

From mountain to sea

Road Safety Plan

2021 - 2030



Safer Roads in Aberdeenshire



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Foreword

This is our sixth Road Safety Plan which builds upon the achievements and learnings gained through the delivery of our previous Road Safety Plans and identifies Aberdeenshire Council's continued desire to review, demonstrate and share best practice through being an integral part of our local and regional transportation plans. The Road Safety Plan has been written using known collision information, trends and evolving issues to develop our current priority focus areas, strategic objectives and the integration of the Safe Systems' five pillars:

- **Safe Road Use**
- **Safe Vehicles**
- **Safe Speeds**
- **Post-Crash Response**
- **Safe Roads and Roadsides**


The principal aim of our Road Safety Plan is to achieve our vision where no-one is killed on north east roads and the injury rate is much reduced. Partnership working will be vital in developing and changing road users' behaviours and safety awareness to reduce the emotional and financial impact caused by collisions across our roads network.

We will continue to work towards our strategic objectives of reducing collisions across Aberdeenshire's roads through the integration of the Safe System approach within the well-respected and proven Road Safety five E's model:

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

Appended to the Road Safety Plan is our Action Plan which sets out our Leadership, Long Term Goals, Safer People Target Areas and Performance Management which will be used to show annual progress towards the Scottish national government targets. The Action Plan will be a live and ever evolving document subject to continual review.

In 2021, the Scottish Government produced a new Road Safety Framework to 2030 which includes new targets for road safety in Scotland. Their road safety vision is for Scotland to have the best road safety performance in the world by 2030 and identifies the part every one of us has to play in ensuring our long-term aspiration for zero fatal or serious injuries become a reality. This vision is known as 'Vision Zero'. These new targets will be challenging and require a step change in how Aberdeenshire Council approaches road safety by pro-actively identifying areas of risk that could result in our road users being killed or seriously injured.



It is intended that our Road Safety Plan will remain valid until 2030 in line with the National Framework. However, should there be any significant developments, particularly in terms of trends, changing priorities, transportation or technological development, then a new or updated Road Safety Plan may be required before 2030 to reflect these changes.

We have reduced injury by over 60% when comparing the 5-year average for 2004-2008 to the latest verified average data for 2016-2020; we also reported nearly 70% fewer fatal injuries than the national target. There is still significant investment required to ensure continued improvements are achieved as there is someone killed or seriously injured on roads in Aberdeenshire every 72 hours

My continued 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 our partners will continue to contribute to achieving our shared vision where no-one is killed or seriously injured on our roads.



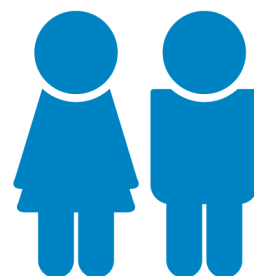
Councillor Argyle
*Chairman of the Infrastructure
Services Committee*

Across Aberdeenshire



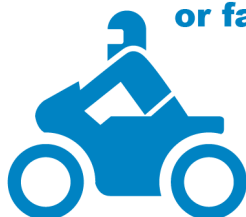
5,712km

**Roads in Aberdeenshire
(10% of Scotland's roads)**



**Population
260,780**

Since 2015 **60%** of
all motorcycle
collisions are serious
or fatal



Since 2015 **78%**
of driver fatalities
are male



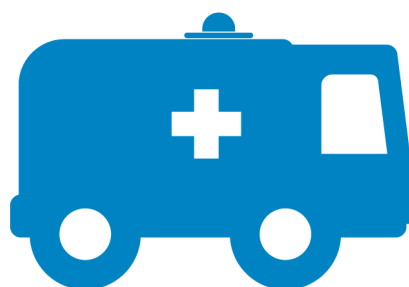
75%
of all fatalities
are male



£57.2m

**The cost of collisions to
Aberdeenshire's economy
in 2019**

Every **72hrs** someone
is killed or seriously injured



2004-08 average

2016-20 average



824 casualties reduced to 319

1.0 Introduction

- 1.1: Aberdeenshire Council has a Statutory Requirement under the '1988 Road Traffic Act – Section 39',⁽¹⁾ to investigate, design and promote engineering and educational measures, giving road safety information and training resulting from road traffic collisions to prevent further injury. Our Road Safety Unit (RSU), comprising of engineers, road casualty reduction and transport safety education practitioners fulfil this statutory requirement. Effective road safety not only saves lives and prevents injuries but can also prevent the resultant emotional and psychological trauma, saving a substantial amount of public money, which in turn reduces the burden on over-stretched public services such as health and social care.
- 1.2: Creating safer roads infrastructure is critical for our longer-term goals. Areas of concern across our network should be identified through a robust risk assessment process. Mitigating measures should be implemented to reduce the risk of collisions occurring and resultant injuries or reduce their likelihood and/or severity.
- 1.3: Adopting the Safe System approach will allow the RSU to use techniques that will identify high risk locations and assist the area roads teams to prioritise road safety countermeasure treatments within the roads maintenance programme, our local safety schemes, and planned road upgrades and ensure that resources are being utilised to implement the schemes that will have the greatest benefit for casualty reduction to our road users.
- 1.4: As part of the statutory duty, Aberdeenshire Council must:
- a. Prepare and carry out a programme of measures designed to promote road safety.
 - b. 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.

1.5: Aberdeenshire's Road safety team not only formulates, develops, and delivers the Council's Road Safety Plan for Aberdeenshire and other Northern Collaboration group members but also:

- a. Develops the Council's policies and practices in relation to road safety matters contributing to the development and delivery of road safety policy in a Local and National context.
- b. Selects and monitors road collision sites for remedial action.
- c. Supervises and carry out road collision studies, investigate innovative experimental measures for collision reduction using new technology.
- d. Undertakes safety auditing and road safety reviews for new schemes.
- e. Carries out risk assessments for existing road and path network.
- f. Supervises the collection, processing and analysis of road collision statistics for the Council.
- g. Interfaces with, and provides specialist advice to all partners, as appropriate, for all road safety related issues.
- h. Operates, validates, and administrates the Councils road collision database.
- i. Analyses traffic and collision data, providing evidence-based engineering solutions, design schemes, prepare plans, commission work, design and evaluate innovative experimental measures for collision reduction using new technology overseeing remedial interventions.
- j. Arranges and attends site investigations, surveys and other related work.

- k. Prepares reports on the results of traffic surveys and consultation exercises as they arise
- l. Analyses collisions and prepares reports to identify casualty classes and trends feeding into the delivery of in-house road safety education.
- m. Attends post-fatal investigations with Police Scotland providing assessment of existing infrastructure and any remedial measures required to mitigate reoccurrence.



1.6: 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 many of our rural towns and villages dispersed across Aberdeenshire, a high proportion of our residents' commute to work by private vehicle.

1.7: 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 resulting in higher use 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.



| | 2004-08 average | | | 2020 | | | 2016-2020 average | | |
|---------------|-----------------|---------|--------|-------|---------|------|-------------------|---------|------|
| Area/Severity | Fatal | Serious | All | Fatal | Serious | All | Fatal | Serious | All |
| Aberdeenshire | 33 | 166 | 824 | 7 | 90 | 166 | 10 | 117 | 319 |
| Scotland | 292 | 2,605 | 17,097 | 141 | 1547 | 5040 | 161 | 1671 | 7308 |
| Percentage | 11.3% | 6.4% | 4.8% | 5.0% | 5.8% | 3.3% | 6.2% | 7.0% | 3.8% |

Table 1

1.8: According to 'TS Transport Statistics – No.39',⁽²⁾ Scotland has 56,722km of public roads of which around 10% is within Aberdeenshire. As can be seen from the following table reproduced from 'TS Reported Road Casualties Scotland 2020',⁽³⁾ Aberdeenshire is generally reporting less casualties per kilometre than its proportion of Scotland's roads.

1.9: In Aberdeenshire, using the 2019 casualty figures as reported in 'Transport Scotland's Reported Road Casualties Scotland 2019' document,⁽⁴⁾ the cost to Aberdeenshire's economy has been:

- **Fatal - £22.7m** (10 x £2,267,767)
- **Serious - £30m** (111 x £270,384)
- **Slight - £4.5m** (168 x £27,103)

1.10: Total cost to Aberdeenshire's local economy during 2019 alone was **£57.2m**. By comparison, 10 years ago in 2009 in Aberdeenshire, using the 2009 casualty figures, the cost to Aberdeenshire's economy has been:

- **Fatal £40.4m** (22 x £1,838,057)
- **Serious £47.5m** (225 x £210,902)
- **Slight £15m** (665 x £22,448)

1.11: Total cost to Aberdeenshire's local economy during 2009 alone was **£102.9m**

1.12: These improvements have resulted in a saving over the 10-year period of around **£230m**. Note that road users being killed or seriously injured is around half of what was reported 10 years ago.

1.13: The Department for Transport estimate the values assigned to the cost of road casualties and accidents in Great Britain. The valuation of casualty costs is calculated for Great Britain for all levels of severity. They encompass all aspects of the costs of casualties including, not only the cost of damage to vehicles and property, but the cost of police, medical and insurance administration. In addition, but more importantly this also includes the human cost reflecting intrinsic loss of enjoyment of life; pain, grief and suffering as well as the loss of output due to injury or death.

1.14: Throughout the year, the number of casualties in each of the different road user categories fluctuate between which is the most likely to be involved in an injury collision. Over the last 10 years the results demonstrate the months with the highest rates of injury forming part of our Action Plan campaigns.

- Jan - Children
- May - Children, Motorcyclists and Young Drivers
- June - Cyclists
- July - Motorcyclists and Cyclists •
- Aug - Older Drivers and Pedestrians
- Sep - Younger Drivers
- Oct - Children
- Nov - Old Drivers and Pedestrians

We will utilise this information to tailor the timing of our campaigns accordingly.

- 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. In accordance with the updated 2017 North East Scotland Road Casualty Reduction Strategy, we will also deliver the overarching outcomes of the strategy on a joint basis through targeting resources and expertise.



- 2.4: We aspire to create 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 the use of active travel, use of public transport and motorcycling to help combat congestion and promote a safer and healthier environment for our road users and allow us to reach our national environmental and active travel targets.
- 2.5: In a wider context, and to improve communications between national and local level government, Transport Scotland's Road Safety Framework has developed three Scottish local partnership forum groups. The North Unit comprises the Councils of:
- **Aberdeenshire**
 - **Aberdeen**
 - **Angus**
 - **Perth & Kinross**
 - **Moray**
 - **Highland**
 - **Comhairle nan Eilean Siar**
 - **Shetland Islands,**
 - **Orkney Islands.**
- 2.6: The remit of the local partnership groups in essence, is to review, analyse and monitor information relating to road safety improvements, and to share best practice and identify and discuss potential barriers to the delivery of the framework amongst its members.



3.0 Local Road Safety Strategy

- 3.1: The safety of all road users is a key priority for Aberdeenshire Council. Improvements in local road safety is a critical element helping to achieve '*the councils six priorities*': ⁽⁶⁾
- a. **Our People**
 - **Education** - Through Road Safety Education and encouragement
 - **Health and Wellbeing** - Casualty reductions and facilitating safe means of active travel
 - b. **Our Environment**
 - **Infrastructure** - Mitigation of potential risk and improvements to the local roads network
 - **Resilient Communities** - Through engagement, helping communities feel empowered and enabled
 - c. **Our Economy**
 - **Economy and Enterprise** - Impact on cost of collisions to the local community economy
 - **Estate modernisation** - Development of our local network and infrastructure

4.0 Regional Road Safety Strategy

- 4.1: At a Regional level, Aberdeenshire Councils six priorities and the work of the road safety unit also aligns with 'Nestrans Regional Transport Strategy to 2040' ⁽⁷⁾ and its vision underpinning their strategy pillars.
- 4.2: Equality, Climate, Prosperity and Wellbeing
- All road users will be afforded equal levels of protection and that all local areas are provided with sufficient support with impartiality to ensure consistent records of casualty reduction.
 - We will continue to support active travel and ensure the safety of vulnerable road users.
 - We will continue to reduce the local impact, both emotional and financial, through a reduction of collisions.
 - Investigate innovative solutions to reduce material and product usage.
 - Use renewable energy, where possible, for our powered infrastructure.

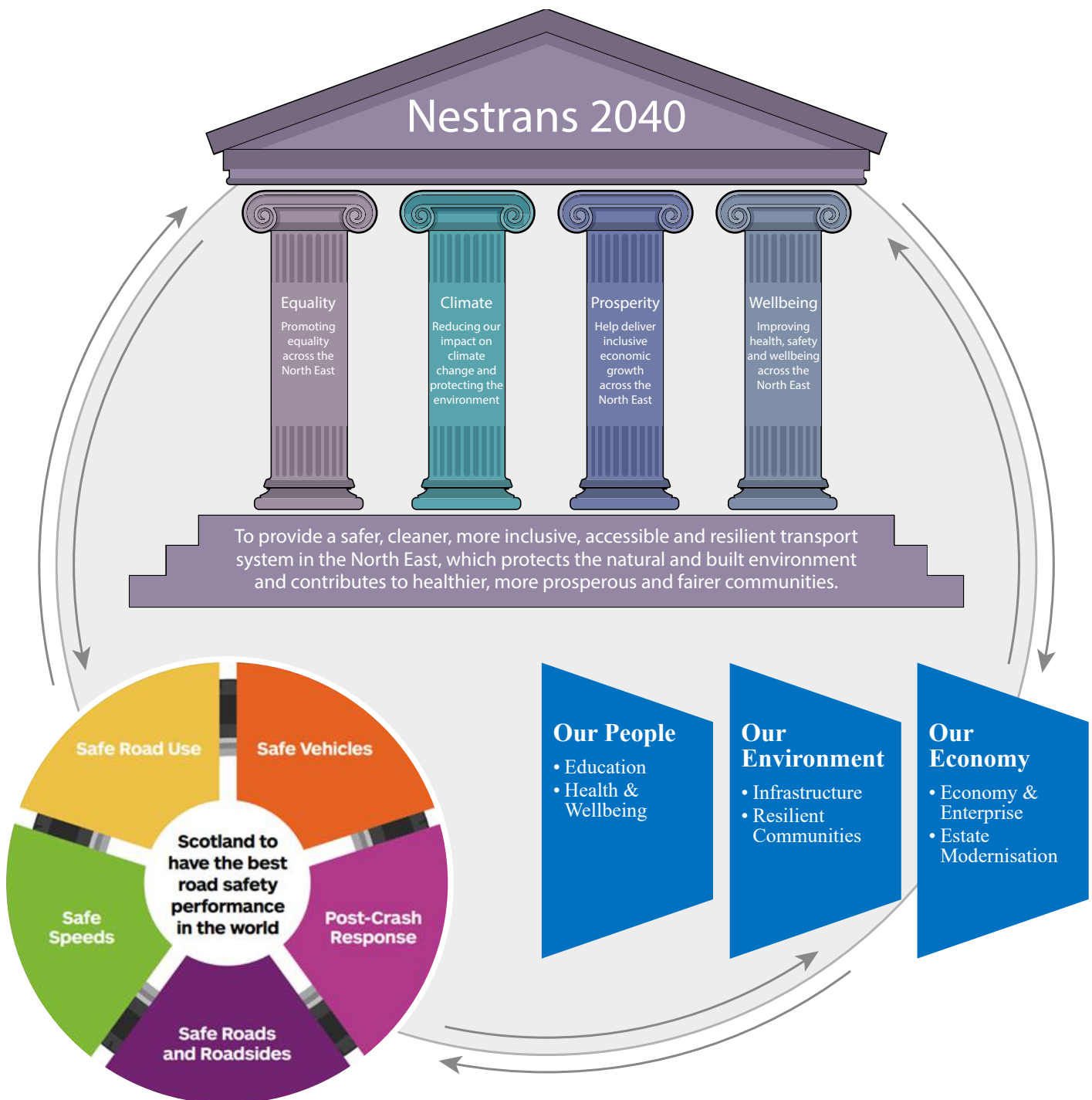
5.0 National Road Safety Strategy

- 5.1: In 2021, the Scottish Government produced a new 'Road Safety Framework to 2030', ⁽⁸⁾ for improving road safety in Scotland. Their road safety vision is for Scotland to have the best road safety performance in the world by 2030 and identifies the part every one of us has to play in ensuring our long-term aspiration for that Vision Zero to become a reality. We take guidance from this framework.
- 5.2: Their 12 strategic actions are overarching and address the following areas:
- Speed
 - Climate
 - Funding
 - Change in Attitudes
 - Technology
 - Active & Sustainable Travel
 - Knowledge & Data Analysis
 - Enforcement
 - Health
 - Education
 - Infrastructure
 - Reduce Inequality



6.0 Synergy of Strategic Goals

- 6.1: One of the guiding principles of the new framework is the 'Safe System' ⁽⁵⁾ approach to road safety delivery and is regarded as international best practice. It sets out an ambitious approach to road safety management. By using current knowledge, building on best practice and using innovative solutions and new technologies we are aiming to utilise the overarching principals of the Safe System approach. This wholly aligns with our longer-term vision where no-one is killed on north east roads and the injury rate is much reduced.



7.0 Aims and Objectives

- 7.1: Through a Safe System approach, our principal aims are to:
- a. Develop education and publicity work to raise awareness of road safety risk on Aberdeenshire's roads and reduce casualties and the emotional and financial impact through resultant reduction of collisions.
 - b. Deliver safer infrastructure and implement measures to tackle potential risk on the existing transport network. All road users will be afforded equal levels of protection and that all local areas are provided with sufficient support with impartiality to ensure consistent records of casualty reduction.
 - c. Deliver safety and security through the design of new infrastructure and operation of services and continuing to support active travel and ensure the safety of vulnerable road users.
- 7.2: In using the well-respected 5 E's of Road Safety; **Education, Engineering, Enforcement, Encouragement** and **Evaluation** to reduce collisions on our road network. We will:
- a. Help develop the competence and road safety awareness of all users of our roads.
 - b. Develop a programme of actions intended to promote road safety.
- 7.3: Continue to work collaboratively with our partners to:
- a. Combat poor and distracting behaviours that include drink or drug driving, speeding, mobile phone, seat belt usage and other distractions through Education, Encouragement and Enforcement.
 - b. Develop our existing collaborative and partner working relationships to help achieve all our strategic objectives using where possible, Technology, Innovation, Knowledge Sharing and Data Analysis.
 - c. Help achieve national targets with respect to Climate, Health, Active and Sustainable Travel.

8.0 Priority Focus Areas

- 8.1: Ensuring our roads are safe for all types of road users is a key deliverable. This is reflected both locally and in the national Scottish priorities. Detailed statistical analysis on disproportional injuries has been identified leading to the following areas requiring targeted investment to address. It should be noted that the detailed analysis was based on pre-pandemic data to avoid any statistical anomalies due to changes in restricted travel and vehicle types and use. It should also be noted that casualties may not just a failure of the road user, but also the road system (See Section 10.3):
- Motorcyclists
 - Young drivers (17-25)
 - Older Drivers (over 65)
 - Middle Aged Drivers (circa 45)
 - Work Driver Engagement
 - Vulnerable road users
 - Fatigue
 - Foreign drivers
 - Deprivation
 - Driver behaviours (Mobile Phones, In-Car Technology, Seatbelts, Drink and Drugs)
 - Speed
- 8.2: Motorcyclists
- Whilst recognising the benefit that motorcycles bring to the environment and in reducing congestion in built up areas, and also in the benefits for rider's mental health, some riders perception of safe speed will often differ to that of other road users due to the ease in which their motorcycles can travel comfortably at excessive speed. Inappropriate or excessive speed has been attributed as a collision factor in 26% of collisions between 2015 – 2019, although severity has been reducing year on year. Most motorcycle collisions happen during recreational activity.
- 8.3: Between 2015-2019, the majority of severe or fatal injuries are to middle aged (45-55) male motorcyclists riding over 500cc bikes, and whilst accounting

for under 1% of the overall traffic on the road, record 13% of all Aberdeenshire's fatalities. The A93 and A939 record the highest number of incidences being two of our most popular tourist routes for motorcyclists. Records show that motorcyclists are almost twice as likely to have a collision negotiating a left-hand bend as they are a right-hand bend.

8.4: Motorcyclists are not afforded the luxuries of impact absorption, seatbelts and air bags that drivers do, which results in an increase in casualty severity when motorcycle riders are involved in a collision. From our recoded data analysis, most collisions occur during the summer months, and a dramatic increase is evident from May to September as more motorcyclists take to the roads after a winter break.

8.5: In collaboration with our partners, we will:

- a. Take forward educational and engineering initiatives tailored to promote safer riding and address inappropriate speed behaviours and reduce the likelihood of serious or fatal injuries in the event of a collision.
- b. Encourage the use of appropriate clothing in addition to legal requirements.
- c. Encourage improved levels of inspection and maintenance.
- d. Support any new training scheme with our partners to help reduce the number of collisions involving motorcyclists for example, Police Scotland led 'Rider refinement north'.

8.6: Young Drivers (17 to 25)

Although the reported casualties are lower than other groups, inexperienced drivers are proportionately more likely to have a collision, with under 25-year olds most at risk of a life changing injury.

8.7: Since 2004 we have engaged with pupils from Aberdeenshire, Aberdeen and Moray schools 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/ passenger's awareness of safe driving practice and potential consequences of dangerous behaviour on the road. This format is currently under review with consideration being given to enhancing the experience to reinforce the learning.

8.8: Through targeted social media we will continue to engage with road users to raise awareness of specific issues that have been identified as an emerging issue throughout the year to address and reverse these potentially escalating trends.

8.9: Older Drivers (over 65)

Over a 5-year period, 2015-2019, drivers over 65 years old had less than a third of the amount of collisions of the under 25 age group. 45% of the over 65 age group involved in a collision were killed or seriously injured which was 8% higher than the under 25 age group.

8.10: Middle Aged Drivers (circa 45-55)

We will continue to investigate the relationship between Middle Aged road users and high collision rates as records have alluded to a correlation leading to an increase within this age group potentially relating to:

- a. high performance vehicles
- b. driving for work
- c. school runs
- d. motorcyclists



Driver Age vs Severity of Collision 2015 - 2020

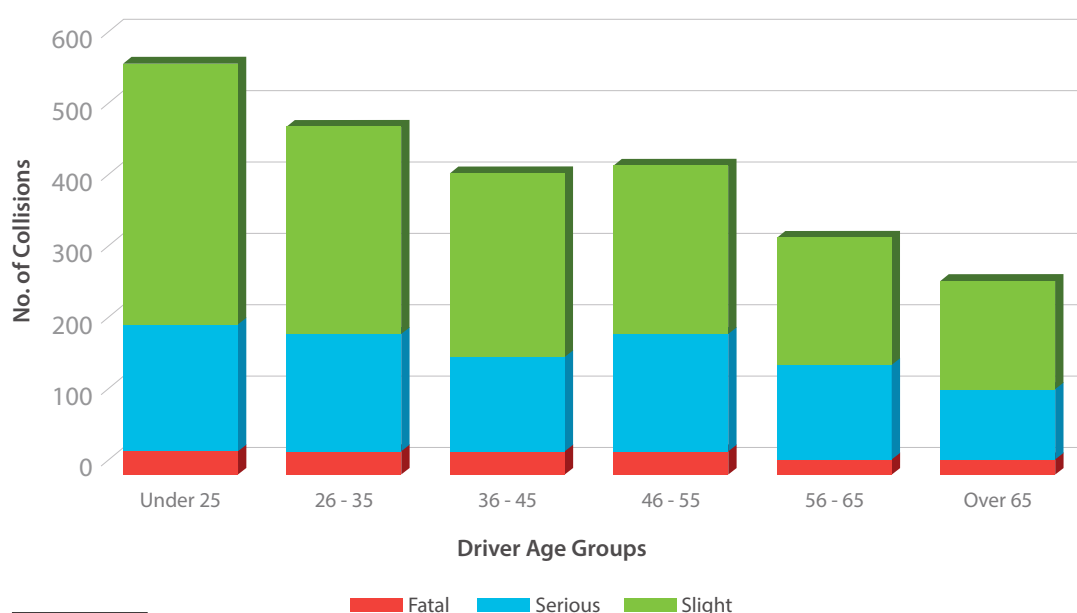


Figure 1

8.11: Work Driver Engagement

The Health and Safety Executive advise that over 25% of all road traffic incidents may involve somebody who is driving as part of their work at the time which is in line with Aberdeenshire's recorded injury collisions.

The Management of Health and Safety at Work Regulations 1999 require that an assessment of the risks to the health and safety of your employees is undertaken while they are at work, and to other people who may be affected by the organisation's work activities. This requires consultation with all employees on health and safety issues, including:

- risks arising from their work
- proposals to manage and/or control these risks
- the best ways of providing information and training

8.12: We will liaise with employers throughout Aberdeenshire to help improve their effective management of work-related road safety resulting in reduced risk of work-related ill health, reduced stress and improved morale.

8.13: We will work with and support our partners to produce effective campaigns that bring awareness to this often overlooked and highly problematic issue. We will lead by example within Aberdeenshire Council to ensure that our organisational behaviours are best in class focusing on:

- time pressures
- fatigue
- distractions
- health and wellbeing

8.14: We will engage with Aberdeenshire Council's fleet management team, HSE and other interested parties to further develop the Driving at Work policy to ensure that these topics are fully considered.

8.15: Vulnerable Road Users (Pedestrians, Cyclists and Children under 16)
Pedestrians

From the following graphs it is evident that severity of pedestrian injury and cycling injury has reduced. The Scottish Government is committed to achieving a more active and healthier nation with active and sustainable travel playing a

key role. Transport Scotland continues to encourage people to use active travel options for short everyday journeys. From 'Transport Scotland's Active Travel Framework' ⁽⁸⁾ their active travel vision for 2030 is that Scotland's communities are shaped around people, with walking or cycling the most popular choice for shorter everyday journeys. The forthcoming Local Transport Strategy will detail Aberdeenshire's progress in this respect.

- 8.16: To support this vision, Aberdeenshire Council's Road Safety Unit will:
- a. Better improve the perception of road safety to vulnerable road users and investigate ways to raise awareness of pedestrians amongst other road users.
 - b. Continue to deliver safe walking initiatives in schools.

- c. Ensuring that any improvements to proposed and existing infrastructure will result in the accessibility of safer routes for all.
- d. Continue to audit and assess viability of proposed pedestrian crossing locations in accordance with policy.

8.17: It is noted that between 2015-2019 there were 140 pedestrian casualties which accounted for 8% of all Aberdeenshire road traffic casualties, of these:

- a. 38% of pedestrian casualties happen in darkness
- b. 25% of all pedestrian casualties occur in the months of January and August
- c. 52% of these casualties were aged 21 or under

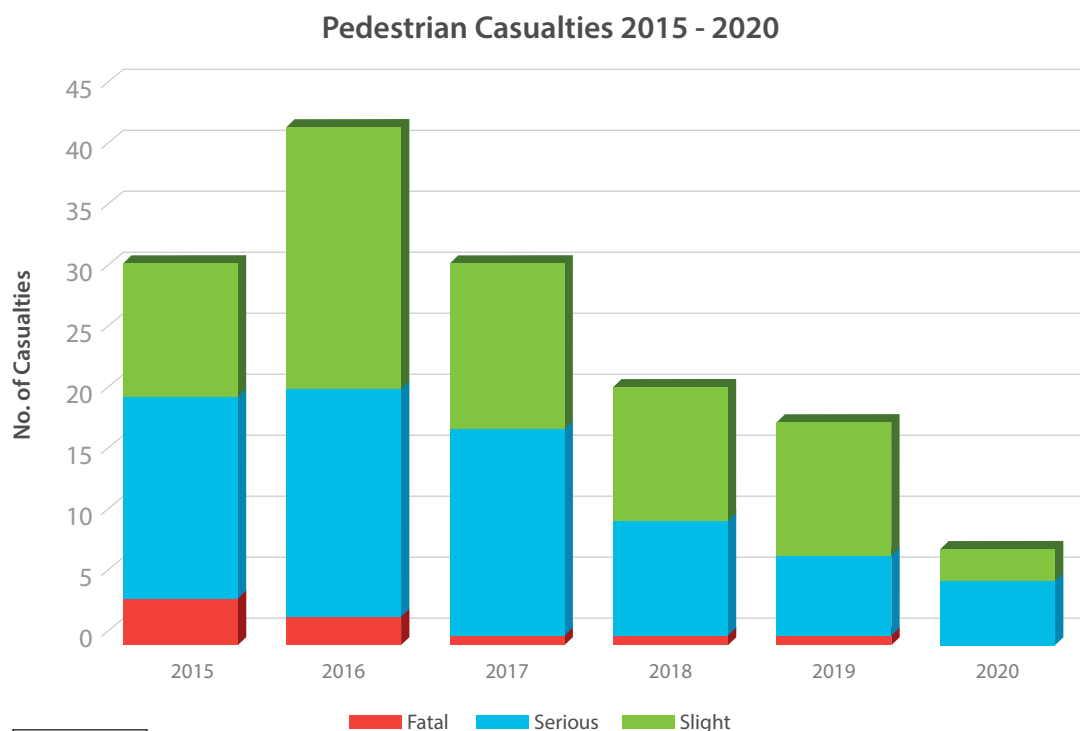


Figure 2

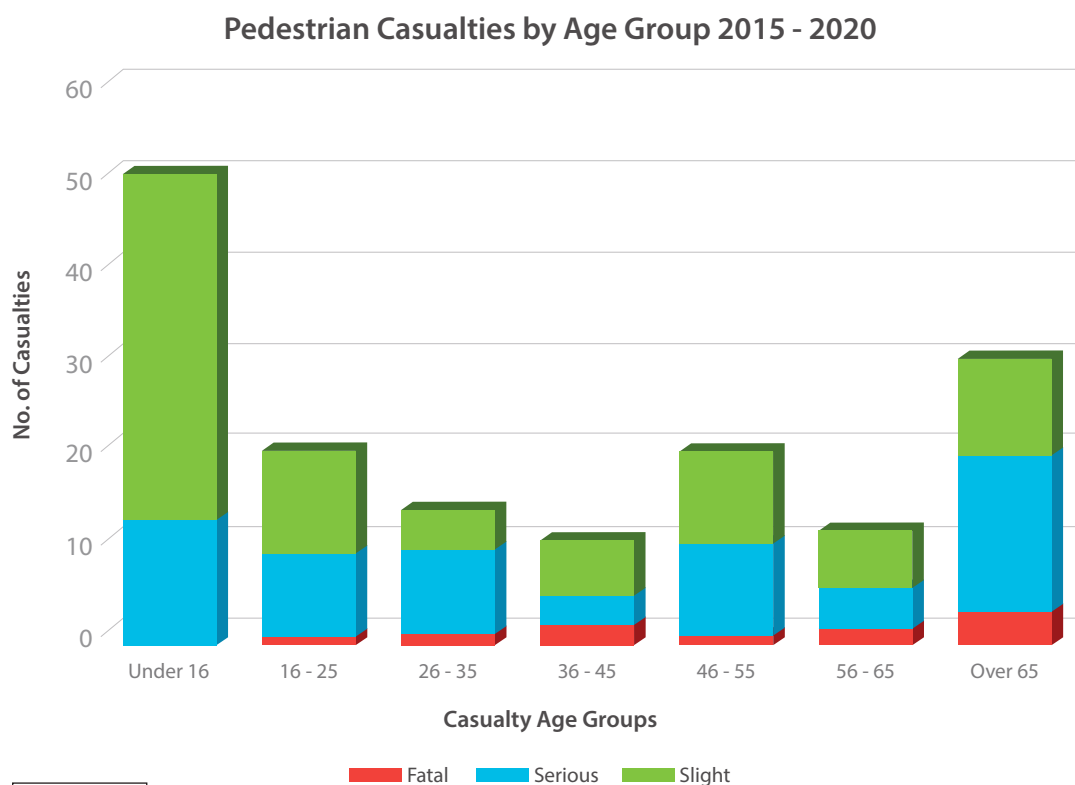


Figure 3

8.18: Cyclists

The pedal cyclist casualty rates (all ages) in Scotland were substantially lower than in England and Wales in 2019 for seriously injured (43% lower) and for 'all severities' (62% lower). However, the child pedal cycle casualty serious rate was 34% higher and the 'all severities' rate 15% lower in Scotland than in England and Wales. Aberdeenshire has a 60% lower casualty index than Scotland. Note that urban areas like Aberdeen, Glasgow or Edinburgh have higher incidences of cyclist collisions than rural areas such as Aberdeenshire.

The following statistical analysis allows for the development of suitable publicity and interventions to address these high-risk areas.

8.19: In 2015 - 2019 across Aberdeenshire there were 64 cyclist casualties, of these:

- a. 67% of all cyclists were wearing a helmet at the time of a collision

- b. Of all the cyclists recorded as not wearing a helmet, 60% were 30 years old and over

- c. 80% of those not wearing a helmet were 16 Years old or over

8.20: The top 3 causation factors for injury cycle collisions were:

- a. Passing too close to cyclist
- b. Failed to judge other person's path or speed
- c. Failed to look properly

8.21: The 51 – 60 age group return the highest number of collisions

- a. 63% of cyclist casualties were involved in collisions on the rural road network
- b. Of all the killed and seriously injured cyclist casualties, 85% of these were on the rural road network and 15% on the urban road network

8.22: Aberdeenshire Council will work with our partners to help enable a safer road network across Aberdeenshire by

educating all road users, encourage good behaviours, combat poor driving and improve attitudes towards members of these groups.

8.23: To support this Aberdeenshire Councils Road Safety Unit will:

- Better improve the perception of road safety to vulnerable road users and investigate ways to raise awareness of cyclists amongst other road users.
- Deliver a campaign to address the negativity from other road users focused towards people who cycle.
- 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 that any improvements to proposed and existing cycling infrastructure will result in the accessibility of safer routes for all.
- Deliver adult cycle training courses across our area.



Cyclist Casualties 2015 - 2020

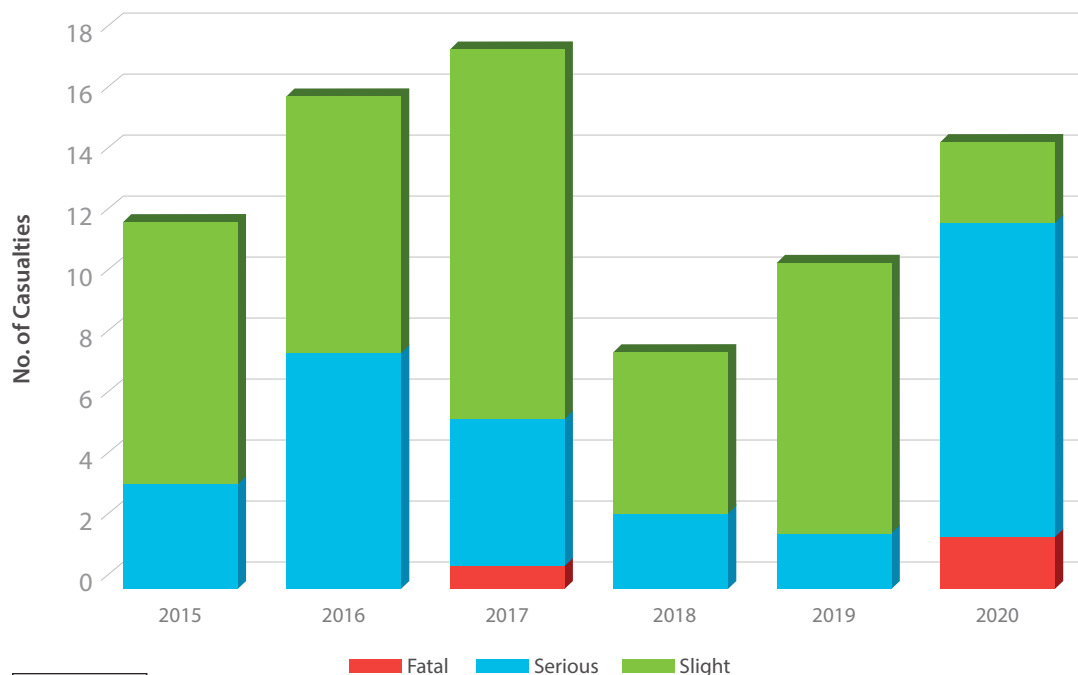


Figure 4

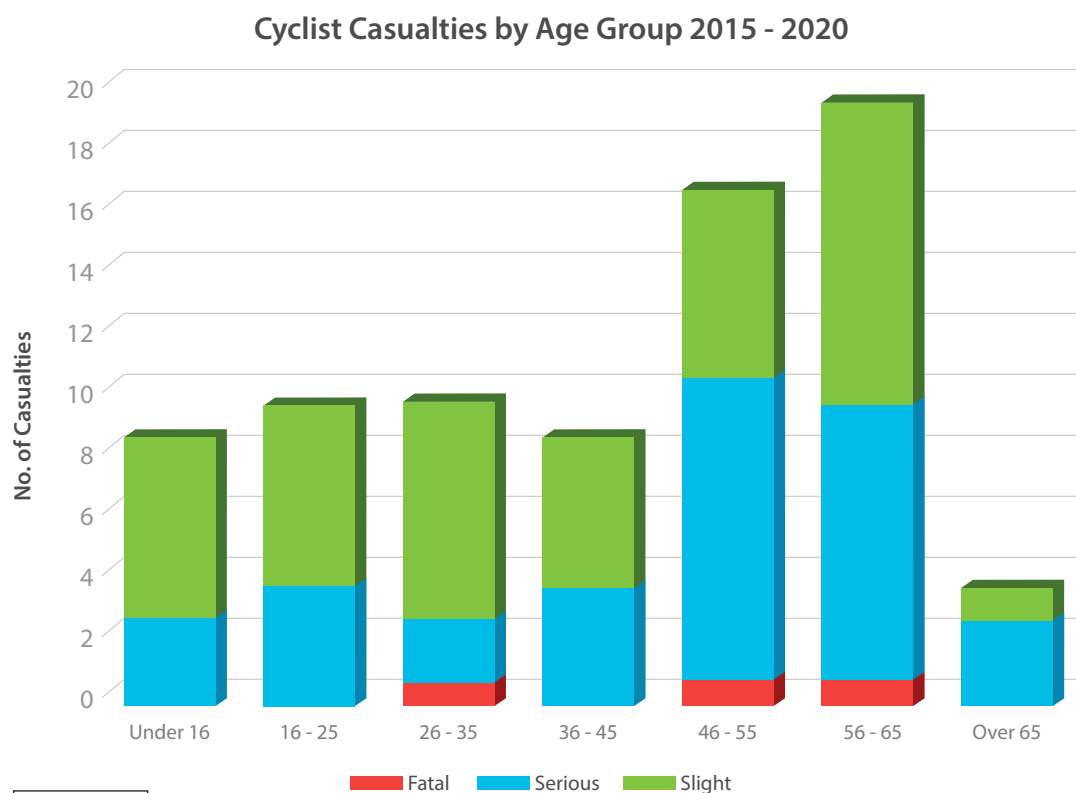


Figure 5

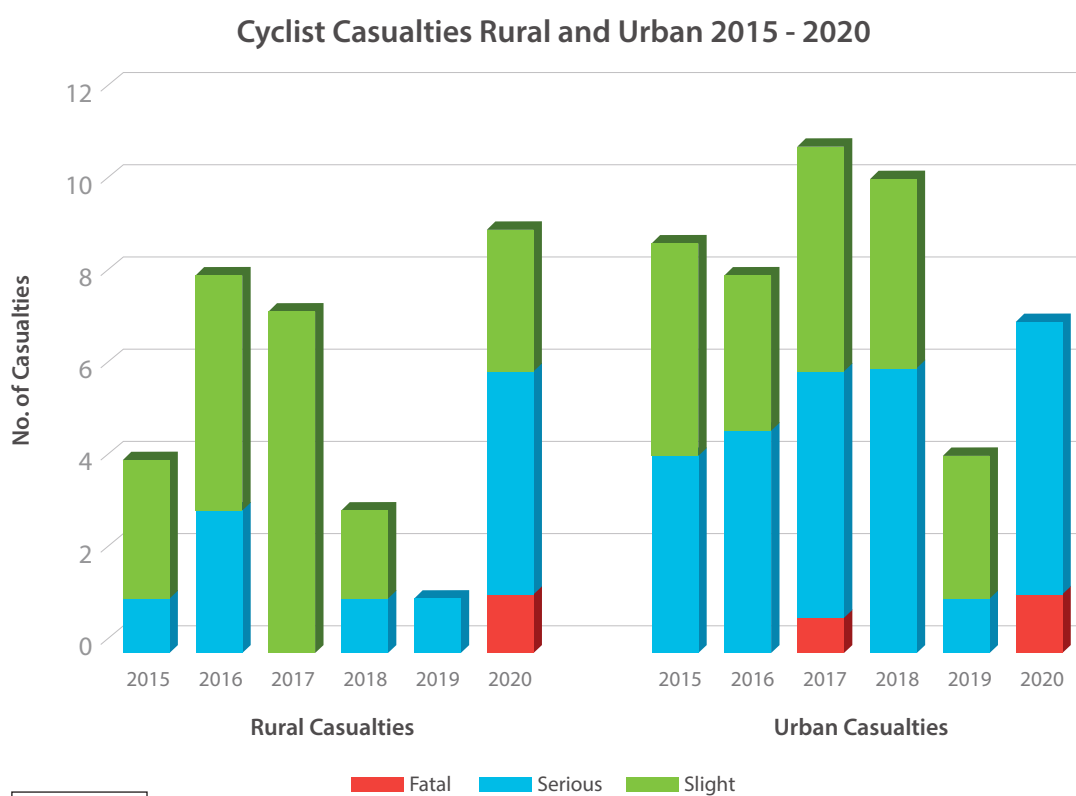


Figure 6

8.24: Children Under 16

Aberdeenshire Council in collaboration with its partners carries out a number of initiatives aimed at ensuring the ongoing safety of our children. To facilitate this, we will continue to support measures, for example:

- a. Bikeability training
- b. Junior Road Safety Officer Scheme (JRSO) where schools promote road safety
- c. School road safety week
- d. Cross partnership engagement
- e. Speedwatch (with Police)
- f. WOW – Encouraging children to walk, scoot or cycle to school
- g. Walk to school – (Parksmart) Keeping school frontages clear
- h. 20 mph in applicable areas across Aberdeenshire where there are existing or expected high levels of cyclists and pedestrians in accordance with our policy

8.25: We will review and expand the current approach to Road Safety Education within the local communities delivered by our Road Safety specialists. This includes projects such as the 'Road Safety Scotland (RSS) - Theatre in Education' where our Road Safety specialists form an integral part of their national consultation.

8.26: RSS is the national organisation that works to promote awareness of road safety issues in Scotland including responsibility for promoting the development of Scottish road safety educational materials. Each year, RSS commissions educational theatre performances imparting important road safety messages to help protect some of Scotland's most vulnerable road users.

8.27: From the chart below we can see a steady reduction in recorded serious injuries to children, and no fatalities since 2016, which is ahead of our national targets.

Child Casualties 2015 - 2020

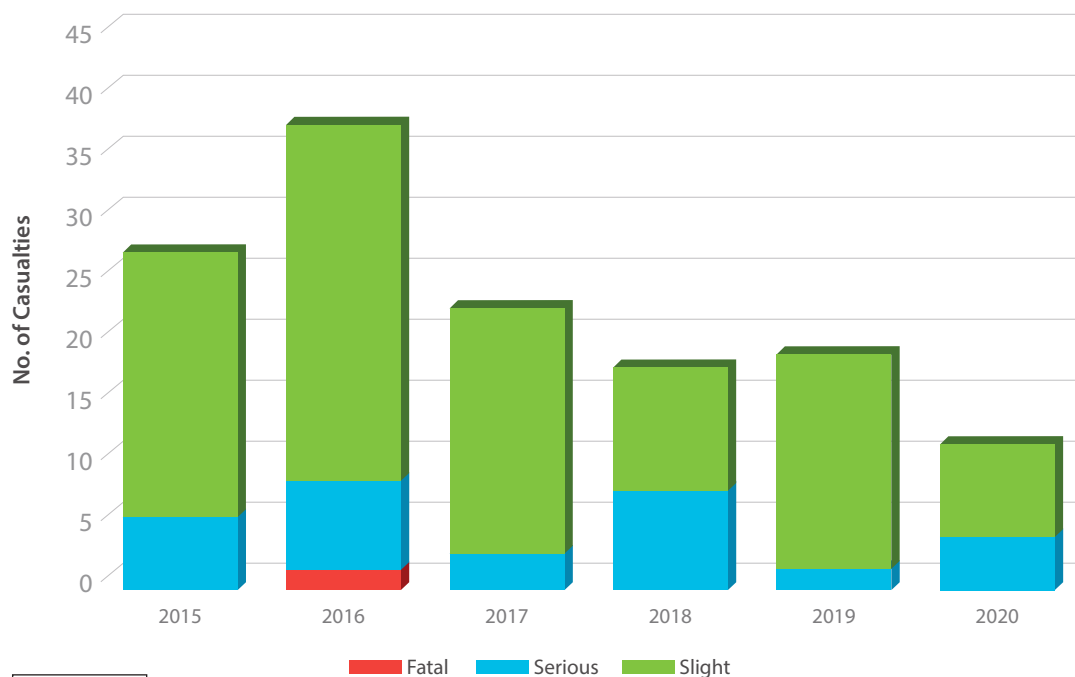


Figure 7



8.28: Fatigue

It is hard to evaluate the true extent of this problem as it is likely that figures are under-reported being often reliant on testimony which may be subjective and not entirely reliable. Whilst fatigue may only be a reported contributory factor in around 1% of all collisions ⁽⁴⁾ experts estimate that the real figure is much higher, with up to 30% of all collisions involving driver fatigue. ⁽⁹⁾

8.29: Over a 5-year period, 2015 -2019, 6.8% of all fatal collisions and 3.2% of all injury collisions fatigue was noted as a contributory factor in Aberdeenshire.

8.30: We will support campaigns and undertake a review the current condition of our laybys to ensure that the laybys are adequately spaced and that they are being well maintained to ensure good visibility for both road users and layby users.

8.31: Foreign Drivers

Tourism across Scotland generates an influx of visitors from abroad. Many come from countries where driving on the left is un-natural to them. Furthermore, each country has unique traffic laws relating to speed, priorities, in-car safety, custom and practice leading to confusion and must adapt their behaviours and levels of concentration accordingly.

8.32: As well as improving foreign driver education we need to apply the correct engineering and enforcement measures and monitor incidents to ensure we capture any emerging trends and react to them accordingly.

8.33: Road Safety Scotland has produced a range of driving aids for foreign tourists which will continue to be distributed at key tourist locations in Aberdeenshire. The number of collisions involving foreign drivers or riders is difficult to ascertain and therefore a graph may not be representative.

8.34: Deprivation

Analysis by the Road Safety Foundation⁽¹⁰⁾ and others has shown a significant relationship exists between road casualties and deaths involving people from deprived neighbourhoods, where their residents are more likely to be injured or killed. People in the highest socio-economic groups were found to be substantially less at risk of injury and death than people in the lower groups.

8.35: Aberdeenshire Council Road Safety Unit and partners will investigate whether local linkages exist between deprived communities and increased levels of collisions and casualties using the Scottish Index of Multiple Deprivation and other data sources which analyse trends in road traffic collisions and the people involved in them to produce and implement intelligence led interventions.

8.36: The correlation is not clear in Aberdeenshire. This may be because deprivation across Aberdeenshire is not as prevalent as other areas in Scotland and there may be a greater correlation with affluence. Further research will be required to determine this relationship.

8.37: Behaviours & Distractions (Mobile Phones, In-Car Technology, Seatbelts, Drink and Drugs)

The National Road Safety Framework has stated that the three biggest dangers whilst driving or riding in Scotland, aside from speeding are:

- a. using mobile phones or in-car technology whilst driving
- b. not wearing seatbelts
- c. driving under the influence of drink or drugs

8.38: Mobile Phones or In-Car Technology
Connectivity and automation in vehicle design is becoming commonplace. The hope is that these developments will reduce the role of human error. Various national organisations suggest that at least 90% of all reported collisions were attributed to human error in 2019.



8.39: Some of those developments for cars, vans, trucks and buses include:

- a. warning of driver drowsiness and distraction
- b. intelligent speed assistance
- c. reversing safety with camera or sensors
- d. lane-keeping assistance
- e. advanced emergency braking
- f. crash-test improved safety belts
- g. large display screens

8.40: Unfortunately, however, technology developments within vehicles is sometimes to the detriment of road safety as there are now several in-built distractions within new vehicles such as Satellite Navigation and Infotainment systems. The development of Bluetooth technology has allowed for hands free driving but with that there is the temptation to take calls and the facility to read and send text messages whilst driving.

8.41: Whilst you can be awarded 6 penalty points and a £200 fine if you use a hand-held phone when driving, around 50% of employers expect their employees to answer the phone regardless of them being in charge of a motor vehicle according to a recent IAM RoadSmart white paper. ⁽¹¹⁾

8.42: Seatbelts

Between 2015 and 2019 in Aberdeenshire, at least 10% of fatal collisions showed that seatbelts were not being worn, which, by contrast only 2.5% of all collisions recorded no seatbelt being worn which is still unacceptably high. Evidence shows that the most prevalent group to not wear their seat belts are the 16-20's.

8.43: During Aberdeenshire Road Safety Unit child car seat checking clinics, it was found that a high proportion of child seats were fitted incorrectly, however, through these clinics, many parents are now fitting their child seats correctly. We will continue to carry out this invaluable educational exercise as during 2019,

one of Aberdeenshire's Road Safety specialists checked a total of 145 child seats for which 55% had faults, an improvement over 2018 where 59% were found to be fitted incorrectly.

8.44: Driving Under Influence of Drink or Drugs

In 2019 there were 198 casualties throughout Aberdeenshire, 5 of which were attributed to being over the alcohol legal limit (around 2.5%). However, figures for drug related casualties in road collisions is a little more difficult to accurately determine as many drugs have been difficult to detect at the roadside. New detection kits are becoming more widely available to the Police and whilst our numbers appear to be lower than the national average, we shall continue to work with our partners to further reduce numbers involved in these types of behaviours.

8.45: Speed

From a Department for Transport study in 2019,(12)under free-flowing traffic conditions, 50% of cars exceeded the speed limit on motorways compared to 54% on 30mph roads and 9% on 60mph roads. Under free flow conditions 86% of cars exceeded the speed limit at the 20mph sites. 20% exceed the speed limit by more than 10mph. On 20mph roads, users most often cited the speed limit being inappropriate as the contributor to their exceeding the speed limit.

8.46: Our local communities regularly rally for an overall culture of speed reduction to address community concerns.

8.47: To achieve this we will:

- a. Engage with our partners, the North Safety Camera Unit and Police Scotland for resources to be deployed where there is an identified speeding problem or concern.
- b. Provide expert advice and analysis on appropriate and applicable speed limits.
- c. Exploring recognised and innovative means of achieving speed reduction within local communities.

9.0 Performance against Targets for Casualty Reduction

- 9.1: Whilst significant improvements in casualty reduction have been delivered since 2008, we strive to reach our long-term aim of no serious or fatal injuries on Aberdeenshire's roads by 2050. This will require additional focus as the trend to date for population growth and vehicle numbers on Aberdeenshire's roads may also see a change in driver demographic and modes of transport on our roads.
- 9.2: The following table shows our performance towards 2020 targets. Our data shows that we met our targets for fatal injuries, however work has still to be done to address all serious injury across Aberdeenshire.



| Aberdeenshire Road Safety Targets | 2004-2008 Average. No. | 2020 Target % Reduction. | 2020 No. | % reduction to 2020 |
|--|------------------------|--------------------------|----------|---------------------|
| People killed. | 33 | 40 | 7 | 79 |
| People seriously injured. | 166 | 55 | 90 | 46 |
| Children (aged <16) killed. | 2 | 50 | 0 | 100 |
| Children (aged <16) seriously injured. | 13 | 65 | 6 | 54 |

Table 2

- 9.3: Our new more challenging Road Safety Targets set out in the '*Scottish Government's Road Safety Framework to 2030*' ⁽⁵⁾ describes the Road Safety vision for Scotland, aims and commitments, and the Scottish targets for reductions in road deaths and serious injuries to 2050. Details of the Interim and Intermediate Outcome Targets to 2030 on the 2014-18 baseline are as follows:
- 9.4: Interim Targets to 2030
- Reduce by 50%, the number of people being killed on our roads.
 - Reduce by 50%, the number of people being seriously injured on our roads.
 - Reduce by 60%, the number of children (aged <16) being killed on our roads.
 - Reduce by 60%, the number of children (aged <16) being seriously injured on our roads.
- 9.5: Intermediate Outcome Targets
- Reduce by 40% the number of pedestrians killed or seriously injured.
 - Reduce by 20% the number of cyclists killed or seriously injured.
 - Reduce by 30% the number of motorcyclists killed or seriously injured.
 - Reduce by 20% the number of road users aged 70 and over killed or seriously injured.
 - Reduce by 70% the number of 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.

Fatalities vs National Target 2020

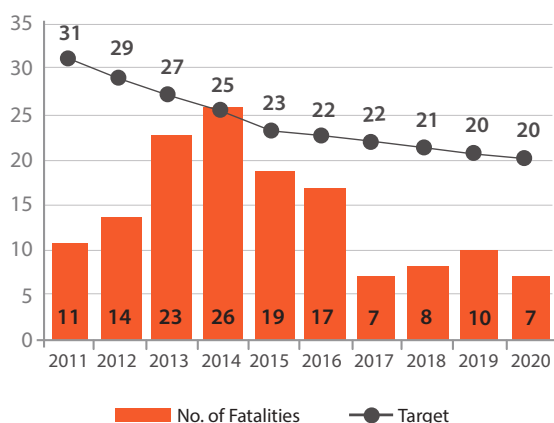


Figure 8

Serious Injuries vs National Target 2020

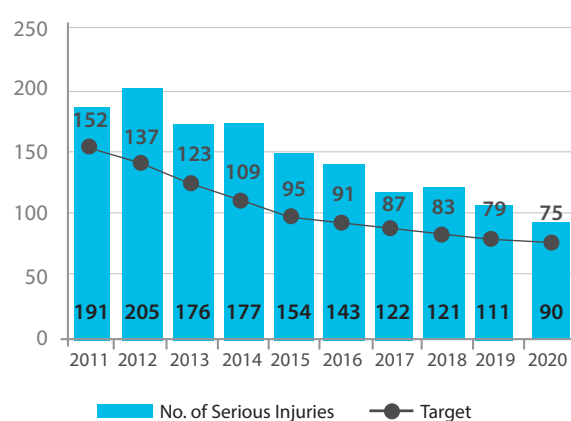


Figure 9

Slight Injuries vs National Target 2020

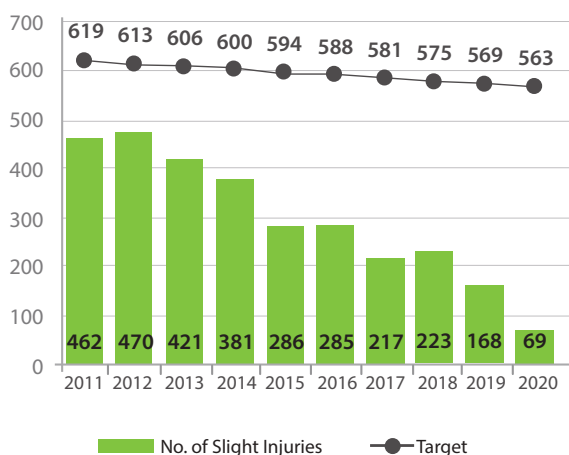


Figure 10

Child Fatalities vs National Target 2020

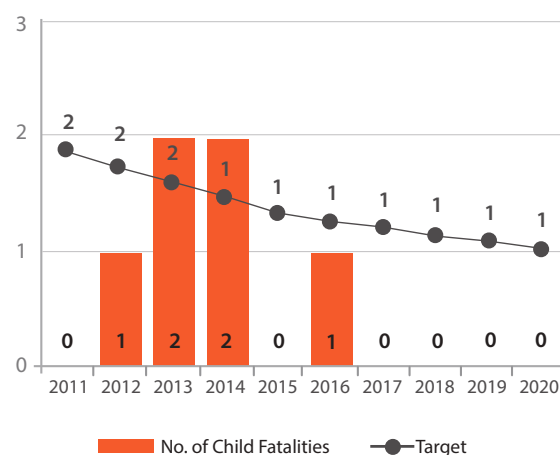


Figure 11

Child Serious Injuries vs National Target 2020

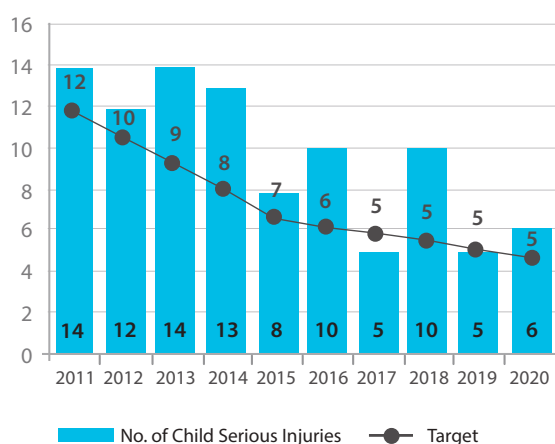


Figure 12

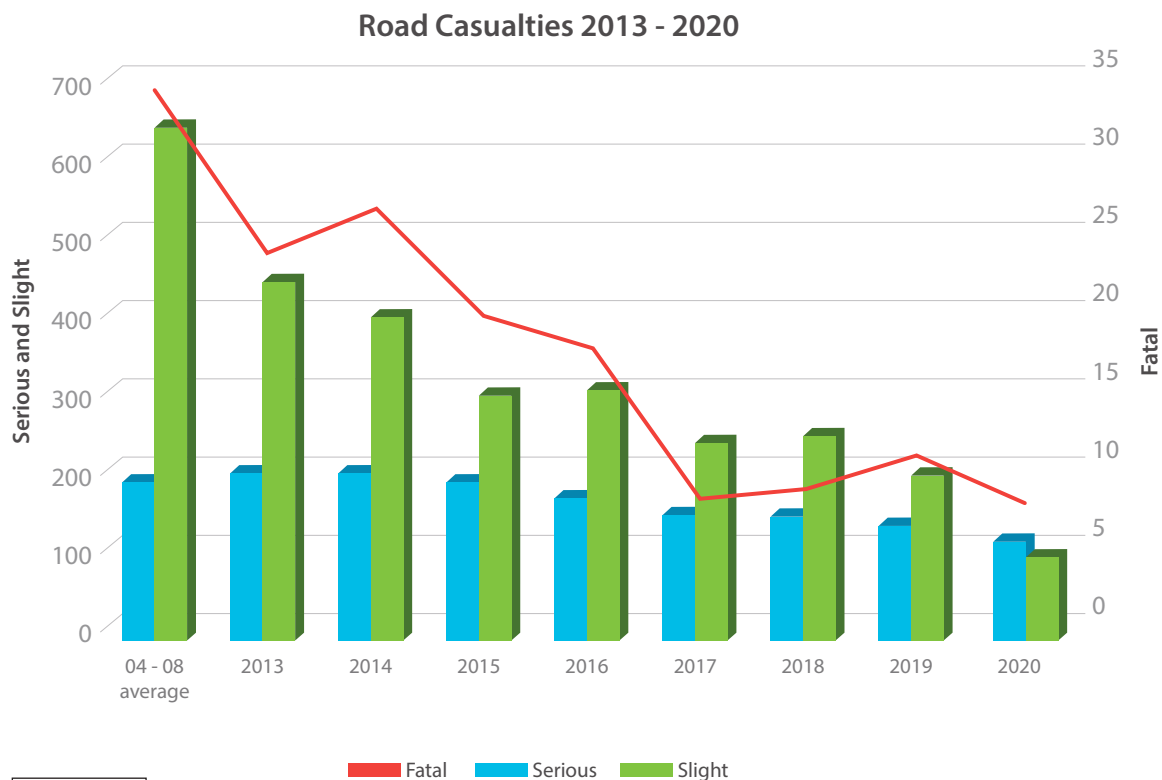


Figure 13

9.6: It is encouraging to note that fatalities are down significantly overall on previous years and are now almost 50% lower over the past 5 years. However, the slight increase from 2017 could be attributed to a lower than expected fatality rate in 2017. Serious injuries, although decreasing, continue to remain above the national target, whilst all child injuries are in line with the national target.

9.7: From the graph above, 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 fatalities recorded.

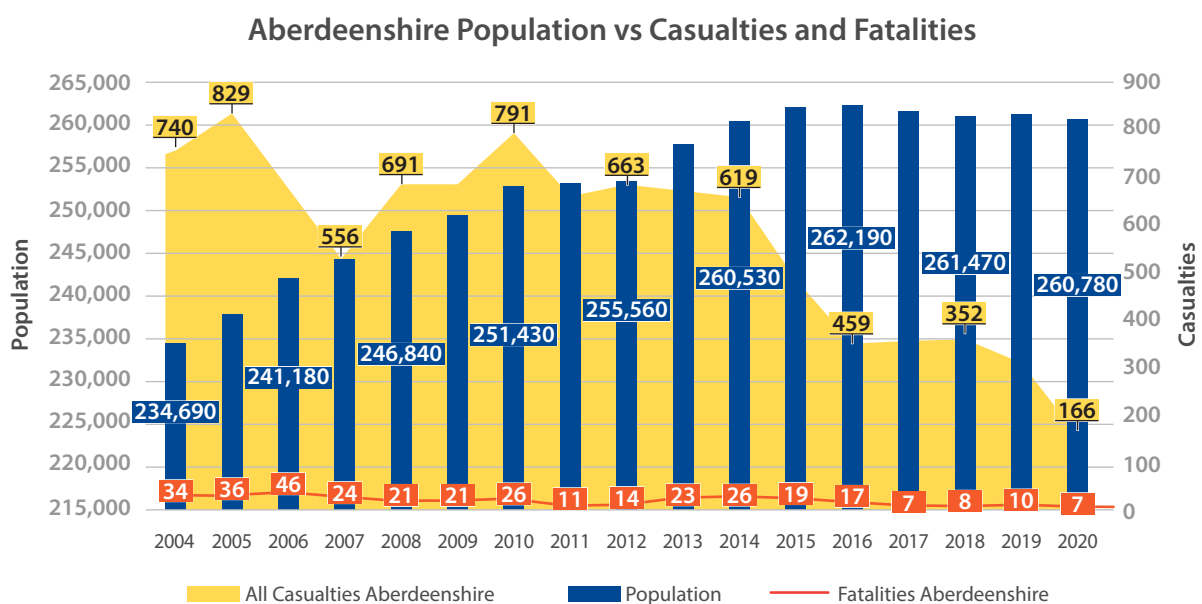


Figure 14

9.8: 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 and are worse than many other Scottish local authorities. (see Figure 8, Appendix 2).

9.9: From figure 7 in Appendix 2, the route with the highest number of casualties is the A947 from Dyce to Banff. However, as this route is heavily trafficked and over 38 miles in length these figures are not fully representative of the actual risk. The means of determining that risk is by considering the number of collisions against the number of vehicles and the length of the route. From Figures 5 and 6 of Appendix 2, it can be demonstrated that B977 has a collision rate that is 33% higher than the A947.





10.0 Safe System

- 10.1: 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, those engineering and remedial measures resulted in a drop in the cost to the economy of £103m in 2013 to £57.2m in 2019, using the latest costs per collision from National Government. By taking a proactive approach to road safety we will be able to deliver improvements to both the actual and perceived risks.
- 10.2: The National Framework describes the road safety environment it aims to deliver – these outcomes align with the five pillars of the Safe System:
- a. Safe Road Use
 - b. Safe Speeds
 - c. Safe Roads and Roadsides
 - d. Safe Vehicles
 - e. Post-Crash Response
- 10.3: Safe Road Use
- Safe road users should be careful, considerate, and competent. As such, drivers should pay full cognisance to:
- a. The road ahead
 - b. The road conditions (weather, the presence of other users, etc.)
 - c. The relationship between speed limits, safe driving speeds and potentially unexpected circumstances
 - d. Not driving while impaired through drink, drugs (including medicines) or fatigue
 - e. Not being distracted by in-vehicle technology (mobile phones, entertainment systems, satellite navigation systems, etc.)
- 10.4: To combat these issues, we will utilise the following mechanisms:
- a. Interactive Technology/VMS**
The development of real time interactive technologies including our continued installation of Variable Message Signs will lead to a more informed road user.
- b. Education**
Education interventions are also important, to ensure road users are risk-aware, can develop coping strategies for high-risk situations, and act appropriately to keep themselves and others safe on the road.
- c. Environment/Climate Change**
Measures to promote safe road use also include the reduction of car-based traffic through encouraging people to use active modes of travel, such as walking, cycling, wheeling, or other more sustainable modes of travel.
- 10.5: Safe Speeds
- To maintain a consistent safe road system across Aberdeenshire, speed limit setting will continue to be undertaken in line with our Local and National Policy documents.
- 10.6: The key factors for ensuring safe driving speeds are:
- a. Policy documents
 - b. Road environment
 - c. Evolving industry standards
 - d. Road geometry and engineering
 - e. History of collisions
 - f. Composition of road users (including existing and potential levels of vulnerable road users)
 - g. Existing traffic speeds
 - h. Road function
- 10.7: Safe Roads and Roadsides
- Roads and road features across Aberdeenshire play a vital role in reducing collisions and/or injury severity. Creating safer infrastructure provides robust collision and injury reduction which are critical for our longer-term goals. Areas of concern across our network should be identified and redesigned where possible to reduce the risk of collisions occurring and resultant injuries, or reduce their likelihood and/or severity.

10.8: 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. In addition to this approach, we will develop an Aberdeenshire risk assessment process building on our experience of using the iRAP (International Road Assessment Program)⁽¹³⁾ as part of other strategies to pro-actively assess the potential for road user risk and collisions before they occur. This technique will help identify high risk locations and how to analyse and prioritise road safety countermeasure treatments for inclusion in routine maintenance, local safety schemes, and planned road upgrades.

10.9: The development of the iRAP process will consist of:

- a. Road survey captured on High Resolution video for desktop analysis
- b. Review existing road design
- c. Analyse data
- d. Determine interventions
- e. Preparation of suitable investment plans

10.10: Safe System roads should be intuitive; they should be designed in such a way that the driver is fully aware of what driving demands are expected of them and behaves accordingly. Road markings and signage should be consistent throughout our network of strategic routes. This will lead to a 'self-explaining' road system where the consistency reduces driver stress and driver error.

10.11: Safe Vehicles
Support our national government and work with our partners where possible to minimise the occurrence and consequences of collisions to road users through developments in an intelligent transport system, relying on ever-more autonomous vehicles and smart infrastructure to further reduce road casualties and deaths.

10.12: Post-Crash Response

Ensure that our roads network is being well maintained in order that our emergency services and the National Health Service (NHS) are able to provide the best possible response time in attending to collisions, ensuring victims are able to receive rapid emergency first responder care, to stabilise victims and transport them to hospital for further specialist treatment.

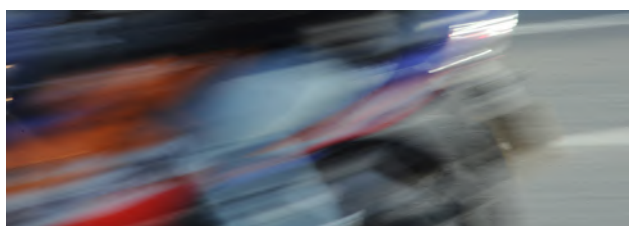
10.13: Continue to carry out post-crash investigations with Police Scotland to determine the causation and possible mitigations for the future.

11.0 Education and Encouragement

11.1: Aberdeenshire Council's Road Safety Unit is committed to reducing collisions and casualties and promoting road safety for all road users. The Road Safety Unit, in conjunction with our colleagues and partners provide a comprehensive programme of education and training. This combined with engineering and enforcement strategies will help achieve our overarching aims, and the Scottish Government's targets for casualty reduction by the year 2030.



- 11.2: Many of our road safety initiatives are delivered through external funding from local companies, organisations and government bodies using both national and local campaigns and initiatives to specifically target user groups. Taking a proactive approach as well as analysing historical collision data, we are able to identify specific trends and groups that will benefit from targeted educational inputs. For example:
- a. Motorcyclists on the A93/A939, riding motorcycles over 500 CC
 - b. Pedestrians under 21 years old
 - c. Road user behavioural change – aggressive driving
- 11.3: Children are one of our most vulnerable groups when it comes to road safety. It is important to focus on road safety education in early years, as lessons learnt are further developed through secondary education. This is critical to ensure future generations of responsible road users. We continue to focus on children's road safety through reviewing and developing programmes like Safe Drive Stay Alive with our partners. We will also continue to engage and support schools to ensure that the best road safety education is available.
- 11.4: Whilst access to educating younger people is a well-established process, educating adults, both young, old and middle-aged, will require variable and innovative strategies to be effective.
- 11.5: Working with our communities, attracting assistance from a number of national charities and other organisations, Aberdeenshire Council select initiatives to suit the appropriate target area. This ensures that the correct campaign is used depending on the level required. Details of any educational campaigns will be shown in Appendix 2 or Appendix 3.



12.0 Enforcement

- 12.1: Police Scotland's 'Annual Police Plan 21-22' ⁽¹⁴⁾ document states that their current Strategic Outcomes are:
- a. Threats to public safety and wellbeing are resolved by a proactive and responsive police service
 - b. The needs of local communities are addressed through effective service delivery
 - c. Public, communities and partners are engaged, involved and have confidence in policing
 - d. Our people are supported through a positive working environment, enabling them to serve the public
 - e. Police Scotland is sustainable, adaptable and prepared for future challenges



- 12.2: The objectives detailed in the 'Aberdeenshire Local Police Plan 2020 – 2023 Road Safety Strategy' ⁽¹⁵⁾ are a collective and collaborative approach with partners continuing to make Road Safety a priority and seeking to reduce road collisions and casualties, with the aim of making the local road network a safe place for all road users:
- 12.3: Overall intention:
- a. Reduce road casualties
 - b. Enhance road safety for all road users
 - c. Prevent instances of crime occurring on our road network
 - d. Improve road safety by proactively addressing the issue of drink and drug driving

12.4: Police and partner aims:

- a. To reduce the instances of road collisions and casualties
- b. To focus road safety education and encouragement opportunities on identified vulnerable road users
- c. To continue an intelligence led approach in targeting road users involved in crime on the North East road network
- d. To identify and consider any emerging trends or strategic issues in terms of road safety and road crime, and ensure an appropriate local response

12.5: The overarching Police Scotland strategy of Operation CEDAR (Challenge, Educate, Detect and Reduce) is now well known and recognised as an effective approach to road safety. Police Scotland has seen successes through this approach and continues to actively target those using the roads for the purposes of committing crime.



13.0 Summary

- 13.1: During 2019, someone was killed or seriously injured every 72hrs on Aberdeenshire Roads (an improvement of 4hrs on 2017), as a result of a continued period of targeted education, evaluation, engineering, enforcement and encouragement, numbers of casualties have fallen year on year.
- 13.2: 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 road safety behaviours. Particular attention will continue to be given to the priority focus areas identified in this plan. We are dedicated to continuous improvement by promoting safe driving and road safety on our road network.
- 13.3: By establishing clear action plans with links to wider policy development and the provision of regular evaluation of performance against our desired outcomes, we will be able to monitor our own individual performance in Aberdeenshire and meet the outcomes of our Road Safety Action Plan (Appendix3) whilst continuing to contribute to working towards the national targets.
- 13.4: 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





14.0 References

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- (3) 'Transport Scotland Key Reported Road Casualties'
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- (4) 'Transport Scotland Reported Road Casualties 2019'
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- (15) 'Aberdeenshire Local Police Plan 2020 – 2023 Road Safety Strategy'
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Appendix 1

Action Plan – ‘Safer Roads in Aberdeenshire’

| 1.0 | Leadership | Target Date | Focus Area Objective | Delivery Mechanism |
|-----|--|-----------------------|------------------------|--|
| 1.1 | Adopt a Safe System approach towards zero road deaths and serious injuries to build a safer roads network for the future and continue to provide road safety leadership and improve the perception of safety for our road users. | Ongoing | All | Utilising the underlying principles of the safe system approach to road safety as outlined within our National Road Safety Framework. This will lead to a transformation of the road safety culture at the highest level helping to achieve national targets. |
| 1.2 | Continue to promote the overall societal benefits of a responsible and sustainable road safety culture within our communities. | Ongoing | All | Provide regular progress updates and innovative measures for adoption by the council leadership team requiring strong political leadership, strategic clarity, and decisive action, to achieve and ensure sustained and responsible targeted improvements. |
| 1.3 | Engage with the Aberdeenshire's employers to encourage leadership and focus on road death and serious injury prevention. | 2023 | Work Driver Engagement | Develop a plan to work with Aberdeenshire's leading employers. (Note that a recent IAM RoadSmart study highlighted some concerning practices and attitudes when it comes to employers, where around 50% expect their employees to answer their phone at any time, including while driving for work.) |
| 1.4 | Engage with key stakeholders to encourage contribution to a range of measurable performance objectives and implement actions for road safety and co-benefits with other societal objectives. | 2023 | All | Carry out regular focused engagement meetings and workshops with key stakeholders such as HTAP, occupational health and safety, economic development, environment and across other services to assist the further development of the strategy to 2030. |
| 1.5 | Continue to work with and assist neighbouring councils through the Northern Roads Collaboration Joint Committee to assist them in achieving their casualty reduction aims. | Ongoing | All | Continue to provide professional expertise in road safety (Audits, Plans, Reports, Advice etc) |
| 1.6 | Provide a yearly status report on progress in achieving our road safety goals, targets and objectives based on key performance indicators. | Last Quarter Annually | All | Providing progress delivered through the Strategic Transport Update to the Infrastructure Services Committee. |



| 2.0 | Long-term goals | Target Date | Focus Area Objective | Delivery Mechanism |
|-----|---|-------------|----------------------|---|
| 2.1 | Meet or exceed Scottish Government injury reduction targets to create and promote an environment where the ultimate goal of zero fatalities or serious injury by 2050 is possible. | 2030 | All | a) Through our Road Safety Plan and Action Plan. b) Implementing suitable mitigation measures, new and innovative ideas and technologies. |
| 2.2 | Address any Road Safety concerns identified that may impact on road users and pedestrian's awareness of risk. | Ongoing | All | Carry out road safety investigations and implement suitable mitigation measures as required |
| 2.3 | Ensure that all road users recognise their individual road safety responsibilities where improvements to their attitudes and behaviours will help ensure the safety of not only themselves, but all road users. | Ongoing | All | Use local and national campaigns to highlight the impact of road casualties on our local communities in both financial and emotional cost to themselves, their families, and their communities. |
| 2.4 | Help achieve a safer environment for people choosing to cycle where they feel confident across our road network. | Ongoing | Cyclists | a) Educating road users, including cyclists, to improve their current understanding of the Highway Code sections 59-82 in relation to ensuring the safety of cyclists. b) Explore developments in road safety initiatives alongside our partners. |
| 2.5 | Improve the perception of safety for our pedestrians leading to a transformation of the road safety culture. | Ongoing | Pedestrians | a) To work with our partners promoting healthier travel choices and help achieve a safer roads network where all short journeys are taken on foot. b) Educating road users, including pedestrians, to improve their current understanding of the Highway Code sections 1-35 in relation to ensuring the safety of pedestrians. |



| 2.0 | Long-term goals | Target Date | Focus Area Objective | Delivery Mechanism |
|-----|---|-------------|----------------------|---|
| 2.6 | Support Aberdeenshire Council's 2020 Speed Limit Policy that acknowledges the need to avoid unnecessary delays and restrictions to motorists, while recognising the road safety and environmental benefits of lower traffic speeds in our towns and villages. Help reduce inappropriate speeds within local communities creating an overall culture of speed reduction to address community concerns. | Ongoing | Speed | <p>a) We will continue to carry out reviews in line with a Safe System approach alongside the needs of the local communities and the Police Scotland's procedures enforcement and encouragement across Aberdeenshire.</p> <p>b) Engage with our partners, the North Safety Camera Unit and Police Scotland for resources to be deployed where there is an identified speeding problem or concern.</p> <p>c) Exploring innovative means of achieving speed reduction within local communities.</p> |
| 2.7 | Through continued research into child road safety injuries, make any necessary improvements taking best practice guidance from national government publications and others such as the European Traffic Safety Council - Traffic Safety and Mobility Education Key Principles to sustain our reduction in child injuries. | Ongoing | Children | <p>a) Ensure the right to receive Traffic Safety and Mobility Education.</p> <p>b) Engage and Support schools.</p> |
| 2.8 | Seek further road safety improvements and resultant injury reduction through Technology and Innovation. | Ongoing | All | <p>a) Continue to use and adapt products and mechanisms such as iRAP to identify inherent built-in hazards across Aberdeenshire's road network.</p> <p>b) Use new technology to identify factors that will positively impact on driver safety and alert them to the dangers in real time.</p> |
| 2.9 | Developing a range of campaigns and interventions to address casualty reduction targets in the Priority Focus Areas to ensure an effective level of knowledge, understanding and skill. Promote initiatives with key stakeholders that lead to enhancing driving skills and qualifications within all identified high-risk groups to maximise local impact. | Ongoing | All | <p>a) Determine age demographics to target areas of improvement and campaigns to deliver a reduction in road casualties.</p> <p>b) Carry out further research on areas with the highest rate of injury per head of population. Prepare analysis on particular groups for further investigation and determination of appropriate mitigation measures.</p> <p>c) Develop social media campaigns aimed at driving during winter.</p> |



| 3.0 | Safer People Target Areas | Target Date | Delivery Mechanism |
|-----|-------------------------------------|-------------|--|
| 3.1 | Age (Pre-Drivers, Drivers 17 to 25) | Ongoing | Review Road Safety interventions and campaigns across Scotland helping drivers and passengers aged between 17 and 25 years old develop the correct behaviours which build upon road safety best practices. |
| 3.2 | Age (Older Drivers (over 65)) | Ongoing | Raise awareness amongst older drivers and their families of vulnerability and potential loss of driving skills over time and work with community groups to address the impact. |
| 3.3 | Age (Mature (45-55)) | 2022 | Carry out further research to investigate and determine suitable interventions to address the issue. Liaise with major local employers and develop the use of social media. |
| 3.4 | Vulnerable road users | Ongoing | <p>a)) Deliver and support campaigns to address the negative perceptions towards people using the roads network to cycle, walk, run, horse ride etc, recognising the benefit that they bring in reducing congestion in built up areas and the benefits to the environment and peoples physical and mental health. This will help enable travel in a safe and healthy environment helping to achieve our healthy, vibrant and safe communities whilst also reducing our carbon footprint.</p> <p>b) Review and expand the current approach to Road Safety Education within the local communities delivered by our Road Safety specialists.</p> <p>c) Support a maximum of 20 mph in applicable areas across Aberdeenshire where there is existing or expected high levels of cyclists and pedestrians in accordance with our policy.</p> |
| 3.5 | Foreign Drivers | Ongoing | Continue to support National and Regional campaigns targeting overseas drivers that may not be used to either driving on the left, our Highway Code or our imperial signage. |
| 3.6 | Motorcyclists | Ongoing | <p>a) Deliver and support campaigns to address the high serious and fatal injury rate of motorcyclists recognising the benefit that they bring to the environment, mental health and in reducing congestion in built up areas.</p> <p>b) Ensure that all mitigation measures consider motorcyclists. i.e., Motorcycle friendly safety barriers, no use of wire rope barriers etc.</p> |
| 3.7 | Driver Fatigue | 2023 | Carry out research and work with our partners to produce effective educational and engineering improvement campaigns. |
| 3.8 | Driving at Work | Ongoing | Work with and support the Council and our partners to produce effective campaigns that address this often under reported issue. |
| 3.9 | Driver Behaviours | Ongoing | <p>a) Identify further areas of concern for distracted behaviour and continue to deliver and support a set of behavioural change campaigns helping inform responsible driving.</p> <p>b) Continue to provide a child seat checking and educational programme.</p> |



| 3.0 | Safer People Target Areas | Target Date | Delivery Mechanism |
|------|---------------------------|-------------|--|
| 3.10 | Social Deprivation | Ongoing | a) Identify socio-economic groups to deliver and support a set of behavioural change campaigns helping inform responsible road use. b) Supporting Aberdeenshire Council's 2020 Speed Limit Policy to address the inequality of lower healthy life expectancy. c) Continue to support our partners in ensuring that areas of recognised deprivation are afforded the requisite type and quantity of Road Safety education and materials. d) Carry out reviews and support measures that may identify any possible issues with higher incidences of pedestrian crossing injuries. |

| 4.0 | Performance Management - Interim Targets to 2030 (2014-18 baseline). | Target Date |
|-----|--|-------------|
| 4.1 | Reduce by 50%, the number of people being killed on our roads. | 2030 |
| 4.2 | Reduce by 50%, the number of people being seriously injured on our roads. | 2030 |
| 4.3 | Reduce by 60%, the number of children (aged <16) being killed on our roads. | 2030 |
| 4.4 | Reduce by 60%, the number of children (aged <16) being seriously injured on our roads. | 2030 |
| 4.5 | Reduce by 40% the number of pedestrians killed or seriously injured. | 2030 |
| 4.6 | Reduce by 20% the number of cyclists killed or seriously injured. | 2030 |
| 4.7 | Reduce by 30% the number of motorcyclists killed or seriously injured. | 2030 |
| 4.8 | Reduce by 20% reduction in road users aged 70 and over killed or seriously injured. | 2030 |
| 4.9 | Reduce by 70% reduction in road users aged between 17 to 25 killed or seriously injured. | 2030 |

Appendix 2

Figures and Charts

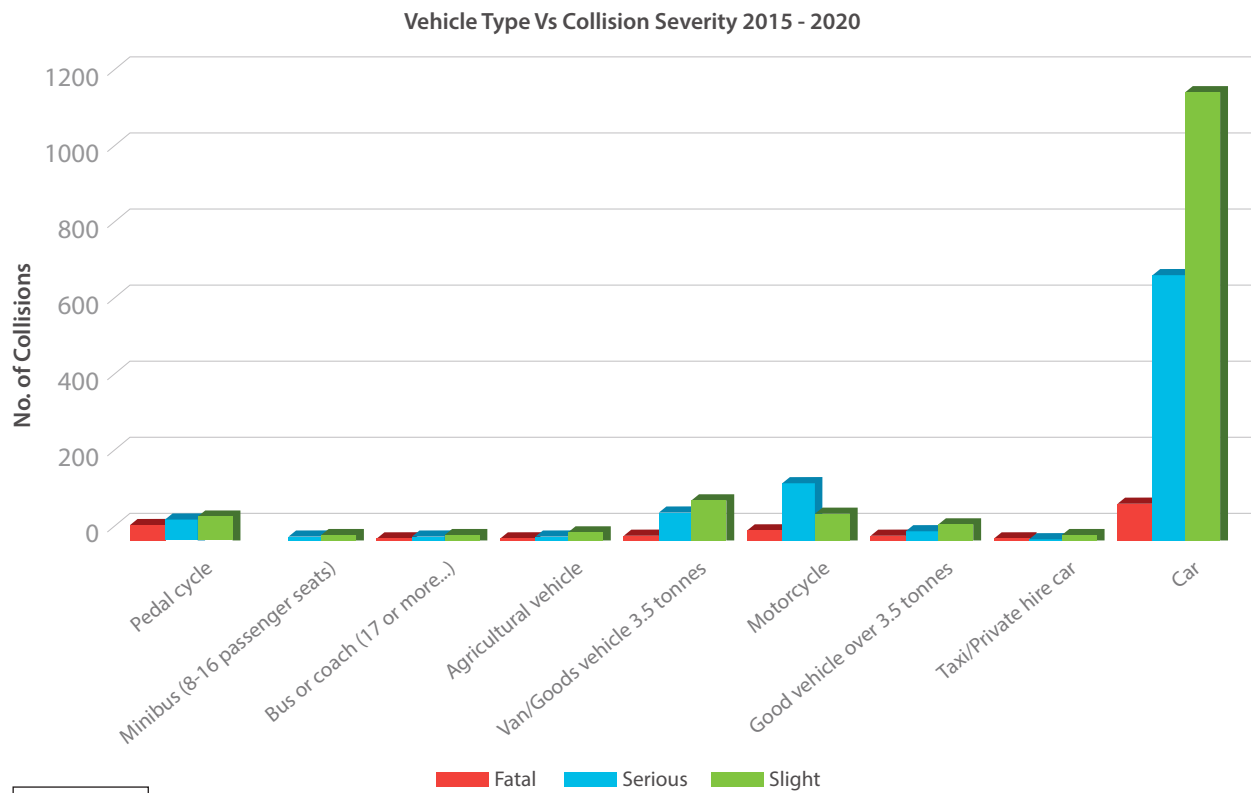


Figure 1

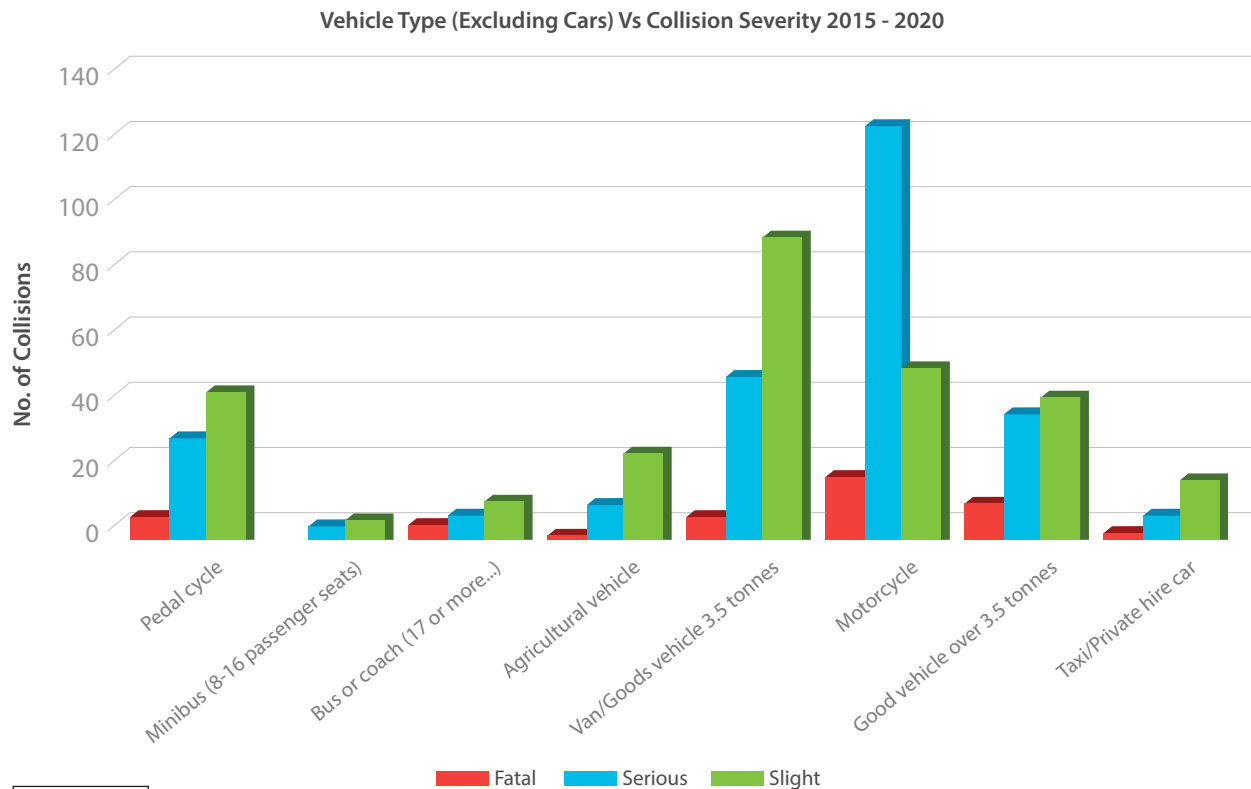


Figure 2

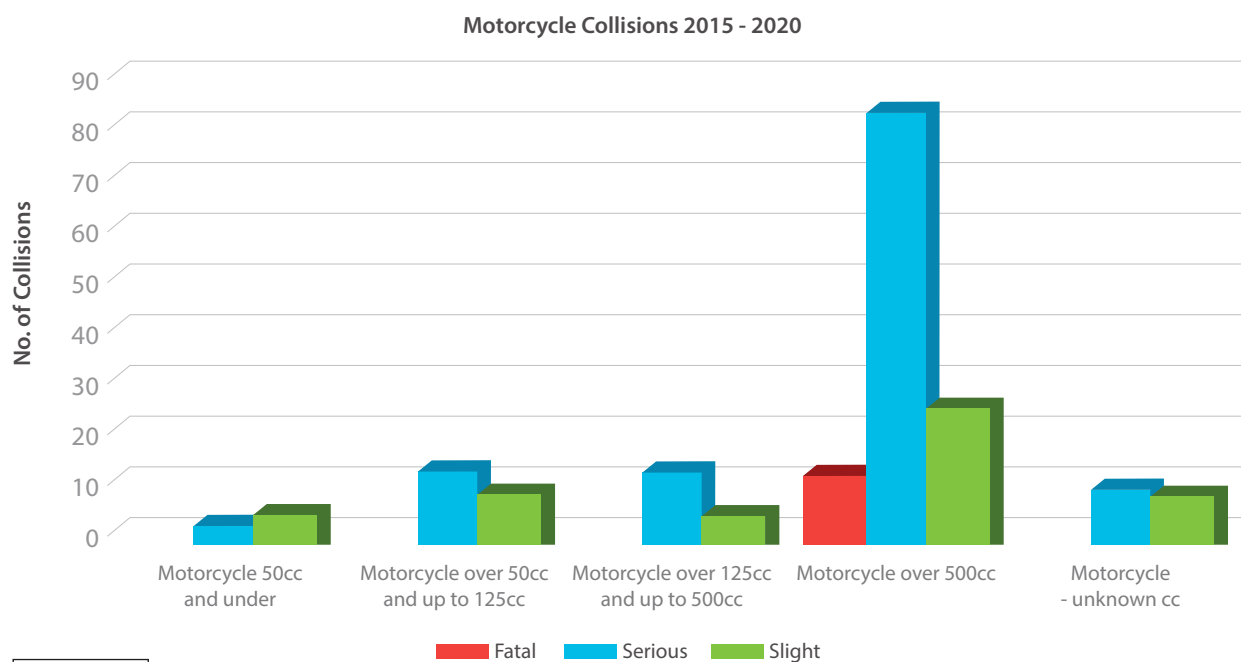


Figure 3

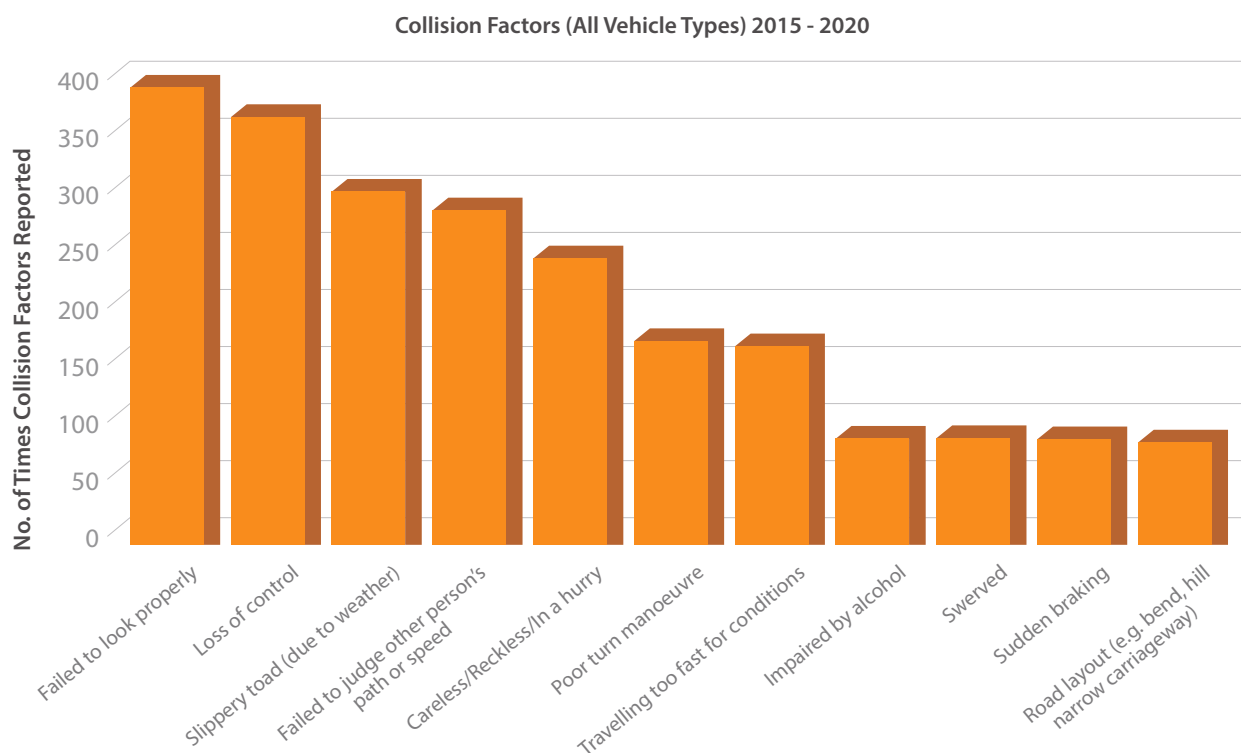


Figure 4

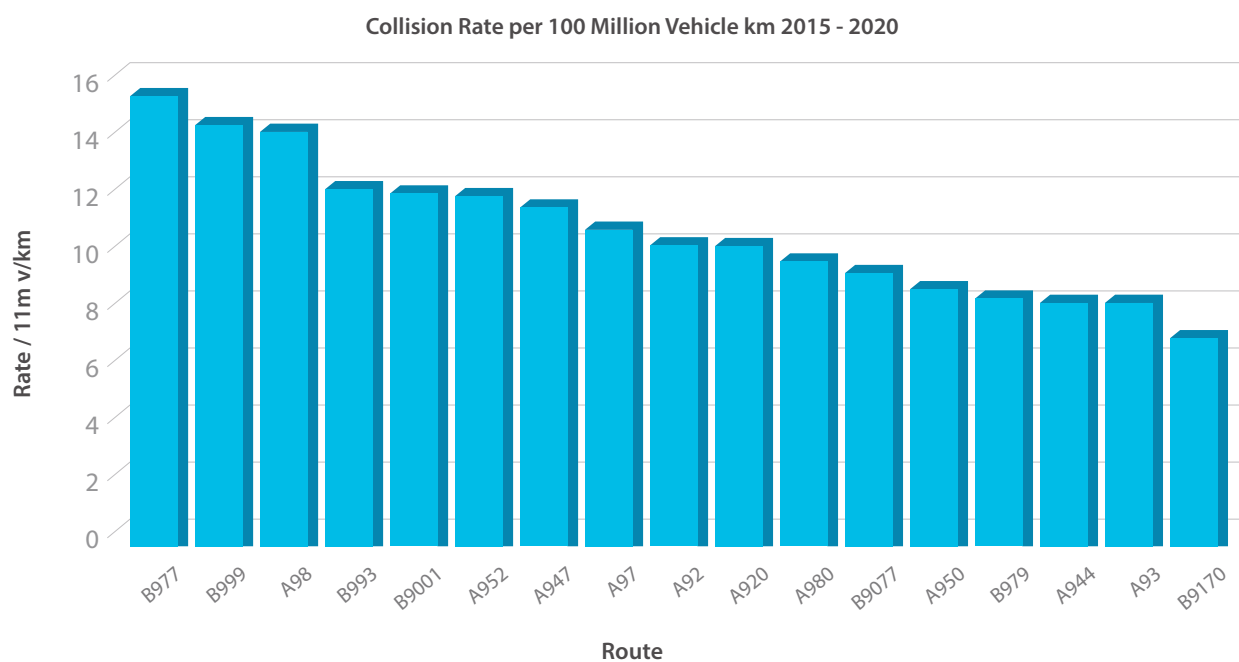


Figure 5

| Rank | Route | Annual Average Daily Traffic | No. Years | Length (KMs) | Personal Injury Accident | Collision Rate/100Million Veh Km |
|------|-------|------------------------------|-----------|--------------|--------------------------|----------------------------------|
| 1 | B977 | 3000 | 5 | 43.2 | 34 | 14.38 |
| 2 | A98 | 3300 | 5 | 62.4 | 47 | 12.51 |
| 3 | B999 | 4000 | 5 | 25.6 | 23 | 12.31 |
| 4 | B9001 | 4500 | 5 | 35.2 | 32 | 11.07 |
| 5 | B993 | 2500 | 5 | 49.6 | 25 | 11.05 |
| 6 | A92 | 5700 | 5 | 27.2 | 31 | 10.96 |
| 7 | A952 | 5000 | 5 | 25.6 | 23 | 9.85 |
| 8 | A947 | 6915 | 5 | 54.2 | 65 | 9.50 |
| 9 | A97 | 2350 | 5 | 89.6 | 36 | 9.37 |
| 10 | A920 | 3800 | 5 | 49.6 | 31 | 9.01 |
| 11 | B9077 | 6850 | 5 | 19.2 | 21 | 8.75 |
| 12 | A980 | 3000 | 5 | 33.6 | 16 | 8.70 |
| 13 | B979 | 4000 | 5 | 36.8 | 22 | 8.19 |
| 14 | A950 | 5700 | 5 | 30.4 | 25 | 7.91 |
| 15 | A93 | 4500 | 5 | 94.4 | 58 | 7.48 |
| 16 | A944 | 4500 | 5 | 54.4 | 32 | 7.16 |
| 17 | B9170 | 5000 | 5 | 49.6 | 26 | 5.74 |

Figure 6

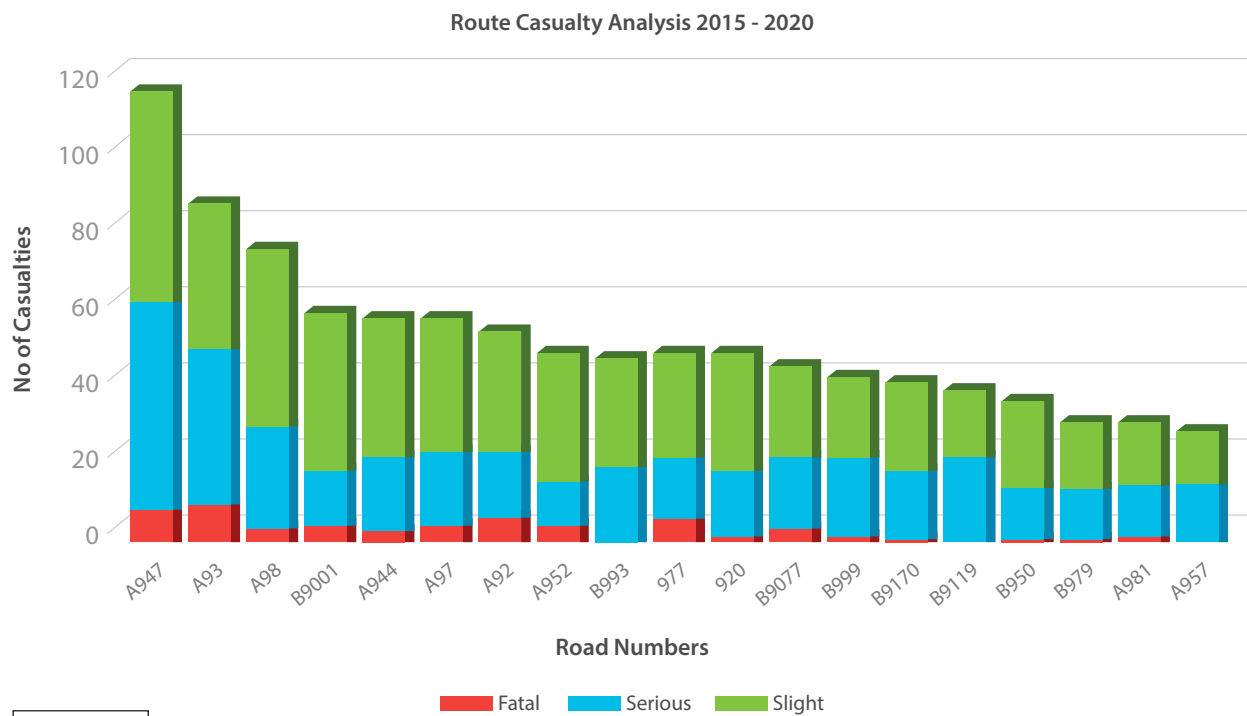


Figure 7

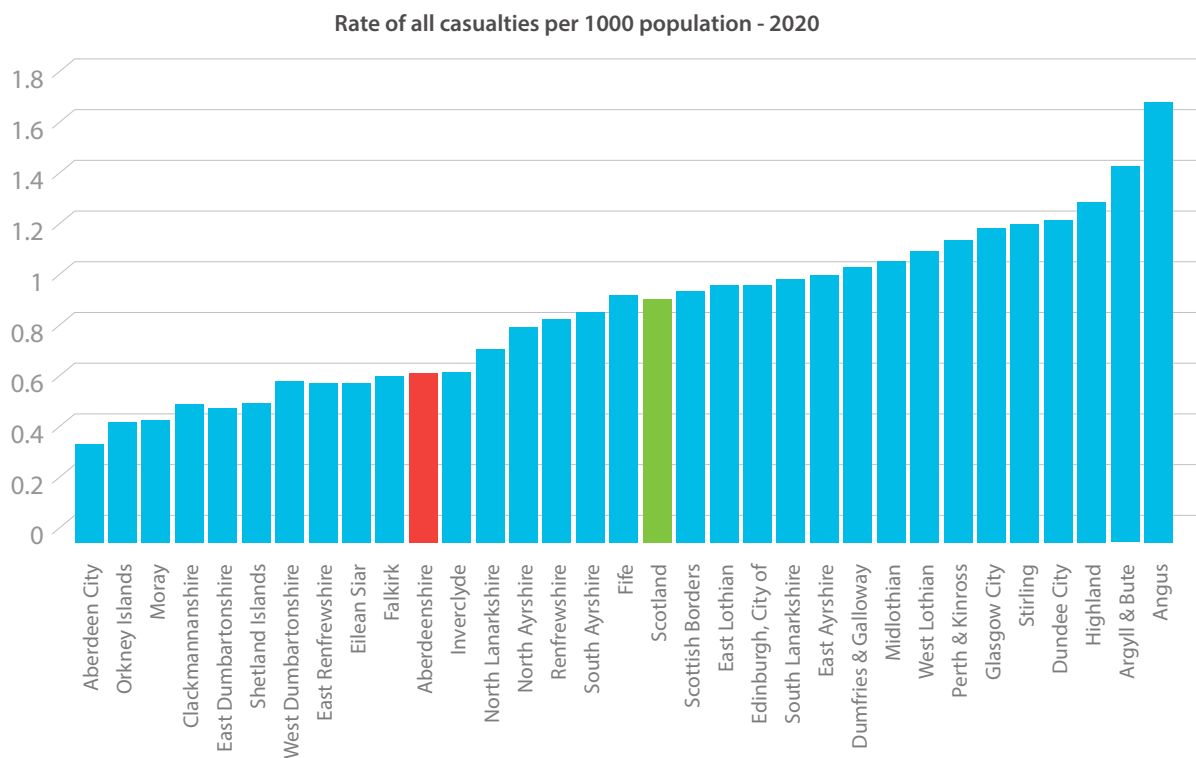


Figure 8

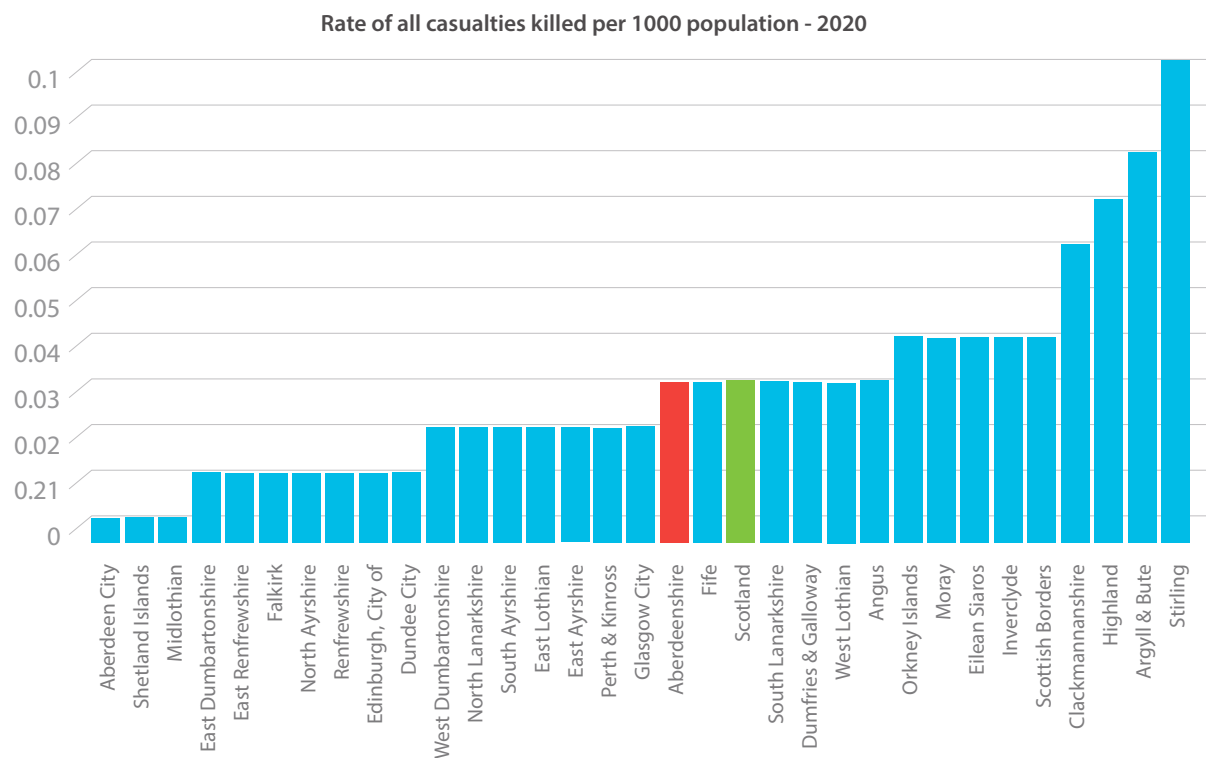


Figure 9

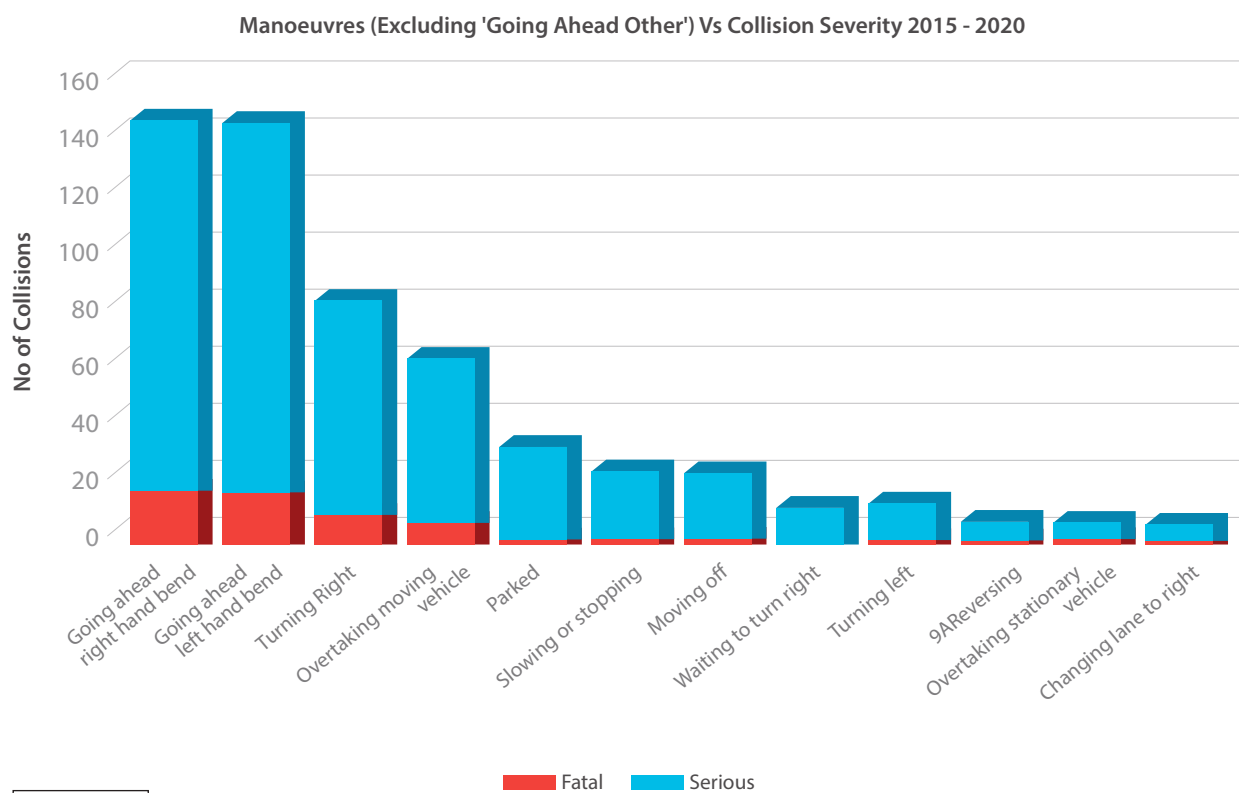


Figure 10

Appendix 3

Road Safety Educational Campaigns

| Road Safety Educational Campaign | Age group |
|--|-----------|
| 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. | 0-5 |
| Road Safety Presentations - Primary Schools assemblies and class presentations on how to travel to school safely include 'Be Safe Be Seen'. | 5 - 11 |
| 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 online support ensuring links to experiences and outcomes. | 5 - 11 |
| 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. | 5 - 11 |
| 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. 103 schools participated in the training in 2018-19 with 3104 pupils going through the level 2 on road training programme. | 8 - 11 |
| 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. | 8 - 12 |
| 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. | 11 - 14 |
| 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. | 11 - 14 |
| 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 safely, 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. | 11 - 18 |



| Road Safety Educational Campaign | Age group |
|---|-----------|
| Theatre in Education - Using two secondary school Plays; 'School Daze' for S1 Pupils and 'Friends Disunited' for S5/S6 Pupils to educate road safety. | 10 - 18 |
| Get in Lane - targets New and Young Drivers. This group can prove hard to reach so with a range of interactive games and mobile friendly content, which explores best practice driving tips, personal safety, pre-driver attitudes and peer pressure in an engaging and fun and informative manner. | 17 -24 |
| The Safe Drive Stay Alive campaign - Safe Drive Stay Alive is multi-agency partnership including Aberdeenshire, Aberdeen City and Moray Councils, NHS-G, Police Scotland, Scottish Fire and Rescue Service and Scottish Ambulance Service. The format is that of a live theatrical stage production using film interspersed with live cast on stage giving a narrative of how their experience of collision has affected them. This annual road safety live stage show aims to increase young drivers/ passenger's awareness of safe driving practice and potential consequences of dangerous behaviour on the road. The show has been running annually since 2005. Its main objectives are to raise awareness of the seriousness of speeding and bad driving habits, change attitudes, and reduce the number of killed and seriously injured casualties on our roads. Around 5,000 5th year pupils and apprentices and colleges who left school before 5th across Aberdeen, Aberdeenshire and Moray each year with approximately 800 pupils attending each performance. The show is aimed at those aged between 17 and 25 years and reaches new and pre-drivers in an emotive and hard-hitting way, influencing behaviour and attitude on the roads. In addition, other businesses and educational establishments are encouraged to take advantage of the show and regularly send young adults of this age group. | 17 - 25 |
| Cycling Safely - As more people are returning to cycling after many years, training on how to ride your bike safely is provided together with confidence building classes and advice. | 15 + |
| Car Seat Checking Clinics - These clinics are set up at Supermarkets across Aberdeenshire. Checks to see if the child's car seat is fitted correctly is given. During the last 8 Clinics held, 172 Seats were checked with 59% being incorrectly fitted. | 16 + |
| In-Car Safety presentations are given to parents and carers of young children regarding the choosing and fitting of car seats. | 16 + |
| Partnership Working - The Road Safety Unit within Aberdeenshire engages with many partners including NHS, Police Scotland, Education, Good Egg Car Seat Safety and private companies to disseminate road safety advice and information. | All ages |
| Teaching guide - We have created a resource pack which pulls together all the lesson plans that are available from different external bodies. The pack is broken down into different themes such as sustainable travel, cycling as well as having a section on road safety. | All ages |
| Park Smart - We have created a resource pack for schools to tackle school gate congestion. The resource pack contains everything they need to run their own park safe campaign. | All ages |

Details of Aberdeenshire's Integrated Travel Towns project can be found here:
<https://www.aberdeenshire.gov.uk/roads-and-travel/transportation/integrated-travel-towns/>



Welcome to
ABERDEENSHIRE

From mountain to sea
the very best of Scotland