with Scotland’s performance in this area however Aberdeenshire’s figures for serious injury are still above the national target.

<table>
<thead>
<tr>
<th>2017 % change</th>
<th>Scotland</th>
<th>Aberdeen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Killed</td>
<td>Serious injury</td>
</tr>
<tr>
<td>on 2016</td>
<td>-24%</td>
<td>-7%</td>
</tr>
<tr>
<td>on 04-08 average</td>
<td>-50%</td>
<td>-39%</td>
</tr>
</tbody>
</table>

As reported in ‘Transports Scotland’s Reported Road Casualties Scotland 2017’ document, the average cost to the economy across Scotland is currently £2,081,441.00 for a fatal, £252,141.00 for a serious and £25,535.00 for a slight.
In Aberdeenshire, using the 2013-17 casualty figures, the cost to Aberdeenshire’s economy has been £191 million for fatal, £195 million for serious and £40 million for slight, amounting to a cost of £426 million overall during that 5-year period. The cost to the Scottish economy in 2017 alone was over £1,013.2 million.

Casualty numbers over the last 5 years where gender has been recorded, shows that males across Aberdeenshire are more likely to become a casualty than female with significantly higher likelihood as a male driver. (See Figures 1 & 2, Appendix 2)

Looking at casualties across Aberdeenshire over the last five years we can determine that Peterhead, Fraserburgh and Inverurie have more road casualties than any other postal area across Aberdeenshire.

By comparing the number of road casualties per head of population where postcodes have been recorded as part of the Police Accident Record, the figures for Peterhead, Fraserburgh and Inverurie are not as pronounced as Aboyne, Huntly and Turriff.
It is clear from our records despite the vehicle type having not always been recorded, that cars are involved in more collisions across Aberdeenshire roads than any other vehicle type as would be expected by the relative number of cars using the routes over any other mode of travel. (See Figure 3, Appendix 2)

However, in excluding cars from the analysis, it is clear to see that motorcycles become a priority focus area for improvement. Note that public transport is the safest and most environmentally friendly mode of transport. (See Figure 4, Appendix 2) Breaking down motorcycles further, the category of most concern is those over 500cc. (See Figures 5, Appendix 2)

It can also be seen from Figure 4, Appendix 2 that vans under 3.5te have a high incidence of collisions and require further analysis to determine a strategy for addressing this issue.

Winter produces the most challenging driving conditions resulting in a rise in collisions decreasing as spring approaches. Collision numbers are seen to increase in the summer months, particularly August across Unclassified and ‘B’ roads. (See Figure 6, Appendix 2)

The main collision factors recorded by Police Scotland following a reported collision can be found in Figure 7, Appendix 2 with the main causations attributed to injudicious driver behaviour.

Where the journey purpose was known, it can be seen that work-related driving casualties occur more during the winter months. Collisions attributed to commuting falls dramatically in July but nearly doubles in August. (See Figure 8, Appendix 2)

Between 2013 and 2017, the routes where the highest number of collisions have occurred are the A947, A98 and A93. (See Figure 9, Appendix 2) However, when taking into account the length of each of the routes, the route returning the highest number of casualties per mile are the A952 and the B9077. (See Figure 10, Appendix 2).

The Road Safety Unit will investigate these findings and look to identify any trends. Using this information, we will focus our attention on addressing behaviours in these areas in and seek to make significant improvements with the assistance from our partners. Aberdeenshire’s performance is however marginally above average for Scotland (See Figure 11, Appendix 2)
5.0 Evaluation & Engineering

Aberdeenshire’s Road Safety team uses collision databases and information to identify collision clusters and trends to determine mitigation measures and remedial works. Through past interventions and the treatment of collision cluster sites, helped contribute towards a drop in the cost to the economy of £103m in 2013 to £51m in 2017 using the latest costs per collision.

Historically, Road Safety Improvement Strategies are developed from past collision data to determine why collisions have occurred and what measures should be implemented to reduce the likelihood of their re-occurrence. We will use the iRAP (International Road Assessment Program) Star Rating and Investment Plan as part of other strategies to pro-actively assess the potential for road user risk and collisions before they occur. The Star Ratings will provide an objective measure of the likelihood of a collision occurring and its potential severity. This will assist in improving the safety of road infrastructure for all users.

This technique builds on the experience of other iRAP users around the world and is designed to maximise the benefits of the road assessment outputs to identify high risk locations and how to analyse and prioritise Road Safety countermeasure treatments for inclusion in routine maintenance, local safety schemes, planned road upgrades and rehabilitation projects.

The iRAP process consists of:

- Road survey captured on High Resolution video for desktop analysis
- Review existing road design
- Analyse data
- Determine Star Ratings
- Prepare Investment plan

The A947, which runs between Dyce and Banff through three local areas, was chosen as a pilot study as it was identified as having the highest number of collisions on any route across Aberdeenshire to address the significant number of casualties identified on this route. This will complement the work scheduled to be undertaken as part of the A947 Route Improvement Strategy which has been developed. Further details can be found here: https://www.aberdeenshire.gov.uk/roads-and-travel/transportation/transport-strategies-projects/a947-route-improvement-strategy/

Following the identification of higher-risk locations and the implementation of their subsequent mitigation measures, this should result in a significant drop in collisions and their severity across Aberdeenshire in future years. Due to many competing priorities this may be undertaken on other routes following the completion of the A947 study as funding and resources allow.
6.0 Education

Aberdeenshire Council’s Road Safety Unit is committed to reducing collisions and casualties and promoting Road Safety for all road users. The unit provides a comprehensive programme of education and training teamed with engineering and enforcement strategies to help achieve these aims and the Scottish Government’s targets for casualty reduction by the year 2020.

Children are one of our most precious assets – they are also one of our most vulnerable groups when it comes to Road Safety. It is important to focus on education as lessons learnt in early years creates awareness through secondary education which is critical to fostering the development of future generations of responsible road users.

There are a number of Road Safety initiatives we deliver having received funding from ‘Smart choices - Smart places’ together with match funding from SUSTRANS to take forward some of the work. Several other educational programmes are being delivered across our communities having received funding from local companies and organisations. The unit uses both national and local campaigns and initiatives to specifically target user groups.

Aberdeenshire Council, with assistance from a number of national charities and other organisations, will undertake road safety initiatives which target vulnerable road user groups. This ensures that the appropriate campaign is used to meet local needs. Appendix 3 details examples of these educational inputs.
7.0 Enforcement

Police Scotland’s ‘Road Safety and Road Crime Strategy 2015-18’ document states that their Strategic Priorities are:

- To reduce road casualties in collaboration with our partners;
- To influence driver and road user behaviour;
- To detect and deter all types of criminality on our roads.

Their priorities are further defined by the following five objectives:

- Effective Patrolling of the Roads;
- Influence Driver and Road User Behaviour;
- Detect and Deter all types of criminality on our roads;
- Tackle Antisocial Use of the Roads;
- Combat the Threat of Terrorism.

Their approach will involve:

- Effective partnership working with key stakeholders;
- The efficient use of intelligence and analytical products;
- Robust enforcement of legislation and targeting of repeat offenders;
- Support for initiatives to educate road users and enhance Road Safety through road and vehicle engineering;
- A communication strategy for engagement with the public and media to support our key messages.

Aberdeenshire Council will work together with Police Scotland and our mutual partners to assist them in meeting their objectives.

Police Scotland records show that there has been a significant reduction in driving offence detections since 2013/14 across all categories of offences, it can be noted that speeding detections have gone down by over 30%. There is an even greater drop in speed related offences evident per head of population. It must be noted that these figures are dependent on resources and Police Scotland focus areas being consistent over the period. (See Figures 12 and 13, Appendix 2)

The objectives detailed in the Aberdeenshire Local Police Plan 2017 – 2020 are:

- With partners, deliver a Road Safety Strategy;
- Promote Operation CEDAR (Challenge, Educate, Detect and Reduce);
- Enhance use of the media to promote key Road Safety messages in support of local and national campaigns.
8.0 Summary

During 2017, someone was killed or seriously injured every 68hrs on Aberdeenshire roads, but following a period of targeted education, evaluation, engineering, enforcement and encouragement across Aberdeenshire numbers of casualties are falling year on year.

Through the measures and actions set out in this Road Safety Plan in collaboration with our partners we will continue to assess, inspect, upgrade, improve and repair our routes and provide meaningful information and education to all road users to allow them to make well-informed decisions about their driving style and behaviours. Particular attention will continue to be given to the vulnerable groups identified in this plan. We are dedicated to continuous improvement by promoting safe driving and Road Safety on our road network.

In accordance with the North East Scotland Road Casualty Reduction Strategy 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:

a) Partnership Working
   • 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) Being Intelligence Led
   • 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) Maximising the Use of Technology
   • 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) Maximising Community Involvement
   • 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) Learning from the best
   • 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) Maximising use of the Media
   • We will take a proactive approach to the media.
   • We will develop joint messages.
   • We will answer queries positively.

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.

In the delivery of our Road Safety Plan we continue to contribute to working towards the national targets and monitor our own individual performance in Aberdeenshire. Road Safety is everyone’s responsibility and we must all be committed to working together to make our roads safer for everyone.
‘Safer roads in Aberdeenshire’
Should you require any further information please contact us on:
roadsafety@aberdeenshire.gov.uk
### Appendix 1

**Action Plan – ‘Safer Roads in Aberdeenshire’**

Priority Focus Area: Speed (Speed and Motorcyclists)

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>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 road users.</td>
<td>This will be discussed with the Area Managers in 2019 to engage with their respective communities to ensure that the thoughts and feelings of the local communities are considered when setting or amending speed limits.</td>
</tr>
<tr>
<td>2</td>
<td>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.</td>
<td>A proposal for a bill to replace the current 30mph default speed limit on restricted roads with a 20mph limit was lodged 20 Nov 2017.</td>
</tr>
<tr>
<td>3</td>
<td>Engage with the North Safety Camera Unit, Police Scotland and Transport Scotland for resources to be deployed where there is an identified speeding problem or concern as exceptions to the approach set out in the current criteria used in the deployment of cameras.</td>
<td>Annual review of the programme takes place between all parties to determine and agree problematic sites for the deployment of mobile speed cameras. It is anticipated that more sites will be identified following changes to the site prioritisation criteria agreed at the Road Safety Strategic Partnership Board on 26 September 2018.</td>
</tr>
<tr>
<td>4</td>
<td>To reinvigorate and relaunch the original Grampian wide Operation Zenith or a similar initiative, targeted at reducing the number of motorcyclists involved in road collisions.</td>
<td>A new training scheme ‘Rider Refinement North’, is a one day course designed to provide advice and tuition on how to ride safely on the local road network launched this year, it operated through the summer months and is led by qualified police motorcyclists.</td>
</tr>
<tr>
<td>5</td>
<td>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.</td>
<td>Educational campaigns are being developed with delivery to commence 2019.</td>
</tr>
<tr>
<td>6</td>
<td>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.</td>
<td>Variable speed activated signage will be installed on a rotational basis at sites that meet the criteria in line with Aberdeenshire Council’s ‘Variable and Vehicle Activated Sign’ Policy.</td>
</tr>
</tbody>
</table>
Priority Focus Area: Age (Pre-drivers, Drivers 17 – 25 and Older Drivers (over 65))

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Review Road Safety interventions and campaigns across Scotland which target drivers aged between 17 and 25 years and develop options which build upon best practice examples to maximise local impact.</td>
<td>Ongoing reviews are taking place and liaison with the Road Safety NE Scotland Partnership and educational officers to evaluate and determine effectual campaigns.</td>
</tr>
<tr>
<td>2</td>
<td>Review and expand the current approach to Road Safety Education in schools delivered by our Transport Safety Education officers.</td>
<td>Reviews are ongoing with the educational approach being tailored to suit current findings.</td>
</tr>
<tr>
<td>3</td>
<td>Promote initiatives with key stakeholders that lead to enhancing driving skills and qualifications within the target groups and wider safe driving authorities and behaviours.</td>
<td>Practical training course initiatives such as ‘Pass Plus’ are supported by Aberdeenshire Community Safety Groups, this initiative aims to develop and improve young drivers’ skills. Older driver initiatives are being taken forward through the Road Safety NE Scotland Partnership. We are currently investigating interventions to target identified groups with over represented collision statistics.</td>
</tr>
<tr>
<td>4</td>
<td>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.</td>
<td>Awareness will be raised through the Road Safety NE Scotland Partnership.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Develop campaigns and training opportunities to encourage safe cycling.</td>
<td>See Appendix 3 for current training and campaigns.</td>
</tr>
<tr>
<td>2</td>
<td>Continue with and develop the ‘Bikeability’ programme.</td>
<td>2018/19 delivery targets:</td>
</tr>
<tr>
<td>3</td>
<td>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</td>
<td>Further discussion required with communities and schools to understand viability of this initiative.</td>
</tr>
</tbody>
</table>
Appendix 2

Figures and Charts

Casualty gender comparison 2013 - 2017

Figure 1

Driver gender comparison 2013 - 2017

Figure 2
Figure 3

Vehicle type vs severity 2013 - 2017

Figure 4

Vehicle type (excluding cars) vs severity 2013 - 2017
Motorcycle casualties 2013 - 2017

<table>
<thead>
<tr>
<th>Motorcycle</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>50cc and under</td>
<td>10</td>
<td>12</td>
<td>15</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>50cc and up to 125cc</td>
<td>20</td>
<td>25</td>
<td>30</td>
<td>35</td>
<td>40</td>
</tr>
<tr>
<td>125cc and up to 500cc</td>
<td>30</td>
<td>35</td>
<td>40</td>
<td>45</td>
<td>50</td>
</tr>
<tr>
<td>500cc and up to 1000cc</td>
<td>40</td>
<td>45</td>
<td>50</td>
<td>55</td>
<td>60</td>
</tr>
<tr>
<td>Unknown cc</td>
<td>50</td>
<td>55</td>
<td>60</td>
<td>65</td>
<td>70</td>
</tr>
</tbody>
</table>

Figure 5

Seasonal changes vs Road type 2013 - 2017

Figure 6
Main collision factors on all roads 2013 - 2017

Figure 7

Journey Purpose vs Month 2013 - 17

Figure 8
Route collision analysis 2013 - 2017

Figure 9

Ratio of casualties vs route length 2013 - 2017

Figure 10
% Rate of all casualties per 1000 population - 2017

Figure 11
### Police Driving Offences Detections

![Bar Chart]

**Figure 12**

- **2013/14 Detections**
- **2017/18 Detections**

- **Legend**
  - Driving carelessly
  - Seat belt offences
  - Mobile phone offences
  - Driving without a licence
  - Drunk, drug driving offence incl. failing to provide a specimen
  - Driver neglect of traffic directions (not pedestrian crossing)
  - Diving whilst disqualified

**Table of Offences and Detection Counts**

<table>
<thead>
<tr>
<th>Offence</th>
<th>2013/14 Detections</th>
<th>2017/18 Detections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speeding offences</td>
<td>3500</td>
<td>3000</td>
</tr>
<tr>
<td>Other motor vehicle offences</td>
<td>1500</td>
<td>1000</td>
</tr>
<tr>
<td>Using a motor vehicle without test certificate</td>
<td>2000</td>
<td>1500</td>
</tr>
<tr>
<td>Failing to insure against third party risks</td>
<td>1000</td>
<td>500</td>
</tr>
<tr>
<td>Dangerous driving offences</td>
<td>500</td>
<td>0</td>
</tr>
<tr>
<td>Driving whilst disqualified</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Note: The chart illustrates the number of detections for various driving offences in Aberdeenshire Council Road Safety Plan 2018 - 2020.*
Police driving offences rate per 10,000 population

Figure 13
Appendix 3

Road Safety Educational Campaigns

<table>
<thead>
<tr>
<th>Road Safety Educational Campaign</th>
<th>Age group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go Safe With Ziggy - An Early Year’s Resource. Children learn all about Road Safety from Ziggy, a small alien who has come all the way to Scotland from the planet Cosmos to learn how to “Go Safe”. It is aimed at helping young people and adults who look after and educate them to learn about Road Safety through real experiences, whilst playing, talking and reading.</td>
<td>0-5</td>
</tr>
<tr>
<td>Road Safety Presentations - Primary Schools assemblies and class presentations on how to travel to school safely include ‘Be Safe Be Seen’.</td>
<td>5 - 11</td>
</tr>
<tr>
<td>Streetsense 2 - Gives primary school children the chance to challenge their own Road Safety knowledge. It allows them to look at their own behaviour and attitudes. Schools have on line support ensuring links to experiences and outcomes.</td>
<td>5 - 11</td>
</tr>
<tr>
<td>Wow - Walk once a week. This is run in support with Living streets and works as an on-line travel tracker tool which records how pupils travel to school. If pupils travel actively so many times over the month they can earn badges. We have 20 schools involved in this program. The aim is to increase the number of pupils travelling actively to school but as well as reducing school gate congestion to create a safer environment for families travelling to school.</td>
<td>5 - 11</td>
</tr>
<tr>
<td>Bikeability - A cycling programme to give children the practical skills and understanding on how to cycle safely. It builds skills and confidence for all kinds of cycling. Skills learnt on this programme will hopefully be carried into later life. All schools in Aberdeenshire are invited to join this training programme. 96 schools participated in the training in 2017-18 with 2860 pupils going through the level 2 on road training programme.</td>
<td>8 - 11</td>
</tr>
<tr>
<td>Junior Road Safety Officer (JRSO) - All schools in Aberdeenshire are invited to join this programme. It puts children in control of highlighting Road Safety issues within their own school community. Senior pupils can become JRSO’s for a year and run assemblies, competitions and noticeboards.</td>
<td>8 – 12</td>
</tr>
<tr>
<td>Your Call – 11-14-year-old pupils are statistically most at risk on Scotland’s roads. Your call targets this age group with a range of interactive activities which explore risk taking, decision making, personal safety, pre-driver attitudes and peer pressure.</td>
<td>11 - 14</td>
</tr>
<tr>
<td>Road Safety Magic Shows - This is conducted each year to a third of all primary schools P1-3 pupils. It is on a 3-year roll program with the aim for every pupil to have seen the show in the 3 years. It provides an entertaining session on the base Road Safety messages appropriate for this age group. We have been running this program for 10 years.</td>
<td>11 - 14</td>
</tr>
<tr>
<td>I-Bike - I-bike is now starting its third year and has already worked with a number of schools and around 4000 pupils. This takes a 3-year approach. Activities the I-bike project is involved in include: training of staff on cycle led rides, velotech bike maintenance and support with ‘bikeability’ if required. Running bike breakfasts, scooter skills, balance bike skills, cycle led rides, scooter led rides. All focusing on helmet safety, bike maintenance and how to plan a safe route. Much of these activities are tied into other curriculum-based activities for example taking forward geography sessions while out cycling or scooting to a location to conduct an outdoor learning opportunity. One of the biggest barriers to cycling to school is concerns over safety. I-bike aims to provide pupils with the skills to be able to make safe journeys on bike.</td>
<td>11 - 18</td>
</tr>
<tr>
<td>Theatre in Education - Using two secondary school Plays; ‘School Daze’ for S1 Pupils and ‘Friends Disunited’ for S5/S6Pupils to educate Road Safety.</td>
<td>10 - 18</td>
</tr>
</tbody>
</table>
# Road Safety Educational Campaigns (continued)

<table>
<thead>
<tr>
<th>Road Safety Educational Campaign (continued)</th>
<th>Age group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crash Magnets - This resource helps 14-17 years old pupils to engage in Road Safety.</td>
<td>14 - 17</td>
</tr>
<tr>
<td>Get in Lane - targets New and Young Drivers. This group can prove hard to reach so with a</td>
<td>17 -24</td>
</tr>
<tr>
<td>range of interactive games and mobile friendly content, which explores best practice driving tips,</td>
<td></td>
</tr>
<tr>
<td>personal safety, pre-driver attitudes and peer pressure in an engaging and fun and informative manner.</td>
<td></td>
</tr>
<tr>
<td>The Safe Drive Stay Alive campaign - Safe Drive Stay Alive is multi-agency partnership</td>
<td>17 - 25</td>
</tr>
<tr>
<td>including Aberdeenshire, Aberdeen City and Moray Councils, NHS-G, Police Scotland,</td>
<td></td>
</tr>
<tr>
<td>Scottish Fire and Rescue Service and Scottish Ambulance Service. The format is that of a live</td>
<td></td>
</tr>
<tr>
<td>theatrical stage production using film interspersed with live cast on stage giving a narrative of how</td>
<td></td>
</tr>
<tr>
<td>their experience of collision has affected them. This annual Road Safety live stage show aims to increase</td>
<td></td>
</tr>
<tr>
<td>young drivers/passenger’s awareness of safe driving practice and potential consequences of dangerous</td>
<td></td>
</tr>
<tr>
<td>behaviour on the road. The show has been running annually since 2005. Its main objectives are to raise</td>
<td></td>
</tr>
<tr>
<td>awareness of the seriousness of speeding and bad driving habits, change attitudes, and reduce the number of</td>
<td></td>
</tr>
<tr>
<td>killed and seriously injured casualties on our roads. Around 5,000 5th year pupils and apprentices and</td>
<td></td>
</tr>
<tr>
<td>colleges who left school before 5th across Aberdeen, Aberdeenshire and Moray each year with</td>
<td></td>
</tr>
<tr>
<td>approximately 800 pupils attending each performance. The show is aimed at those aged between 17 and 25</td>
<td></td>
</tr>
<tr>
<td>years and reaches new and pre-drivers in an emotive and hard-hitting way, influencing behaviour and</td>
<td></td>
</tr>
<tr>
<td>attitude on the roads. In addition, other businesses and educational establishments are encouraged to</td>
<td></td>
</tr>
<tr>
<td>take advantage of the show and regularly send young adults of this age group.</td>
<td></td>
</tr>
<tr>
<td>Cycling Safely – As more people are returning to cycling after many years, training on how to ride</td>
<td>15 +</td>
</tr>
<tr>
<td>your bike safely is provided together with confidence building classes and advice.</td>
<td></td>
</tr>
<tr>
<td>Car Seat Checking Clinics - These clinics are set up at Supermarkets across Aberdeenshire.</td>
<td>16 +</td>
</tr>
<tr>
<td>Checks to see if the child’s car seat is fitted correctly is given. During the last 8 Clinics held, 172</td>
<td></td>
</tr>
<tr>
<td>Seats were checked with 59% being incorrectly fitted.</td>
<td></td>
</tr>
<tr>
<td>In-Car Safety presentations are given to parents and carers of young children regarding the choosing</td>
<td>16 +</td>
</tr>
<tr>
<td>and fitting of car seats.</td>
<td></td>
</tr>
<tr>
<td>Partnership Working – The Road Safety Unit within Aberdeenshire engages with many partners including</td>
<td>All ages</td>
</tr>
<tr>
<td>NHS, Police Scotland, Education, Good Egg Car Seat Safety and private companies to disseminate Road Safety</td>
<td></td>
</tr>
<tr>
<td>advice and information.</td>
<td></td>
</tr>
<tr>
<td>Teaching guide – We have created a resource pack which pulls together all the lesson plans that are</td>
<td>All ages</td>
</tr>
<tr>
<td>available from different external bodies. The pack is broken down into different themes such as</td>
<td></td>
</tr>
<tr>
<td>sustainable travel, cycling as well as having a section on Road Safety.</td>
<td></td>
</tr>
<tr>
<td>Park Smart - We have created a resource pack for schools to tackle school gate congestion. The resource</td>
<td>All ages</td>
</tr>
<tr>
<td>pack contains everything they need to run their own park safe campaign.</td>
<td></td>
</tr>
</tbody>
</table>
Details of Aberdeenshire’s Integrated Travel Towns project can be found here: aberdeenshire.gov.uk/roads-and-travel/transportation/integrated-travel-towns/