

ROAD SAFETY PLAN

2011/2015



Contents

Section 1 – Introduction.	1
1.1 Introduction	1
1.2 Road Safety in Aberdeen City, Aberdeenshire and Moray	2
1.3 Road Safety Targets	2
1.4 Road Safety Plan Vision and Objectives.	4
Section 2 – Road Safety Policy Overview	5
2.1 Introduction	5
2.2 National Policy	5
2.3 Regional Policy	6
2.4 Local Policies	7
2.5 Other Road Safety Policies.	7
Section 3 – Road Safety in Aberdeen City, Aberdeenshire and Moray	8
3.1 Introduction	8
3.2 Road Safety Issues in Aberdeen City, Aberdeenshire and Moray	8
3.3 Vulnerable Groups 1: Children	9
3.4 Vulnerable Groups 2: Older People	11
3.5 Vulnerable Groups 3: Pedestrians	12
3.6 Vulnerable Groups 4: Cyclists	14
3.7 Vulnerable Groups 5: Powered Two-Wheelers	16
3.8 Vulnerable Groups 6: Young Drivers	17
3.9 Vulnerable Groups 7: People with Disabilities.	19
3.10 Vulnerable Groups 8: Other Road Users	20
Section 4 – Summary.	21
4.1 Summary	21

ABERDEEN CITY, ABERDEENSHIRE AND MORAY

ROAD SAFETY PLAN 2011 – 2015

Section 1 – Introduction

1.1 Introduction

This is the first joint Road Safety Plan to be produced by Aberdeen City Council, Aberdeenshire Council, and The Moray Council. Road safety is a statutory duty and until now, each authority has produced its own Road Safety Plan. However, the commonalities between the areas in terms of the nature of accidents, and the close partnerships that have been built in taking forward other joint road safety campaigns in recent years, in particular the production of the Joint Road Safety Strategy for North East Scotland, has influenced the decision to develop this joint Road Safety Plan.

The development of this Plan coincides with the end of the UK Government's ten year Road Casualty Reduction target period from 2000-2010 and the introduction of the Scottish Government's new National Road Safety Framework to 2020. This Framework sets out new Scottish Casualty Reduction targets beyond 2010.

Over the last five years, the Councils have continued to work jointly with partner organisations on various road safety initiatives and have also continued to play a leading role in road safety nationally through SCOTS (the Society of Chief Officers of Transportation in Scotland) and SAPC (Scottish Accident Prevention Council).

The three Councils have primary control of local roads in each of their areas. The trunk roads in the area are the A90, A95 and the A96. These roads are the responsibility of Transport Scotland and managed by BEAR Scotland. Transport Scotland are

also one of the key partners going forward in the delivery of this Road Safety Plan.

This new joint Plan for the period 2011-2015 reviews progress in recent years and sets out new strategies to assist in the monitoring of individual performance. Whilst presently specific targets are not being set, casualty reduction strategies will contribute to the overall reduction in casualties nationally.

The Scottish Government recognise that in some of the 32 local authority areas, casualty numbers are already so low that targets could be very difficult to achieve and therefore have asked each of the partners to contribute to the targets through joint working and ensuring that they have a joined up approach to road safety rather than translating the national targets directly to local statistics.



1.2 Road Safety in Aberdeen City, Aberdeenshire and Moray

Each Council has previously produced separate Road Safety Plans for their area.

The Councils periodically review road safety in their areas. The previous Aberdeenshire Road Safety Plan (2005-2010) and Moray Road Safety Plan (2008-2010) outlined strategies to improve road safety with regard to vulnerable road user groups.

Using the lessons learned from the previous Road Safety Plans and drawing upon recent initiatives progressed in a partnership approach; this Plan develops new strategies for the most vulnerable road users in Aberdeen City, Aberdeenshire and Moray for the period to 2015.

A key factor behind this Plan is the partnership approach to activity and the Councils will continue to work with a range of agencies across North East Scotland to deliver the objectives of this Plan. Amongst others, partners include: Road Safety Grampian, Grampian Fire and Rescue Service, Grampian Police, the North East Safety Camera

Partnership (NESCAMP), Transport Scotland, Road Safety Scotland, BEAR Scotland, Regional Transport Partnerships (Nestrans and Hitrans), Cycling Scotland, NHS Grampian and the Scottish Ambulance Service. The Plan will also continue to develop internal relationships, seeking to raise the road safety agenda within the work of colleagues and departments across the Councils. The progress made on the implementation of School Travel Plans and Safer Routes to Schools in recent years is a good example of this and one that should be built on throughout the duration of this Plan.

1.3 Road Safety Targets

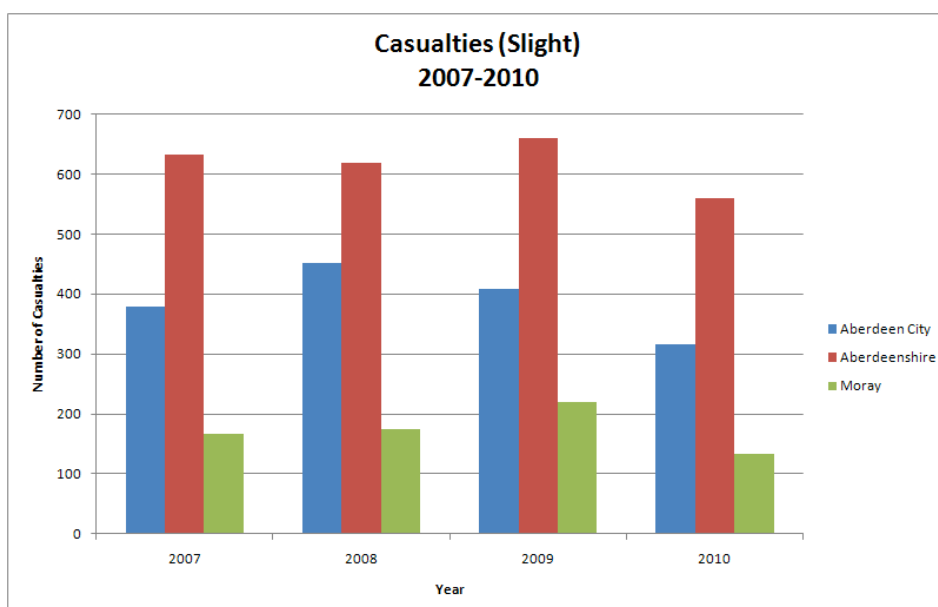
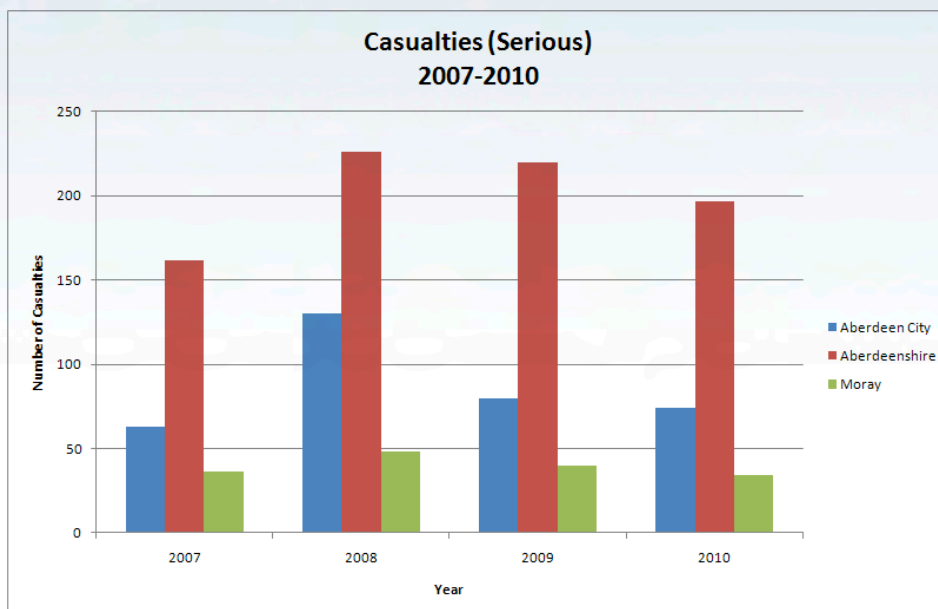
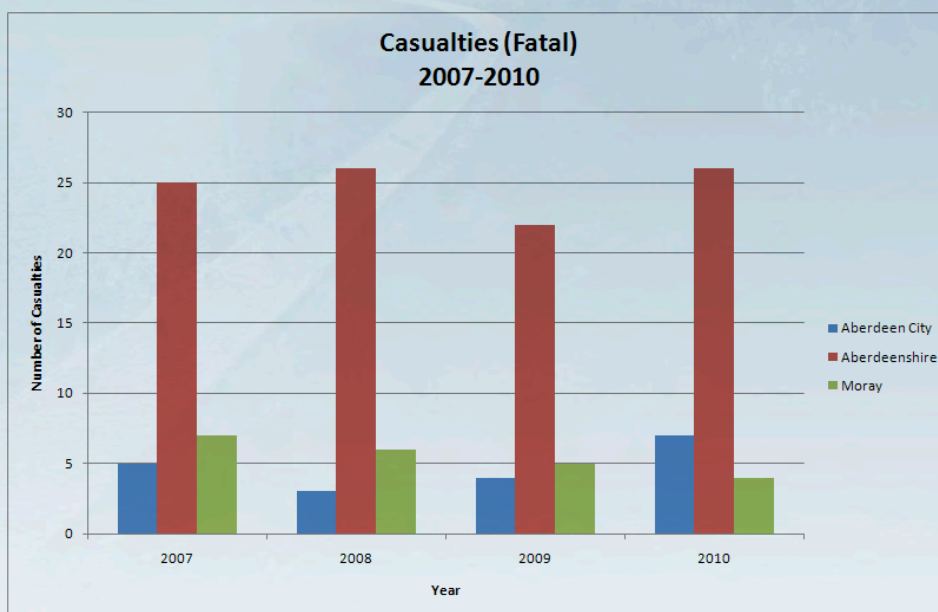
New Scottish Government road safety targets to 2020 have now been set. Each of the targets has a milestone reduction target by 2015 (compared with the average casualty figures for 2004-2008) which coincides with the lifespan of this joint Road Safety Plan for Aberdeen City, Aberdeenshire and Moray.

However, in 2007, Grampian Police road casualty data underwent a quality review which resulted in a change in the reporting procedure adopted by the Police. Specifically, in January 2007, the definition of 'Serious' and 'Slight' injuries were reclassified with the resultant effect that the 2004-2008 data is not available for using as a baseline. It has therefore been agreed that for the purposes of the new Plan the 2007-2010 data will be used as a baseline, albeit this differs from the baseline used in the National Road Safety Framework. The graphs opposite present the 2007-2010 casualty figures.

In analysing the 2007-2010 baseline data further, the total number of fatalities in Aberdeen City, Aberdeenshire and Moray decreased from 37 in 2007, to 35 in 2008, to 31 in 2009, but increased to 37 in 2010. However, these figures are a marked reduction on the 2006 figure of 61.

This Road Safety Plan sets out the strategies the Councils will deliver to contribute to the achievement of the Scottish Government targets to 2020.





Scottish Road Safety target reduction figures (based on the 04-08 average)

Target	2015 mile- stone % reduction	2020 target % reduction
People killed	30	40
People seriously injured	43	55
Children (aged <16) killed	35	50
Children (aged <16) seriously injured	50	65

The previous 10% reduction target in the slight casualty rate is to be continued to 2020, which will mark the end of the National Road Safety Framework to 2020.

In the period to 2015, individual performance at the local level will be monitored, and the Councils will contribute to the national targets.

1.4 Road Safety Plan Vision and Objectives

In seeking to ensure that the Councils continue to adopt a comprehensive approach to road safety over the next five years, the following vision has been developed:

“To improve road safety within Aberdeen City, Aberdeenshire and Moray in order to significantly reduce the levels of people being killed and seriously injured, and the associated pain and suffering.”



The vision is underpinned by a series of objectives:

1. Continue to work with partners to deliver a strong road safety message in Aberdeen City, Aberdeenshire and Moray;
2. Be intelligence-led;
3. Facilitate and promote engagement with local communities to promote the road safety message;
4. Maximise the use of innovative technologies which contribute to enhanced road safety in Aberdeen City, Aberdeenshire and Moray;
5. Seek to lead by example in road safety practices, and draw upon examples of best practice from elsewhere; and
6. Use the media to disseminate the road safety message to the people of Aberdeen City, Aberdeenshire and Moray.

To realise the vision, deliver the objectives and contribute to the national road safety targets, the Councils will seek to implement specific actions within the road safety pillars of Education, Engineering, Enforcement and, Encouragement; commonly referred to as the Four 'E's.

In addition, the engagement of partners and the public through a range of media and consultation is vital to ensuring that all stakeholders understand and support the road safety messages promoted through the Plan. Evaluation will also be important throughout the lifetime of this Plan as it is recognised that good intentions do not necessarily lead to good interventions. All new interventions should be well thought out with defined safety outcomes. An evaluation with measurement of those outcomes should be designed where existing evaluation data is not available.

Section 2 – Road Safety Policy Overview

2.1 Introduction

It is important that this joint Road Safety Plan for Aberdeen City, Aberdeenshire and Moray complements road safety policy at the National and Regional level. Transparency within the road safety policy hierarchy is vital in ensuring that there is a consistent and coordinated approach to meeting the newly established Scottish Casualty Reduction targets.

2.2 National Policy

The Scottish Government's new National Road Safety Framework to 2020 has a vision to achieve:

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.

The National Framework notes that Local Authorities were requested to review speed limits on all A and B Class roads in their area by 2011. Aberdeen City, Aberdeenshire and The Moray Councils are in the

process of reviewing speed limits on all A and B Class roads. The findings of this will be used to improve road safety.

A key message of the Framework is the importance of joined-up working in contributing to this vision, with every road user playing a role. This will ensure the adoption of "common approaches towards achieving an agreed objective to reduce duplication and provide a stronger road safety message."

We recognise and fully support the Framework approach to partnership working, and this reinforces our decision to produce a joint Road Safety Plan.

Road safety is thus 'everyone's responsibility' and this is a message that we want to echo in Aberdeen City, Aberdeenshire and Moray. We will continue to work with a number of organisations to ensure this message is clearly communicated and understood. We hope that all road users will play their part in helping us to achieve our objectives in the period to 2015 (the lifespan of this Plan) and onwards to 2020.

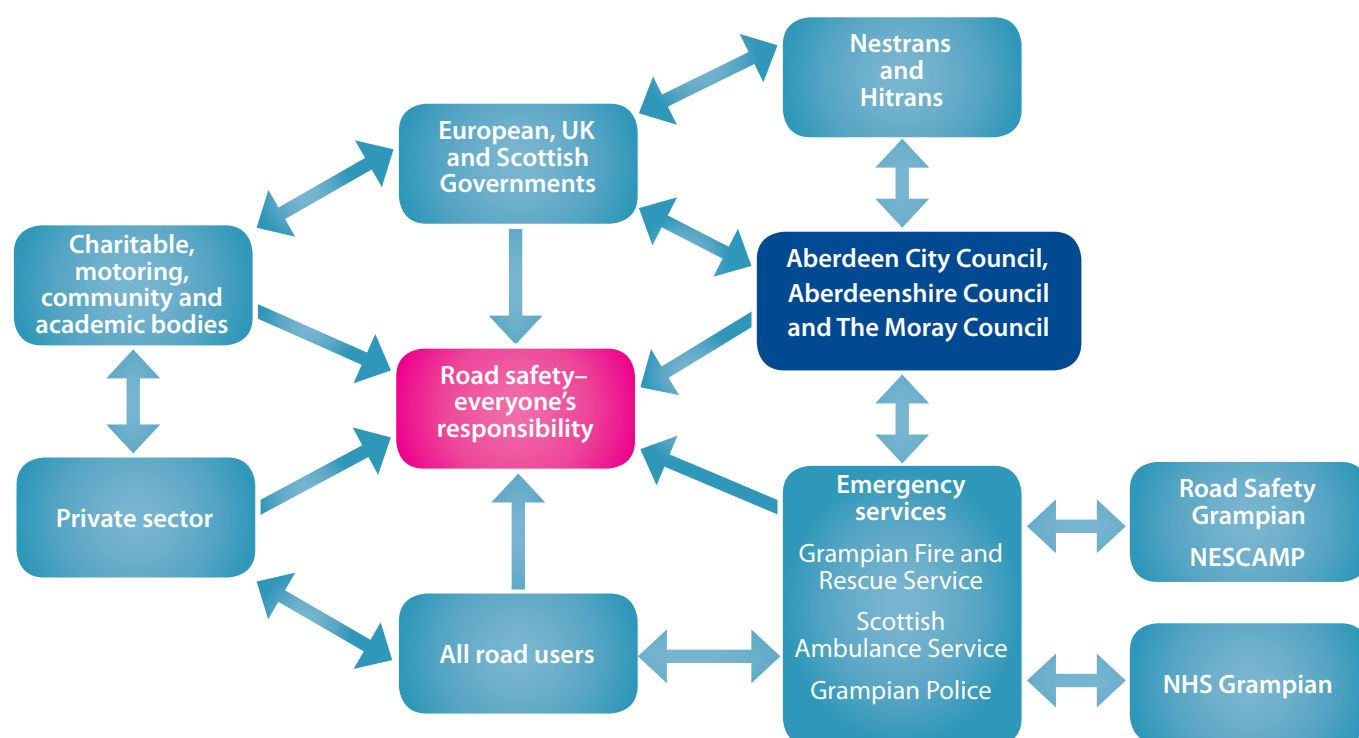


Figure 2.1 – Road Safety Stakeholders

2.3 Regional Policy

This Road Safety Plan must also take cognisance of the North East Scotland Road Casualty Reduction Strategy. The Councils were three of the partners involved in producing this document, along with Grampian Fire and Rescue Service, Grampian Police, Transport Scotland, and Nestrans.

Specific road safety actions, centred around the themes of Education, Engineering, Enforcement and Encouragement, are set out in the Strategy. These identify the lead agency responsible for their delivery and a timescale for achieving.

The Strategy confirms the strong commitment to joint working across North East Scotland to tackle road safety issues.

We believe that the principles of strong partnership working involved in developing the Road Casualty Reduction Strategy can again be called upon to ensure delivery of this joint Road Safety Plan at the

local level in Aberdeen City, Aberdeenshire and Moray. By forming these joint working practices, we will continue to challenge ourselves to collaborate on road safety initiatives.

Cognisance has also been taken of road safety policies within the Regional Transport Strategies of Nestrans and Hitrans, and the important linkages between these strategies and this Road Safety Plan. With road safety a high priority in these statutory documents, Nestrans and Hitrans will play a key role in addressing road safety issues across North East Scotland by taking forward key strategic schemes aimed at reducing road casualties, such as the Aberdeen Western Peripheral Route (AWPR) and individual improvements and safety enhancement schemes.

By maintaining dialogue with these partners, we can share ideas and disseminate examples of best practice as we take forward our Plan over the next five years.

Aberdeen City

To continue to reduce road casualties

To improve the condition of the road, footway and cycle networks



Aberdeenshire

Develop education and publicity work to raise awareness of road safety risk and in turn to try and reduce casualties on Aberdeenshire's roads

Deliver safer infrastructure, clearer signage and implement measures to tackle potential risk on the transport network

Deliver safety and security through the design of infrastructure, and operation of services



Moray

Promote safer, inclusive and affordable travel for all

Maintain and improve the existing transport infrastructure to enable an effective and reliable transport network

Develop solutions to traffic safety and capacity problems within Moray



2.4 Local Policies

The Road Safety Plan will contribute to the delivery of outcomes in the individual Single Outcome Agreements (SOAs) for Aberdeen City, Aberdeenshire and Moray. The SOA is in turn linked to the Scottish Government's Strategic Objectives and National Outcomes.

This joint Road Safety Plan also links to road safety elements of the Aberdeen City, Aberdeenshire and Moray Local Transport Strategies.

The clear synergies between road safety related objectives of the three Local Transport Strategies will ensure that a common goal is shared through this Plan, with regard to improving road safety across the region.

2.5 Other Road Safety Policies

As well as ensuring consistency of approach with road safety policies at the national (Scotland) and regional level, we are also aware of developments at the European level. The European Commission has recently published policy orientations on road safety for the period 2011-2020. This guidance seeks to provide a governing framework and objectives which should assist in guiding strategies at the national and local level.

At the UK level, the Department for Transport is currently developing a new road safety strategy.



Figure 2.2 – Road Safety Policy Overview

Section 3 – Road Safety in Aberdeen City, Aberdeenshire and Moray

3.1 Introduction

This section looks at the scale of the challenge we face, it identifies vulnerable groups and sets out action strategies for each group.

The strategies have been developed to assist in the delivery of the Plan's vision and objectives. They have also been carefully formulated to provide clear synergies with road safety related aims in the Local Transport Strategies to ensure there is a coordinated effort to deliver road safety across North East Scotland.

3.2 Road Safety Issues in Aberdeen City, Aberdeenshire and Moray

Scotland's Road Safety Framework to 2020 identifies the following behaviours, actions and conditions which increase risk on the road:

- Rural roads (hazards);
- Impairment (drink and drug driving);
- Seatbelts;
- Speed; and
- Distraction.

Rural roads across our areas have many hazards. However, there is a perception amongst younger or more inexperienced drivers that because rural roads are quieter than urban roads, they are safer¹.

Hazards become more dangerous when motorists drive at an inappropriate speed for the road conditions. In certain circumstances, it will be safer to drive at a speed considerably lower than the speed limit assigned to a particular road as speed is a major factor in crashes and injuries.

The severity of injuries sustained in crashes can also be greatly reduced by ensuring that all drivers and passengers wear seatbelts because they provide one of the best protections in the event of an accident. They reduce the risk of fatality by those involved in crashes by 50%².

The impacts of impairment through drink and drug driving are also increasingly becoming apparent and this is a key focus of Road Safety Scotland's 'Don't Risk It' marketing campaigns.

Avoidable driver distractions are also on the increase. These include the use of mobile phones whilst driving and drinking, eating and smoking.

It will be crucial to disseminate these messages during the implementation of this Road Safety Plan. The strategies identified for vulnerable groups in Aberdeen City, Aberdeenshire and Moray in this Plan will all contribute to tackling these issues which increase risk on our roads.

Case Study – NES CAMP

The North East Safety Camera Partnership (NES CAMP) was launched on 11th November 2002 with the aim of reducing excessive and inappropriate speed by influencing driver behaviour, and thus reducing the number of people killed and seriously injured on Grampian's roads.

NES CAMP is a partnership of Aberdeenshire, Aberdeen City and The Moray Councils, Transport Scotland and Grampian Police with support from NHS Grampian, Grampian Fire and Rescue Service and the Scottish Ambulance Service.

¹ Go Safe on Scotland's Roads, it's Everyone's Responsibility: Scotland's Road Safety Framework to 2020 (Scottish Government, 2009)

² <http://www.dontriskit.info/seatbelts/did-you-know/>

3.3 Vulnerable Groups 1: Children

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 are critical to fostering the development of future generations of responsible road users. This will lead into awareness raised through secondary education initiatives.



The table below outlines the Child Casualty figures across all three Councils. They have been categorised into fatal, serious and slight casualties. These figures will be used as the baseline data on which the 2015 target figures will be measured.

Total number of Child Casualties across all areas, 2007-2010

Killed	8
Serious	102
Slight	383

As stated in the case study, the Councils have worked together in developing and evaluating a number of engineering and educational initiatives designed to improve the safety of school transport services and this work will be used within schools and communities across North East Scotland as we continuously seek to raise awareness of school transport safety issues.

Case Study – School Transport Safety Initiatives

As part of a best practice review into options to improve the safety of school transport services, Aberdeen City, Aberdeenshire and The Moray Councils have worked in partnership on a variety of initiatives and demonstration projects in recent times. This has included trials of interactive school bus stop technology and the launch of the Bus Stop! Resource Pack and DVDs which is themed to increase the safety awareness of young people using public and school transport, focusing in on distractions and their potential consequences. Schools across Scotland can tap into the resource via a website, www.1second1life.co.uk. Aberdeenshire Council has also undertaken an examination of new school bus signs.

The review has shown that, where school transport safety is concerned, everyone has a responsibility and there is no single solution; instead there are a number of options in the toolkit that can be applied. The Scottish Government have been closely involved in this work and it is hoped that lessons learnt can be disseminated at the national level.



In working to reduce the volume of child accidents the three Councils have been successful in implementing 20mph speed limits outside the majority of schools across North East Scotland.

Good progress also continues to be made promoting safe school transport through the school travel planning process and the development of safer routes to schools which encourage safe walking and, where appropriate, cycling opportunities to schools. Cycle training is also provided in schools in partnership with Road Safety Grampian.

Each Council works with partners including Grampian Police and Road Safety Grampian's Road Safety Advisers to deliver an extensive and progressive programme of road safety education initiatives in schools and academies across North East Scotland.

There is a common misconception that the majority of child casualties occur on the journey to and from school. However, across North East Scotland in the period 2007-2010, 387 of 493 child casualties (78%) occurred outwith the journey to and from school. It is therefore important that the initiatives promoted in our schools are designed to provide pupils with the skills and training necessary to ensure they are responsible and safe road users, not only on their journeys to schools but at all times.



We have developed the following actions for children in the Road Safety Plan:

CH1

Continue to deliver existing in-class education initiatives to school pupils

CH2

Through the School Travel Planning process, investigate new ways to promote the road safety message to children

CH3

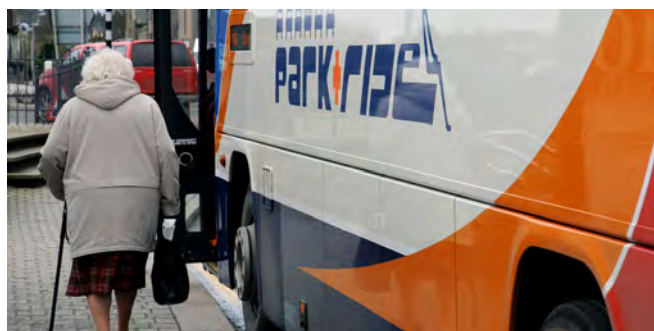
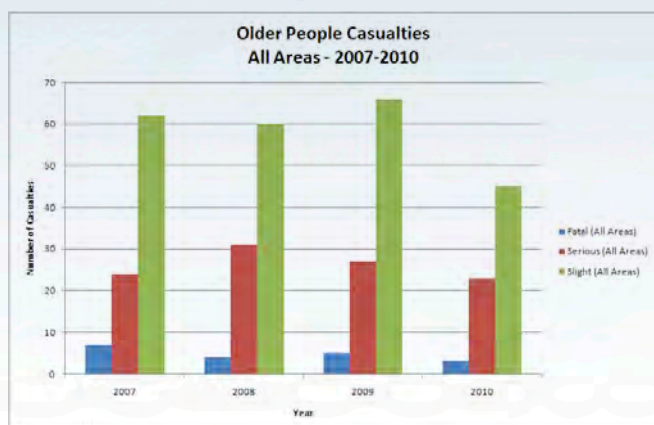
Review recent School Transport Safety Initiatives and evaluate the potential for rolling out successful schemes across the region

CH4

Investigate, with partners, measures to keep pupil safety in the public domain, such as through awareness raising campaigns

3.4 Vulnerable Groups 2: Older People

At the other end of the age spectrum, older people are another vulnerable group with different needs. Whilst they have the life experience that children do not, in general, they often do not have the agility or the reactions of a younger adult. Their eyesight can be poorer and their bodies are more fragile. They may also be less likely to respond quickly to situations and this can increase the likelihood of their being involved in a road accident. Once involved in an accident, they are much more likely to be injured and their injuries tend to be more severe.



We have developed the following actions for older people in the Road Safety Plan:

OP1

Investigate, with partners, the potential for introducing/continuing driver advice sessions for older residents in our areas

OP2

Promote the use of alternative modes of transport, particularly for shorter journeys

Case Study – Moray Driver Advice Sessions

Undertaken by the Moray Road Safety Group, in partnership with Road Safety Grampian, Spearhead Driving Group, Moray Advanced Motorists and NHS Grampian, these sessions were aimed at drivers in the 55 years and above age group, who had passed their driving test a number of years ago and who would benefit from an update of their driving skills.

The sessions included demonstration drives, driving presentations, advice on medicine and driving, a brake reaction timer which tested their reaction times, manoeuvrability course and they also had a chance to try the new driving theory and hazard perception test.

Aberdeen City Council and Aberdeenshire Council are also keen to support driver advice sessions.



3.5 Vulnerable Groups 3: Pedestrians

Pedestrians are one of our most vulnerable groups when it comes to safety as they have no protection if they are involved in a collision.

The concentration of pedestrian accidents is typically higher in Aberdeen City Centre and in larger rural towns, where there is a high volume of both pedestrians and vehicles. This increases the risk of a pedestrian/vehicle conflict.



The introduction of traffic calming measures is one way that the safety of pedestrians can be improved. They have a clear, successful record of reducing the overall speed of traffic to a more appropriate limit for the road classification.

In seeking to enhance the safety of pedestrians, we will take cognisance of recently revised guidance in *Designing Streets* and continue to consider the needs of pedestrians when we carry out road safety audits in our areas.

We have developed the following actions for pedestrians in the Road Safety Plan:

PE1

Explore opportunities for traffic engineering schemes to enhance the safety of pedestrians

PE2

Conduct audits and take account of the needs of pedestrians in the design of all road schemes and major developments

Case Study – Infrastructure and Technology

The design of infrastructure and use of new technology has become increasingly important in helping to increase pedestrian safety in North East Scotland.

Besides the ongoing implementation of traffic calming schemes, Home Zone principles have been exemplified at various locations across North East Scotland in recent years, including Balmedie, Newburgh and Portsoy, seeking to improve the safety and amenity of residents through the promotion of shared space by all road users. Currently, a number of Home Zones have been proposed within Aberdeen City, with a number already under construction.

Aberdeen City Council have worked towards improving signal timings to lengthen the amount of “green man” time for pedestrians when crossing at controlled junctions.

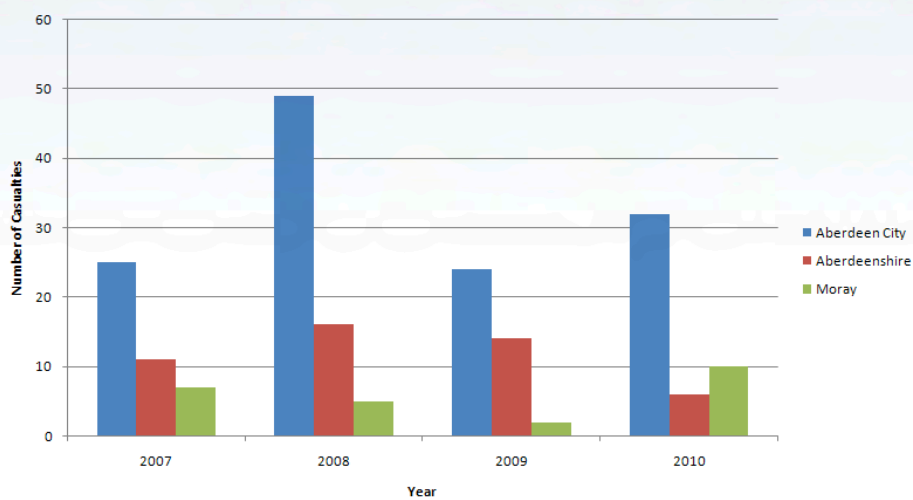
The recently installed Variable Message Signs located across the City have also been used to display important reminder messages regarding safety to motorists.



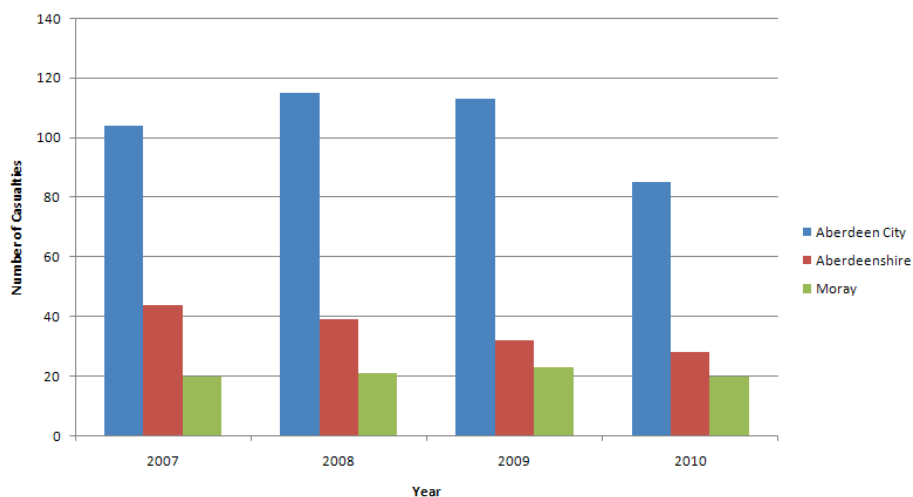
**Pedestrian Casualties (Fatal)
2007-2010**



**Pedestrian Casualties (Serious)
2007-2010**



**Pedestrian Casualties (Slight)
2007-2010**



3.6 Vulnerable Groups 4: Cyclists

Despite an increase in the level of cycling infrastructure across Aberdeen City, Aberdeenshire and Moray, perceived safety concerns are considered a major barrier to cycling in North East Scotland due to driver attitudes towards cyclists and the speed of traffic balanced with the rural environment.³ Together, we will give consideration to instigating a 'Considerate Road User' campaign to raise awareness of the needs and rights of cyclists amongst other types of road user.

We will continue to work with partners at Cycling Scotland and Road Safety Grampian to promote cycle training in schools, in recognition that fundamental to fostering the development of future generations of safe cyclists is the promotion of cycling in schools and providing children with the training and skills necessary so that they become responsible, safe and confident cyclists. Likewise, we will continue to promote the range of programmes of adult cycling training offered by Cycling Scotland, such as workplace cycle training.

Despite evidence that the number of cycle casualties reduces as cycling levels increase,⁴ we must continue to ensure that we improve safety to a greater extent to counteract any potential additional road safety risk as a result of increased cycling.

Technology can also increase the safety of cyclists. Across Aberdeen City, toucan crossings are being implemented to improve provision for cyclists by automatically varying the crossing time to suit the individual.

We will seek to reduce cyclist casualty rates through support and partnership working on road safety matters.

Case Study – Cycling Initiatives

Aberdeenshire Council is continuing to develop cycling infrastructure in the region. This has included the expansion of the off-road and urban cycle networks.

The Council is currently taking forward a Master Plan to develop Peterhead as Scotland's first Cycling Demonstration Town (CDT). Key elements of the master planning exercise have included identifying a range of 'hard' and 'soft' facilities to make cycling a more attractive option for residents of the town. This has included focussing on opportunities for safe commuter and recreational cycling and a signing strategy to safely direct cyclists to routes.

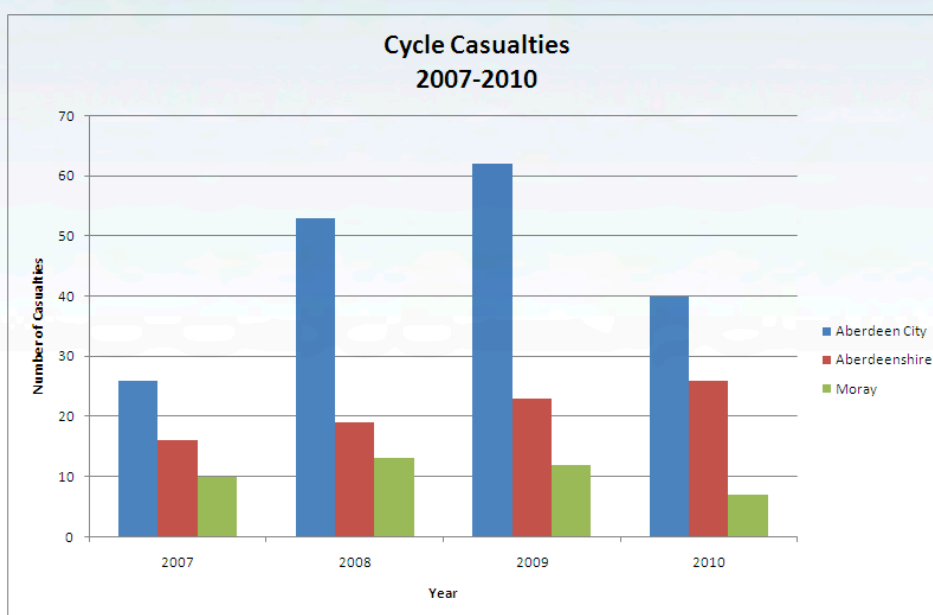
In Aberdeen, bids are currently being invited for cycling demonstration projects in communities within the City. The successful scheme will receive funding from Nestrans to have their cycle-related proposals implemented.

In Moray, a series of cycling initiatives are being progressed as part of Urban Freedom, a joint European and Moray Council initiative. This has included the development of cross town cycle links in Elgin and the Moray Great Bike Ride. Partnership with Sustrans and lobbying of Transport Scotland has resulted in an expansion of the rural cycle network and Moray is recognised nationally as having one of the highest rates of children cycling to School.



³ Aberdeenshire Walking and Cycling Action Plan (Aberdeenshire Council, 2009)

⁴ Reported Road Casualty Statistics (Scottish Government, 2010)



We have developed the following actions for cyclists in the Road Safety Plan:

CY1

Promote and support publicity campaigns aimed at cyclists

CY2

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

CY3

Investigate options for the delivery of adult cycle training courses in our areas

CY4

Continue to explore opportunities for developing off-road cycle networks and on-road cycling

CY5

Take account of the needs of cyclists in the design of all road schemes (especially junctions) and major developments

3.7 Vulnerable Groups 5: Powered Two-Wheelers

Powered two-wheelers (PTW's) – motorcycles; motor scooters; mopeds - are classed as a vulnerable group because of their lack of protection in the event of a collision and the difficulty that other road users have in seeing them, allied to the higher speeds involved, mean they are prone to more serious injury.

Motorcyclist safety is important across North East Scotland, given that many motorcycle journeys cross urban/rural boundaries.

Furthermore, on road surfaces, motorcycles are vulnerable to slippage on public utility plant covers. It is intended that anti-skid covers will be installed on Council and trunk roads as part of Operation Zenith.

The volume of larger, more powerful motorcycles involved in accidents is on the increase, as reflected by casualty statistics below.

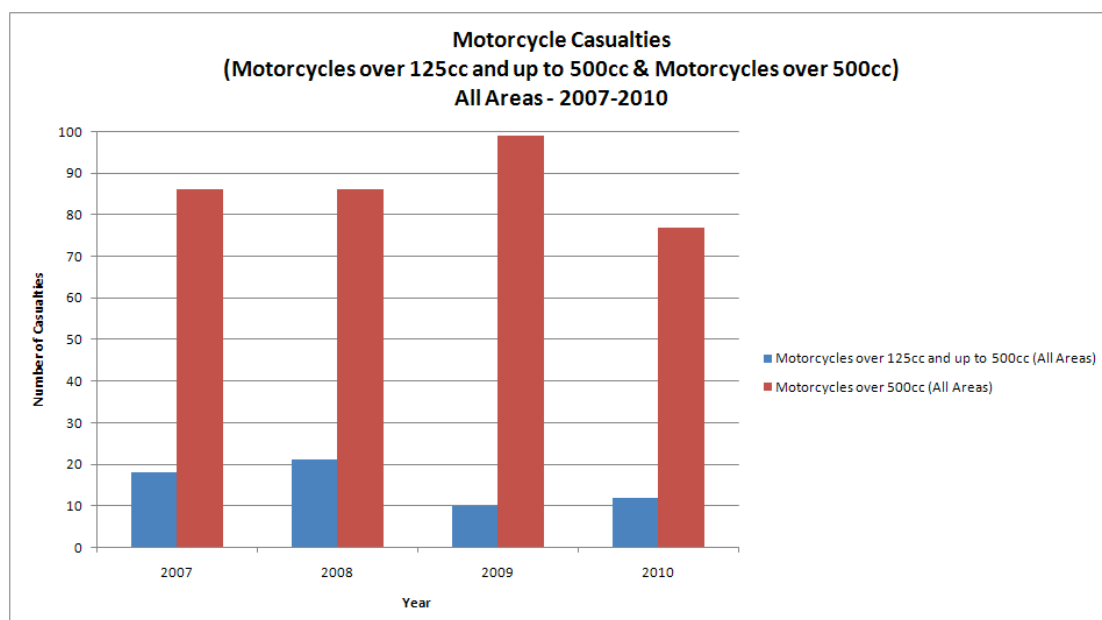


Case Study – Operation Zenith

Operation Zenith was officially launched in April 2010 and signalled the start of a long term campaign to deliver an integrated and holistic action plan to reduce the number of accidents involving motorcyclists in North East Scotland.

The campaign, which has been organised by Road Safety Grampian, a partnership between Grampian Police and Grampian Fire and Rescue, and supported by the three North East Councils, as well as other Community Safety partners, aims to improve motorcycle riding standards by actively targeting those rider behaviours and related offences which are linked to road traffic casualties.

The campaign focuses on the use of various approaches to disseminate the safe riding message, including “Bikesafe” training courses, motorcycle-specific temporary road signs, increased enforcement, high profile motorcycle safety awareness communications, such as advice leaflets and tough-talking radio adverts, and website technology.





We have developed the following actions for powered two-wheelers in the Road Safety Plan:

PT1

Working with partners, continue to promote and support the implementation of Operation Zenith and other publicity campaigns aimed at motorcyclists

PT2

Investigate options for the delivery of motorcycling training courses in our areas

3.8 Vulnerable Groups 6: Young Drivers

Young Drivers – defined as drivers aged between 17 and 25 inclusive – are included as a vulnerable group for reasons different to any other vulnerable group in this Plan. As a group, their physical abilities (eyesight, reactions, hand/eye co-ordination etc) should be approaching their peak.

Having recently passed their driving test, their education and theoretical knowledge should also be at the freshest. However, their perceptions of hazards have not yet fully developed.

Young drivers are also inexperienced and some take unnecessary risks whilst driving.

Recent research commissioned by the Scottish Government shows that younger drivers view rural roads as an opportunity to test their driving skills by driving at higher speeds.⁵

Over the period 2007-2010, more young male drivers have been consistently involved in accidents across North East Scotland than young female drivers.

Year	Number of Young Male Drivers in Accidents	Number of Young Female Drivers in Accidents
2007	345	147
2008	404	182
2009	350	162
2010	298	142

The higher number of young male drivers involved in accidents compared to young female drivers across North East Scotland may be attributed to the number of female passengers in cars driven by males.

⁵ Rural Road Safety: Drivers and Driving (Scottish Government Social Research, 2008)

Case Study – Safe Drive Stay Alive

Safe Drive Stay Alive is a road safety initiative which aims to address the number of accidents on our roads and reinforce the importance of driving safely to young people through a thought provoking show.



Showing a film re-enactment of a fatal car crash and its effects, Safe Drive Stay Alive is devised to be full-on, hard-hitting, realistic and highly emotive.

The event is organised by the Aberdeenshire Community Safety Partnership with close co-operation and participation by the three Councils in North East Scotland, Grampian Police, Grampian Fire and Rescue Service, Scottish Ambulance Service and NHS Grampian.

The initiative has been successful in achieving a number of awards in recent years, including the Prince Michael of Kent International Road Safety Award in the Young Drivers Road Safety Category in 2006.

The number of young people killed and seriously injured (KSI) on our roads is a particular source of concern and imposes a considerable social and emotional cost to our community.

A key challenge for this Road Safety Plan is to target this vulnerable group, and education will continue to be the main weapon in this battle.

The three Councils remain fully committed to the “Safe Drive Stay Alive” initiative which is aimed at 5th year school pupils and 1st year college students.

Other initiatives that have been developed with this vulnerable road user group in mind include the Pass Plus Scheme, Driving Ambition, Hot Strike days and the Momentum Project.

- Pass Plus is the Driving Standard Agency's training scheme for new drivers which comprises of six modules designed to give participants additional experience in areas they may not have encountered as a learner such as motorway, all-weather and night driving.
- Driving Ambition is a multi-agency event facilitated by Road Safety Grampian to almost all sixth year pupils across the Grampian area. Through a series of workshops, practical demonstrations and hard-hitting presentations by a range of organisations including the Emergency Services as well as local driving instructors and mechanics, pupils are taken through the process of motoring from purchasing their first vehicle to safe driving techniques.
- Hot Strikes is an event organised by Grampian Fire and Rescue Service aimed at young drivers and their passengers and seeks to highlight the dangers of driving with excessive speed, of not wearing seatbelts, of driving when under the influence of drink or drugs and of using mobile phones when driving.
- The Momentum Project is a course which educates young people about basic car maintenance, road safety and basic driving skills, with the aim of introducing this group to the skills and responsibilities that come with driving a car.

We have developed the following actions for young drivers in the Road Safety Plan:

YD1

Through the media, seek to influence the attitudes of young people to road safety and future driving behaviour before they acquire their driving licence

YD2

Maintain commitment to the Safe Drive Stay Alive initiative

YD3

Support other road safety initiatives targeted at young drivers

3.9 Vulnerable Groups 7: People with Disabilities

Disability covers a wide range and severity of physical and mental impairments, each of which can make people with disabilities more vulnerable on our roads. People with disabilities are also included in the other vulnerable groups covered by this Plan.

We will endeavour to take account of the needs of people with disabilities in all road safety measures and initiatives which we implement, including the design and maintenance of the local road network across Aberdeen City, Aberdeenshire and Moray, in accordance with the requirements of the Disability Discrimination Act.

We are also committed to working at the planning stage of projects with disability working groups to develop best practice.



We have developed the following actions for people with disabilities in the Road Safety Plan:

PD1

Consider the needs of people with disabilities in the design of new road schemes through safety auditing

PD2

Provide independent travel training and road safety education for people with disabilities through the Social Work service

PD3

Remove obstacles to travel and promote a safer environment for disabled people

3.10 Vulnerable Groups 8: Other Road Users

In addition to the seven vulnerable groups identified above, there are a number of other road users which this Road Safety Plan must set out clear strategies for.

Alcohol and Drugs

Drink driving continues to be one of the most serious issues affecting safety on our roads and is the focus of many police campaigns. Around 1 in 9 deaths on roads in Scotland involve drivers who are over the legal limit to drive.⁶

Drivers who drink and drive are not only putting themselves in danger, they are also putting other road users at risk.

It is also important to remember that drivers can still be over the legal drink drive limit if they have been drinking the night before they undertake a journey. Drivers found to be over the limit the next day will still face the same repercussions as those caught at the time.

It must also be remembered that pedestrians under the influence of alcohol increase their risk of being involved in a collision with a moving vehicle as their ability to rationalise a situation is impaired.

Drug driving is increasingly becoming a cause for concern. While there is a limit for drink driving, there is no set limit for drugs. If a motorist is believed to be driving under the influence of drugs, they must take a Preliminary Impairment Test (PIT). This is a systematic, standardised method of examining a

driver to determine whether or not they are impaired through drugs.

Drink and drug driving is an issue that affects road safety in any area, and we have a responsibility to respond to this by ensuring this Road Safety Plan has meaningful actions to tackle this problem.

Driving for Work

The Royal Society for the Prevention of Accidents (RoSPA) has identified that people who drive for work are at greater risk of being involved in a road accident than those who do not. This is known as Occupational Road Risk (ORR). Nationally, the data on the journey purpose of each driver involved in a road accident has only been recorded since 2005.

Agricultural Vehicles

Agricultural vehicles are common on the roads across North East Scotland and they can cause frustration for other road users due to their slow speeds, which in turn can lead to accidents.

Drivers of agricultural vehicles themselves have a responsibility to ensure that their vehicles and trailers are road worthy as they are far more likely to be involved in an accident if their vehicle is not up to standard. This responsibility is shared by all road users, regardless of the type of vehicle they drive.



We have developed the following actions for these other road users in the Road Safety Plan:

OV1

With partners, raise awareness of the risks of drink and drug driving through publicity

OV2

Monitor the number of drivers involved in road accidents as part of their work and the number of agricultural vehicles involved in road accidents

OV3

Support maintenance of vehicle roadworthiness through VOSA enforcement.

⁶ <http://www.dontriskit.info/drink-driving/andthelaw.html>

Section 4 – Summary

4.1 Summary

The measures and actions set out in this first joint Road Safety Plan for Aberdeen City, Aberdeenshire and Moray provide the focus for our road safety efforts over the next five years. Particular attention will be given to the vulnerable groups identified in this Plan.

Compared with figures at the national level, casualty figures in North East Scotland are relatively low and the number of casualties in North East Scotland has reduced year on year since 2006. This follows a period of targeted education, engineering, enforcement and encouragement in our areas.

Through delivery of our strategies over the next five years, we will strive to meaningfully contribute to the national targets, and monitor our own individual performance at the local level.

Road safety affects everyone in Aberdeen City, Aberdeenshire and Moray. We all use the roads to get around. In order to ensure delivery of the actions identified in this Road Safety Plan, we must remember that road safety is everyone's responsibility and we must all be committed to working together to make our roads safer for everyone.



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