

Road Safety in Scotland

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Road Safety Framework to 2030



- Safe System approach is international best practice
- Developed with the road safety community and our key stakeholders and published in February 2021
- World leading 2030 vision, supported by a long term goal to 2050
- Five outcomes around the components of the Safe System
- 12 strategic actions are delivered through individual multi partner initiatives within annual delivery plans



Speed: 1 We will deliver a range of speed management initiatives to support the Safe System.	Climate: 2 We will deliver road safety initiatives that positively impact the climate emergency and we will mitigate the negative impacts climate change may have on road safety.	Funding and Resourcing: 3 We will improve funding streams for national and local road safety delivery.
Change in Attitudes and Behaviour: 4 We will engage in partnership working to enable all road users to understand their road safety responsibilities, allowing them to improve their attitudes and behaviours for the safety of themselves and others.	Technology: 5 We will research, implement and evaluate technologies for use within the Safe System and promote them as appropriate.	Active and Sustainable Travel: 6 We will ensure road safety remains a key focus of active and sustainable travel in Scotland.
Knowledge and Data Analysis: 7 We will ensure our actions are evidence-led to support the delivery of the Safe System.	Enforcement: 8 We will optimise enforcement to encourage good road user behaviour to support the Safe System.	Health: 9 We will strengthen the relationship between health and road safety, reduce the likelihood, number and severity of collisions and improve the post-crash response.
Education: 10 We will provide opportunities for all road users to gain the knowledge, skills and experience required to become safe and responsible users.	Engineering: 11 We will improve road infrastructure and maintenance.	Inequality: 12 We will reduce road safety inequality due to socio-economic disadvantage of people living in areas of deprivation.



Targets

- The framework sets out a compelling long-term goal for road safety, Vision Zero, where there are zero fatalities and injuries on Scotland's roads by 2050.
- The journey to achieving this goal also includes ambitious interim targets where the number of people being killed or seriously injured on our roads will be halved by 2030.
- For the first time, mode and user specific targets for key priority groups such as pedestrians, cyclists, motorcyclists and over-represented age groups have been created to focus attention by partners on our priority areas.
- These are backed up by Intermediate Measures, KPI's and a number of other indicators that will be monitored at the governance groups

Our Targets

Interim Targets to 2030

- 50% reduction in people killed
- 50% reduction in people seriously injured
- 60% reduction in children (aged <16) killed
- 60% reduction in children (aged <16) seriously injured



Intermediate Outcome Targets

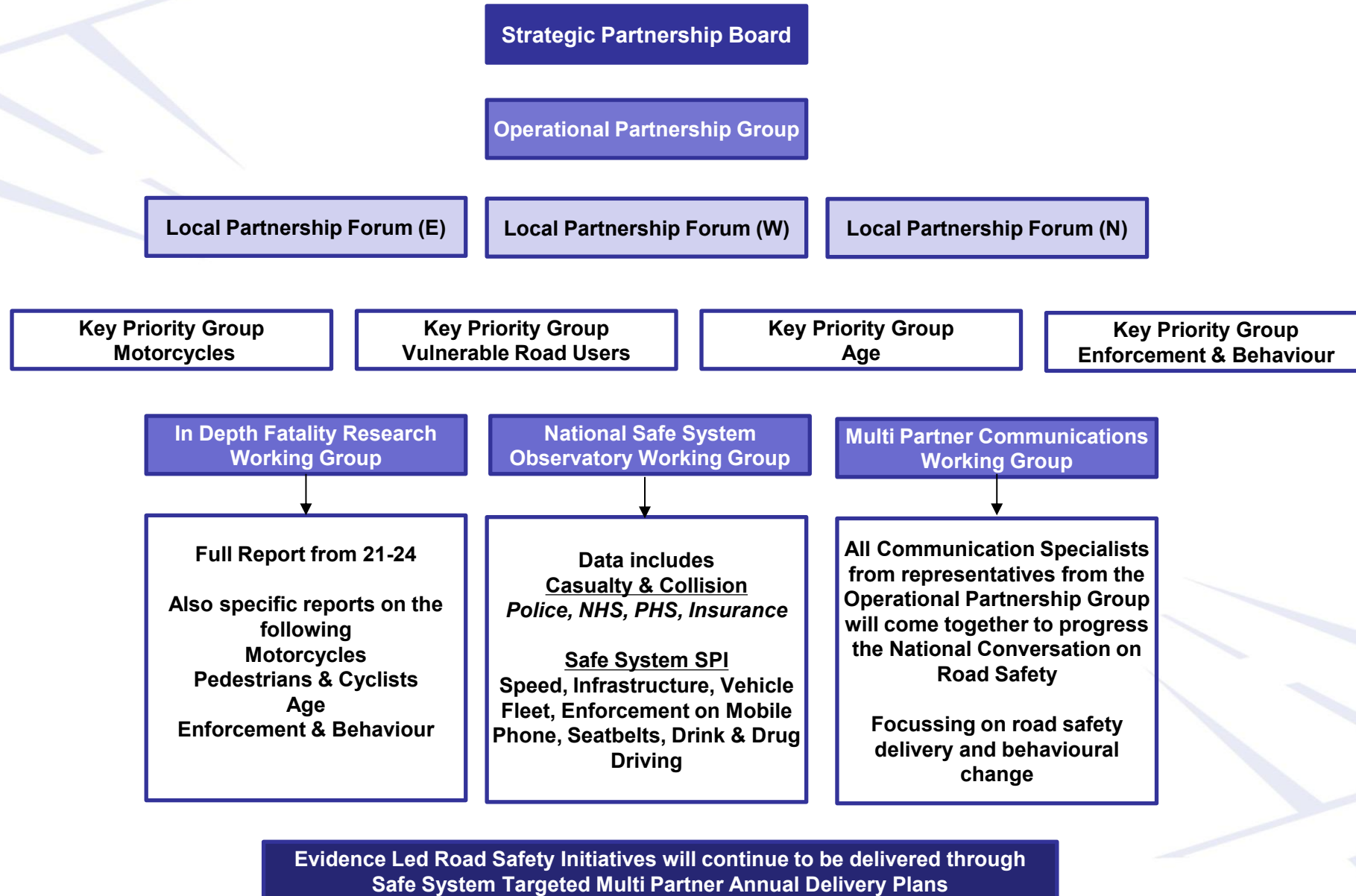
- 40% reduction in pedestrians killed or seriously injured
- 20% reduction in cyclists killed or seriously injured
- 30% reduction in motorcyclists killed or seriously injured
- 20% reduction in road users aged 70 and over killed or seriously injured
- 70% reduction in road users aged between 17 to 25 killed or seriously injured
- Percentage of motorists driving/riding within the posted speed limit
- The casualty rate for the most deprived 10% SIMD areas is reduced to equal to the least deprived 10% SIMD areas.

Intermediate Measures

- Casualty rate per 100 million vehicle kilometers for cyclists killed and seriously injured
- Casualty rate per thousand population for pedestrians killed and seriously injured
- Number of people killed and seriously injured in collisions where at least one driver/rider was driving for work, not commuting



Road Safety Governance Structure



The Challenge



The Challenge

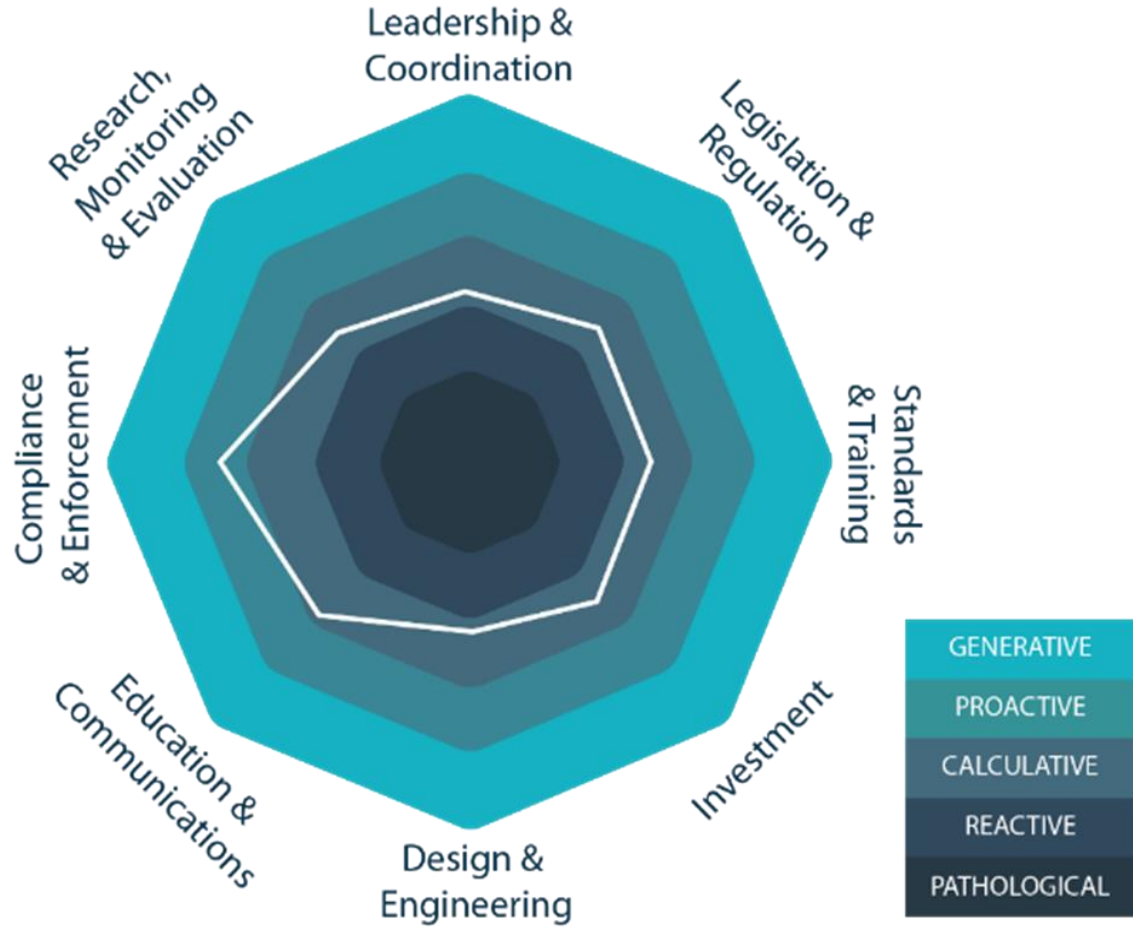
- The Pandemic followed by a cost of living crisis & restrictions on spending in some areas
- Undertook organisational and partner analysis of their Safe System knowledge
- Safe System Approach - Theory and Principles in the RSF2030
- Assessed Safe System Manuals and reached out to high performing countries
- Partner organisations with limited budget, resources and apprehensive about the challenge of a new way of delivery
- A post pandemic decline in road safety performance



We needed cultural change



Understanding The Model & Assessing Partners

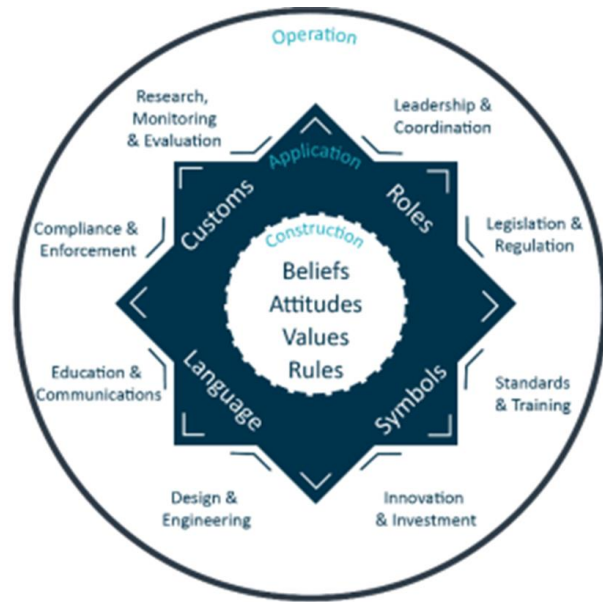


Cultural Maturity Playbook

- This playbook, a global first for any road authority, introduces a new approach to investing in the kind of culture that will support our road safety ambitions.
- It is called a playbook rather than a strategy because we want it to reflect the dynamic nature influencing culture.
- This is a creative process that needs to balance both ambition (for where we want to get to) with flexibility (in how we get there).
- It includes a set of guiding principles and a collection of tools and techniques that will help organisations to develop the right sort of culture to become increasingly mature in their delivery of Safe System.
- It aims to provide enough structure to allow creativity to flourish, with enough constraint to avoid wasted effort and resource.



Cultural Maturity Model & Plays



- To keep this simple, we have created '4 Cultural Plays' that are easy to remember because they are the ABCD of developing culture.



- **Advocacy** - Building support by actively championing our cultural ambitions
- **Behaviour** - Embedding the customs and practices that express our desired culture
- **Communication** - Developing the shared vocabulary that ensures clarity of purpose
- **Design** - Visually reinforcing our aspirations through relevant images and symbols

4 Areas of Development

Investment in Culture

- Undertake Safe System Cultural Maturity analysis
- Development of a Safe System Culture playbook



- Identify experts to create comprehensive outline
- Prioritise development of key sections
- Explore technologies for delivery

Safe System Manual



- Review current data landscape
- Develop Safe System data catalogue
- Create roadmap for next steps

Training Resources

- Safe System eLearning Primer
- Deliver foundation training
- Map out detailed training framework



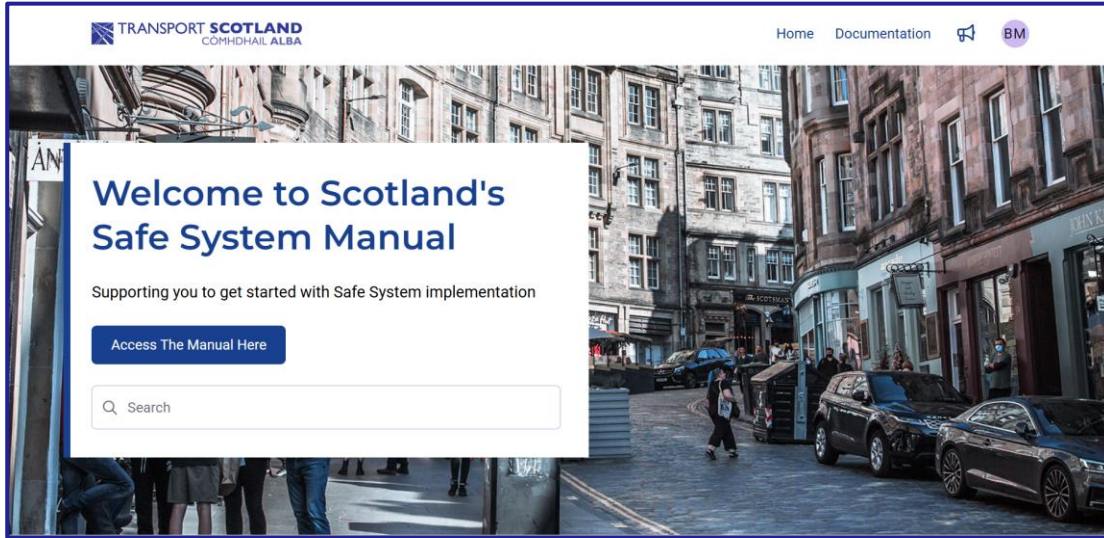
Performance Analysis



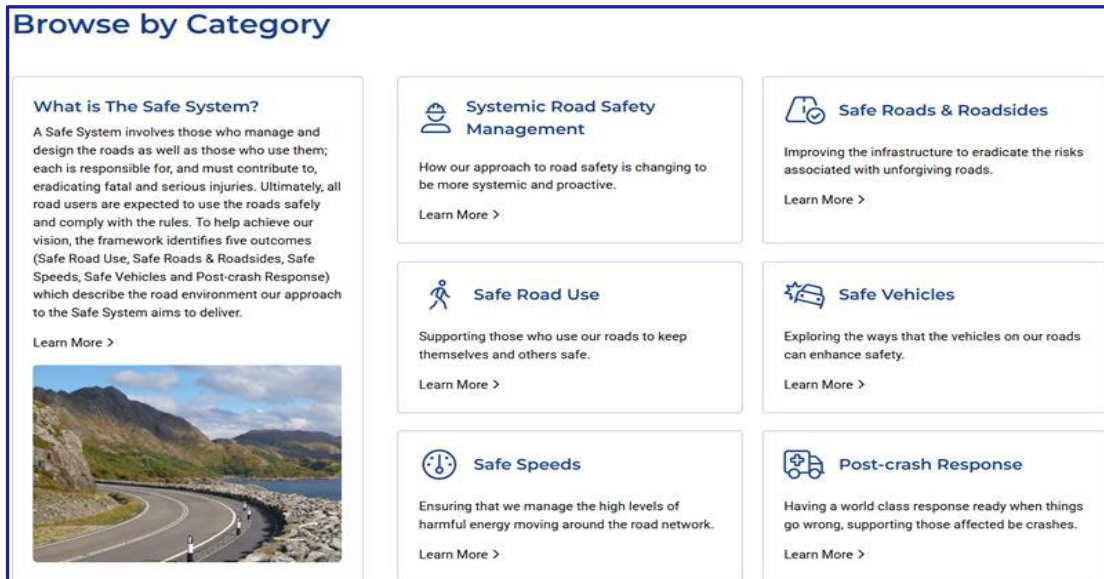
Safe System Training & Manual



Safe System Manual



- I felt passionately about the need to provide strategic leadership to partner organisations
- Developed the world's first Safe System Manual for Road Safety Practitioners
- It provides guidance and best practice to assist in safe system road safety delivery
- Combines international evidence, curated by experts



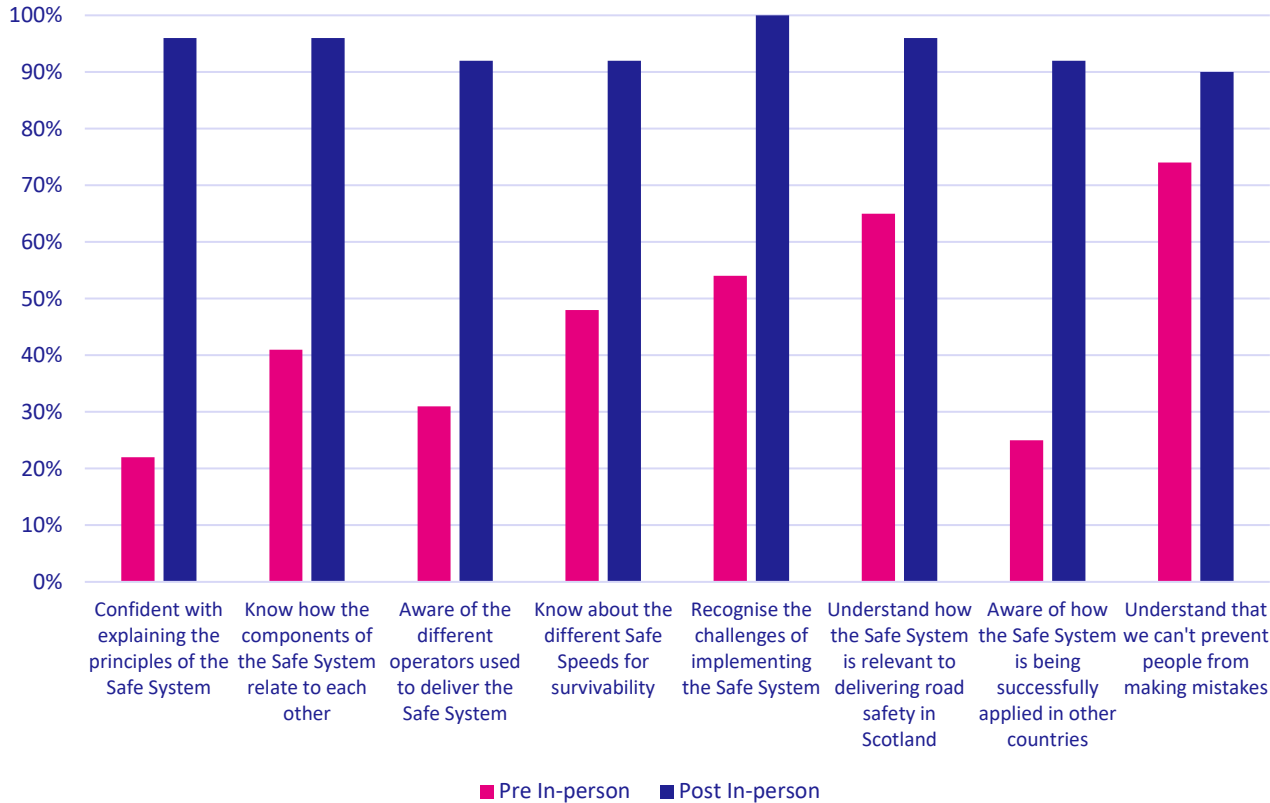
Safe System Training



- Nearly 300 delegates trained in two-day classroom sessions
- Over 200 attendees at half-day virtual workshops
- Bespoke training for Members of the Scottish Parliament
- Board development session for Transport Scotland directors
- eLearning Primer, introducing the Safe System



Training Evaluation



“I used to think that the road to zero KSIs was an unachievable target that was overly ambitious. Now I understand it is not accepting any level of harm on our roads. I.E. always searching for improvement opportunities and advances in safety. Not just blowing casualties off as gross negligence.”

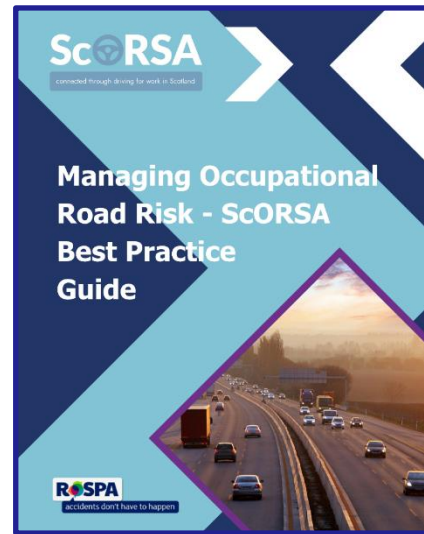
“I now know what the Safe System approach is and the impact it can have if used collectively by all operators/stakeholders across all facets of road safety. Small changes if applied consistently can have a great impact. It's important to monitor and review changes to know the positives and negatives and demonstrate any benefits to others.”



What is being delivered now



- **Comprehensive road safety budget of £41 million**
 - *Road Safety Improvement Fund for LA's*
 - *Road Safety Framework Fund for Partners*
 - *Trunk Road Casualty Reduction Programme*
 - *Scottish Safety Camera Programme*
 - *Road Safety Scotland Publicity & Education Programme*
- **We are undertaking a Mid Term Review of our safety performance indicators & delivery**
- **Review of the Scottish Safety Camera Programme**
- **Continued Safe System Training for practitioners**
- **Additional work on the National Speed Management Review in terms of 50 mph on Single Carriageway Roads**
- **Completion of our National Strategy for 20 mph in Scotland**
- **Full range of behavioural change campaigns on key priority groups**
- **Education Resources all updated in line with Curriculum for Excellence**
- **Work alongside ROSPA on managing occupational road risk**



- In depth fatality research report from 2021-2024
- Working closely with Police Scotland on the implementation of the recommendations of the HMICS Review into Road Policing
- Focus on how we can assist with drink and drug driving
- Roll out of RTDC & National Dashcam Platform
- Distracted Driver Technology Trial ongoing
- Using the data and evidence correctly at all levels
- Working closely with the Public Health, Education and Justice
- Engagement with UK Government on a number of reserved matters
 - *General Safety Regulations of Vehicles*
 - *Fitness to Drive – Older road users*
 - *Motoring offences such as seatbelts*
 - *Motorcycle/Moped Licensing & Testing*
- Working on various wider policy development including:-
 - *Graduated Driving Licensing*
 - *Moving Traffic Offences including School Streets*
 - *Direct Vision Standards*



EV Chargers



EV Chargers

- There is no national guidance in place for EV Chargers
- SCOTs produced their own guidance and TS offered assistance with flowcharts etc, however, SCOTs decided to pull this guidance together themselves
- £3,500 grant that individuals can apply to via Energy Saving Trust but only 3 LAs have signed up so far
- East Lothian, Perth & Kinross and Renfrewshire
- Insurance is a reserved matter and different providers give different levels of cover
 - Cable cover is car insurance
 - Cable is car insurance
 - Gully is home insurance



Questions

