



Our Ref: CE/AGC/SH/333  
Your Ref:  
Ask for: Mr. Campbell  
Direct Dial: (01224) 664901  
Fax: (01224) 665444

**Alan G Campbell, CBE**

Chief Executive

Woodhill House

Westburn Road

Aberdeen AB16 5GB

Telephone 01224 665400

Fax 01224 665444

[alan.g.campbell@aberdeenshire.gov.uk](mailto:alan.g.campbell@aberdeenshire.gov.uk)

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20 October 2008

Ms Bridget Mustard  
Chair of Moray Community Safety Partnership  
c/o Chief Executive's Office  
High Street  
Elgin  
IV30 1BX

Dear Ms Mustard

### **ROAD CASUALTY REDUCTION STRATEGY FOR THE NORTH EAST OF SCOTLAND – CONSULTATION**

In my role as Road Safety Champion for the North East Scotland Joint Public Sector Group, I am pleased to enclose a copy of the Draft Road Casualty Reduction Strategy for North East Scotland.

A group of officers representing the three Local Authorities, Grampian Police, Grampian Fire & Rescue, Transport Scotland and NESTRANS have worked jointly to produce this Draft Strategy, and I would ask that you consider the proposals and provide me with your comments/observations by 28 November 2008.

Your response should be passed to Ewan Wallace, Head of Transportation at Aberdeenshire Council, who has led the Group of officers on my behalf. Your replies can be made via letter to him at Woodhill House, Westburn Road, Aberdeen AB16 5GB or by e-mail to [ewan.wallace@aberdeenshire.gov.uk](mailto:ewan.wallace@aberdeenshire.gov.uk).

The document will also be held in digital format on the Aberdeenshire Council website from 8 October 2008, should you wish to inform colleagues and circulate more widely.

Many thanks for your attention to this important matter. I look forward to receiving your views.

Yours sincerely

**Alan G Campbell**  
**CHIEF EXECUTIVE**



# North East Scotland Road Casualty Reduction Strategy

**Draft for Consultation**

# North East Scotland Road Casualty Reduction Strategy

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## Foreword

Agencies across the North East of Scotland have been working in partnership for some time to reduce the number and severity of casualties on our road network. By working together on education, engineering and enforcement programmes we have reduced the number of people killed and seriously injured (KSI) on our roads when compared to the average for the period 1994 to 1998

However, this long term success has stalled as the number of people killed on the roads of the North East of Scotland rose in the period 2004-2006. Considerable effort on behalf of all partner agencies will be therefore be required if the national targets set by the Scottish Executive are to be met by 2010.

In order to take our work forward to another level we have revisited our original individual plans for reducing road casualties. The Chief Executive of Aberdeenshire Council, Alan Campbell, is the Road Safety Champion of the Joint Public Sector Group and he has overseen work of the partners to set out our revised joint strategy for the period to 2010 and beyond with our aspirations for the period to 2021 also set out.

This new strategy builds on the success of the work being undertaken across the area and sets out the clear actions that we will take in the years ahead.

One of the key factors behind the strategy is our partnership approach to our activity. This strategy brings together the work of partner agencies to focus on achieving the goal of safer roads in the North East of Scotland.

Aberdeen City Council, Aberdeenshire Council, The Moray Council, Grampian Fire and Rescue Service, Grampian Police, Transport Scotland, Regional Transport Partnerships, NHS Grampian and the Scottish Ambulance Service are jointly committed to the actions set out in this strategy. With the help of all road users across the North East of Scotland we aim to achieve the Government targets by 2010 and beyond.

[SIGNATURES of the partners]

## 1 Outcome

- 1.1 In keeping with the strategic objectives of National and Local Government the outcome that the partners are seeking to deliver is ;

*Our communities will be safer places in which to live, work and travel.*

- 1.2 This is one of the Local Outcomes set in the separate Single Outcome Agreements which are being agreed across the Public Sector Agencies for the North East of Scotland.

- 1.3 This then leads to a clear vision for the strategy, which is;

*To improve road safety within the North East of Scotland in order to significantly reduce the levels of death and injury.*

- 1.4 To realise our vision and achieve the desired outcome all partners will commit to achieving the 2010 targets and putting in place a framework to continue to reduce the numbers of people that are killed or seriously injured whilst travelling on our roads.

## 2. The 2010 Targets ...and beyond

- 2.1 The national targets for road casualty reduction that are to be achieved by 2010 (starting from the average number of casualties in the years 1994 to 1998) are :

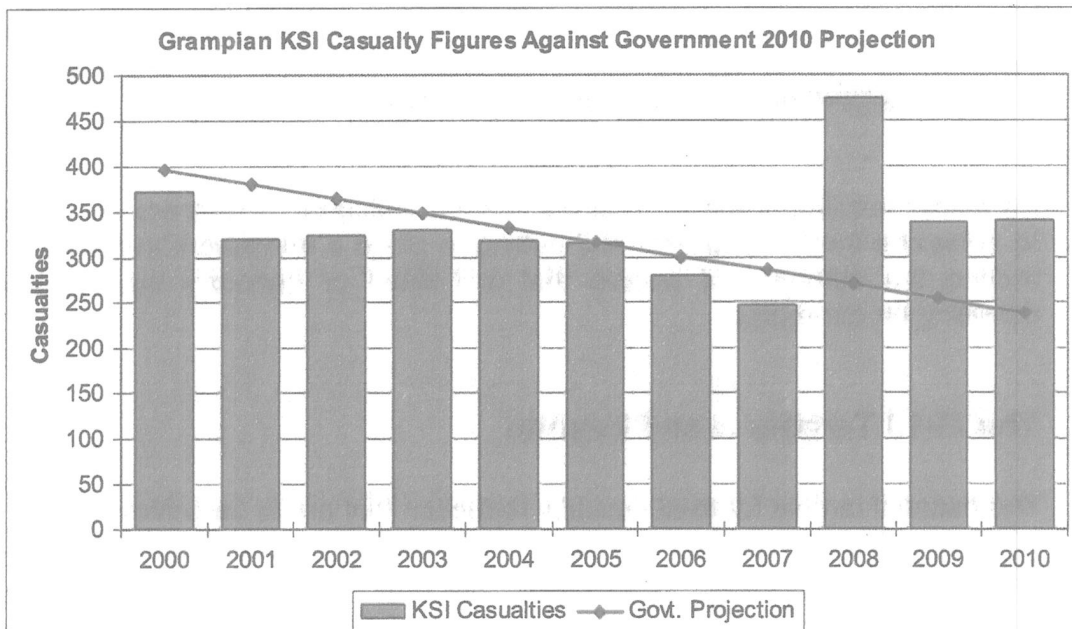
- a) A 40% reduction in the number of people killed or seriously injured
- b) A 50% reduction in the number of children killed or seriously injured
- c) A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

- 2.2 These targets are reflected in the current plans for each of the partner agencies and most recently have been reflected in the Single Outcome Agreements referred to earlier. The targets have given a clear focus to the work undertaken by the partners in developing their plans to address Road Safety since 1998. Each of the partners will have detailed information on the trends within their own areas of responsibilities but graphs and text below set out the high level figures for the whole of the network in the Grampian Area.

2.3 The following three Graphs Charts show the progress to 2007 and include the predicted figures for 2008, 2009 and 2010 using the trend line for the years 2000 – 2008 inclusive and utilising the figures already recorded to end August 2008. Whilst the nature of the type of events leading to road traffic collisions do not automatically lend themselves to the use of such trend projections it does emphasise the type of problem that we are facing.

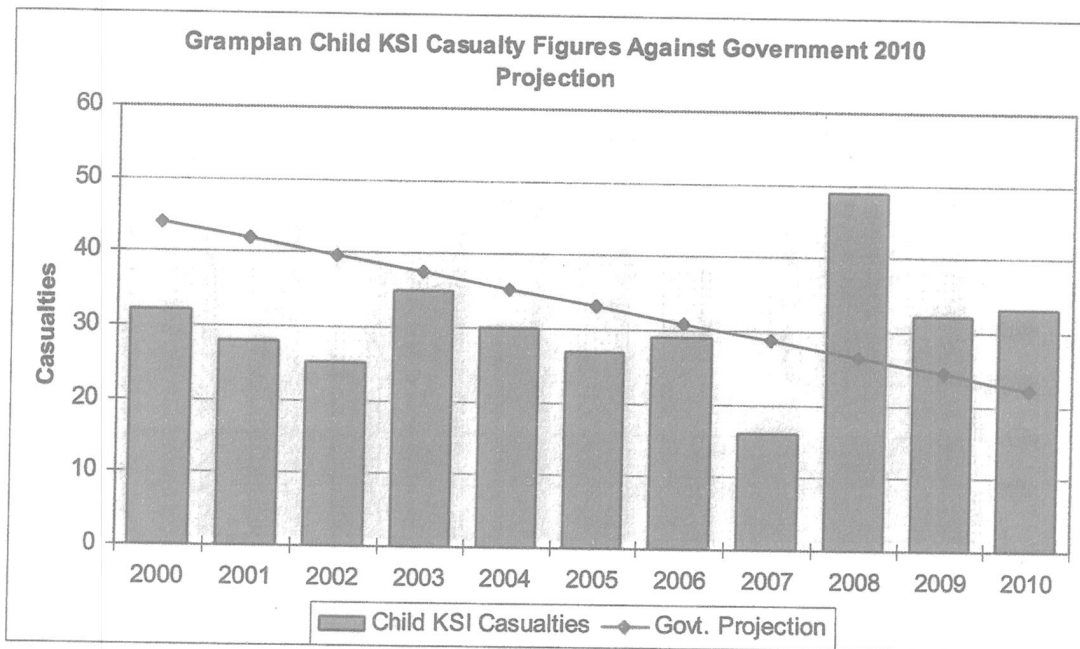
2.4 That said, since 2000 there has been a decrease in the number of people killed on the roads of the North East of Scotland. Whilst the overall killed and seriously injured figure (KSI) had been showing a reduction until 2007, there has been an increase that, when projected towards 2010 indicates that the Government target may not be met.

**Chart 1 - Killed and Seriously Injured (KSI) Levels across Grampian Area**



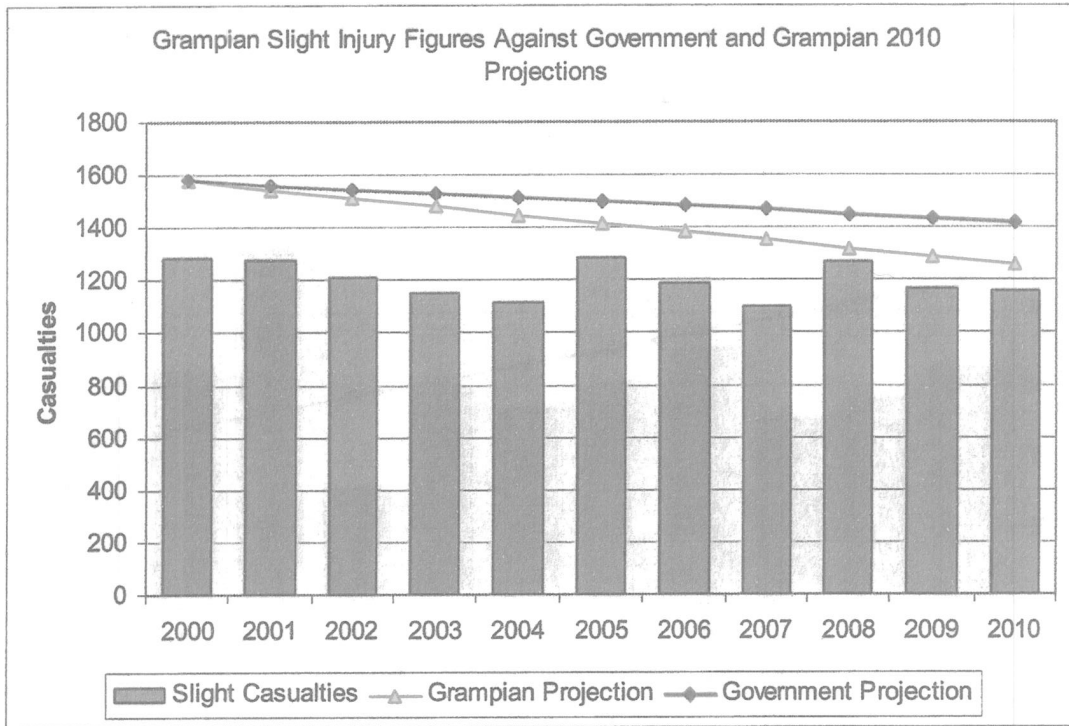
2.5 The position in respect of children killed or seriously injured figure (Child KSI) is more complex. Whilst some years since 2000 have seen reductions the situation for 2008 is such that we have already exceeded the 2007 levels by the end of August. Were these levels to be repeated in the next two years then the Government target will not be met.

Chart 2 - Child Killed and Seriously Injured Levels across Grampian Area



- 2.6 During the period 2000 – 2007 inclusive there were 14 child fatalities and 208 children serious injured. During 2008 (up to and including August) there have been and 31 children seriously or fatally injured. The number of child fatalities and serious injuries so far in 2008 are both over the average of those recorded in 2000 – 2007.
- 2.7 Chart 3 shows that since 2000, with the notable exception of 2005 there has been a decrease in the number of people slightly injured on the roads of the North East of Scotland. Even allowing for the projected figures for 2008 it is likely that both the 2010 Government target figure and the more onerous Grampian target will be met.

Chart 3 - Slight Injury Levels across Grampian Area



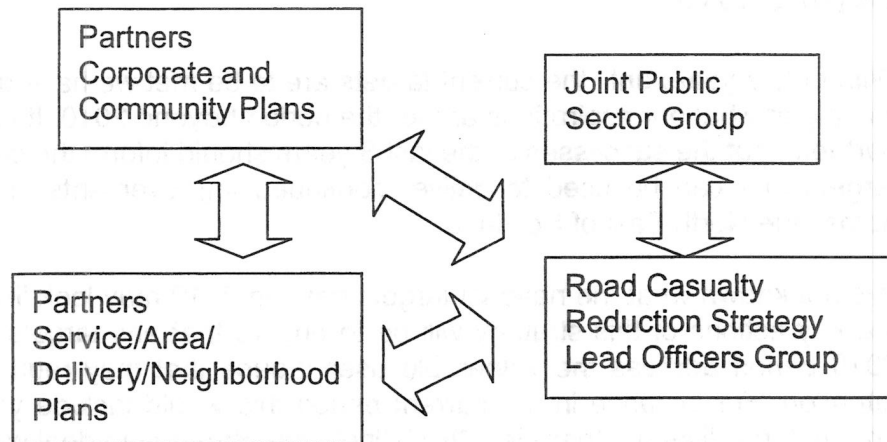
2.8 From the figures shown in the three graphs above it can be seen that the current projections for casualty levels across the Grampian area, if realised, would lead to two of the 2010 targets not being met. Therefore the partner organisations are committed to making significant progress to meet the overall KSI target for the North East and this strategy puts in place a set of actions to achieve this objective.

### **3 Beyond 2010**

- 3.1 With only 2 years until the current targets are to be met we have already been looking at what our aspirations are for the period beyond 2010. It is clear to the partners that the successes of the last 8 years should inform the setting of new targets that can be used to deliver continued improvements in road safety across the North East of Scotland.
- 3.2 It is not known what the national targets beyond 2010 may look like but one of the key actions of this strategy will be to ensure that any targets for the post 2010 period address the vulnerable user groups that may require particular attention. For instance in the current period this would include young drivers and motorcyclists but there is a flexibility in this Strategy to deal with emerging issues beyond 2010 and local concerns. Our approach will be to readily refocus our efforts should the problem areas alter.
- 3.3 Examples of the type of target that may be set for post 2010 could include ;
- a) To reduce the number of people aged 25 or under killed in road collisions by 40% by 2021 when compared to 2006 to 2010 average.
  - b) To increase the number of drivers who undertake additional driver training by 60% by 2021 when compared to 2010 levels.
- 3.4 Consideration of the approach to be taken beyond 2010 is already underway at a UK and Scottish level and senior representatives from the JPSG are already involved in debating the range of approaches that could be taken. This debate will inform the finalised strategy.

### **4 Roles and Responsibilities**

- 4.1 The responsibility for ensuring that residents and visitors to the North East of Scotland can travel on our road network without fear of death or serious injury is one that is jointly shared across all of the public sector.
- 4.2 The development of this strategy under the direction of the Joint Public Sector Group demonstrates the clear acceptance of these responsibilities and the commitment that each organisation will bring to meeting them.
- 4.3 Whilst the statutory functions relating to the safe use of our road network sit with the individual organisations they must be delivered in partnership to ensure that they are as effective as possible. Therefore a core principle of this strategy is that the JPSG will have an overarching responsibility for delivery of this strategy.
- 4.4 It is proposed that through the direction of the Road Safety Champion, a group of senior officers representing the partner organisations will ensure performance across the full range of key actions set out in this document. This would be the Road Casualty Reduction Strategy Lead Officers Group.



- 4.5 The suggested reporting lines are shown in the above diagram which sets out the typical relationships within the partner organisations between Corporate Plans with high level commitments and more importantly the direct link into each of the organisations service delivery functions. In addition this will allow the development of linked policies and Appendix B sets out the range of specific plans and strategies that our work will impact upon.
- 4.6 For this Strategy to be effective the principles and actions adopted within it will have to be fully reflected in the annual delivery plans of each of the partners. In addition annual reports on progress of the Road Casualty Reduction Strategy would be formally considered by each of the partner organisations.

## 5. Our Key Actions to Deliver our Vision

- 5.1 We will seek to deliver our vision through specific actions within three four key topic areas;
- a) Education
  - b) Engineering
  - c) Enforcement
  - d) Encouragement
- 5.2 Within each of these topic areas there will be some significant areas of work such as engagement with community groups, encouragement of individual responsibility, community ownership of changing attitudes and practices, working with the private sector, consideration of funding streams, enhanced driver training, media and promotional activities, route action schemes, data collection, analysis and monitoring and of course the work of the North East Safety Camera Partnership. All of these areas have already seen significant levels of work in the recent past and Appendix A sets out a selection of the type of initiatives and projects that the partners have been delivering.

- 5.3 We are proposing that the main delivery mechanisms for these topic areas are retained and developed.. Our key proposals for action during that period and beyond are set out in Table 1 below. Within the Action Plan for this Strategy each of the Actions has a lead Agency who will be tasked with delivering that Action with and on behalf of the partners. Detailed programmes of work will be developed for each Action and will link to the budgeting and resource allocation within each of the agencies.
- 5.4 Each action also has a timescale set against it from when the strategy is adopted. These range from 6 months through to 2 years depending upon the scale of the issue being tackled.

Issue	Action	Lead Agency	Timescale	Outcome	Action Areas
1. Driving standards, vehicle specification and national policies outwith local control	Interaction with national (Scottish and UK) agencies on technology and legislation through specific discussions and key input to consultations.	Grampian Police	March 2009	Commitment by National Government to review policies and regulations relating to driving and vehicles	Encouragement
2. Lack of ownership of Road Safety problem by private sector	Active lobbying of business sector to achieve a doubling of private firms contributing to Road Safety projects.	Grampian Fire and Rescue Service	August 2009	Increased Private Sector involvement in support and delivery of projects and initiatives.	Encouragement
3. Duplication of work and inconsistent data across agencies.	Establish an integrated data collection and analysis process including linkages to education and research sector.	Aberdeenshire Council	June 2009	Single source of data to inform actions and performance management	Engineering and Enforcement
4. Multiple agencies with potential for conflicting priorities.	Develop options for establishing a formal Casualty Reduction Partnership to serve the North East of Scotland building on work done on "Road Safety Grampian". To be taken through the JPSG.	Aberdeenshire Council	December 2009	Fully co-ordinated partnership to address road casualty reduction in the North East of Scotland.	All 4 E's
5. Level of Young Drivers involved in collisions	Dedicated slots in school, college and university curriculums/timetables to allow targeted events based on when and where problems occur.	Grampian Fire and Rescue Service	August 2009	Increased awareness of road safety issues within under 25 age group	Education

	<b>Issue</b>	<b>Action</b>	<b>Lead Agency</b>	<b>Timescale</b>	<b>Outcome</b>	<b>Action Areas</b>
6.	Multiple budgets with a lack of coordination	Development and delivery of a Route Strategy programme and associated budgets agreed in conjunction with wide range of stakeholders	Grampian Police	March 2010	More efficient and targeted use of existing and future budgets.	Engineering and Enforcement
7.	Negative perception of Safety Camera funding arrangements	Review NESAMP approach to range of enforcement options to achieve an agreed position across partners. Lobby for changes at national level as appropriate. (Average speed, route action on mobile basis etc)	Moray Council	October 2009	More positive perception of use of safety cameras and enhanced community input.	Enforcement and Engagement

8.	Public perception over range of responsibilities for tackling the road safety problem	Establish and agree clear protocols for media engagement on multi agency basis.	Nestrans	March 2009	Greater public awareness of work that is underway and planned	Encouragement and Education
9.	Public perceptions of who is responsible and opportunity for changing behaviour	Increased community engagement through Community Planning Partnerships by inclusion of proposals within this strategy in all partners Community Plans	Moray Council	October 2009		Encouragement
10.	Variable outcomes across agencies.	Establish clear linkages to other strategies that identify opportunities to reduce overall casualty levels and co-ordinate reporting of current initiatives/projects.	Aberdeen City Council	June 2009	Consistent and clear actions and initiatives delivered to all communities	Encouragement

## 6. How will we Deliver the Actions?

- 6.1 We will deliver the desired outcome of this strategy on a joint basis through targeting resources and expertise at the actions set out above and by adopting the following principles.

### **Partnership working**

- We will co-operate in sharing data.
- We will agree joint solutions to specific problems.
- We will support the work of all partners in providing education to target groups.

### ***Being intelligence-led***

- We will act on facts.
- We will analyse data to identify trends and patterns.
- We will allocate resources where they will be most effective in reducing casualties.

### **Maximising the use of technology**

- We will investigate new and emerging technology.
- We will adopt procedures to achieve best value.
- We will be innovative and proactive in our approach.

### **Maximising community involvement**

- We will engage with local communities
- We will work with road user groups
- We will consult with subject experts in the wider community

### **Learning from the best**

- **We will support the good work of each partner**
- We will seek out and develop research on road safety issues
- We will showcase the work of ourselves and colleagues

### ***Maximising use of the media***

- We will take a proactive approach to the media
- We will develop joint messages
- We will answer queries positively

- 6.2 Through applying these principles to the key theme areas we will be able to establish clear actions plans, link to wider policy development and provide a regular evaluation of performance against our desired outcome.

## 7. Monitoring

- 7.1 Each of the Action areas will be monitored against the overall outcome set out in Table 1 and each lead agency will be charged with developing key indicators for the outcome within the first month after the adoption of the strategy.
- 7.2 It is also proposed that a simple traffic light style be adopted to allow progress to be monitored by the Road Casualty Reduction Strategy Lead Officers Group and partner organisations. This will be developed to fit with similar approaches adopted on other JPSG work.
- 7.3 As further work is done on the new national targets this Strategy will also then identify how the specific actions meet the new targets.

## 8. Programme for Delivery of the Strategy

October – November 2008	Consultation on North East of Scotland Road Casualty Reduction Strategy
December 2008	JPSG sign off North East of Scotland Road Casualty Reduction Strategy for publication and launch.
December 2008	Partners begin work on 10 key actions.
November 2009	JPSG annual review of progress with North East of Scotland Road Casualty Reduction Strategy
November 2010	Update North East of Scotland Road Casualty Reduction Strategy with revised targets for beyond 2010.

**Appendix A Ongoing Action Areas**

No.	Age/Class/Group	Project Name and Description	Lead Agencies involved in delivery
	<b>Education</b>		
1.	Ante Natal and New Mums	Use of Seat belts/Child Seats	Grampian Police
2.	Under 5's	Pedestrian Skills and Children's Traffic Club	Grampian Police/Road Safety Scotland
3.	5-12 years	Basic Pedestrian Skills, Edumagic, Traffic Trails, Transport/Travel Traffic Surveys	Grampian Police/Local Authorities
4.	5-12 years	Zebra Crossing, Pelican and Green Cross Code Training	Grampian Police
5.	5-12 years	Streetsense	Local Authorities/Road Safety Scotland
6.	9-12 years	Cycle Training	Grampian Police/Local Authorities
7.	10-12 years	Junior Road Safety officer	Grampian Police/Local Authorities
8.	11-12 years	Transition Workshop (Bus travel, safe route planning, etc).	Grampian Police/Local Authority
9.	11-12 years	Theatre in Education	Grampian Police/Road Safety Scotland
10.	11-12 years	Safe Team	Multi Agency
11.	11-13 years	Road Safety Talks (Cycle/Pedestrian)	Grampian Police
12.	14-16 years	Crash Magnets	Local Authority/Road Safety Scotland
13.	14-17 years	Momentum	Local Authority
14.	16-18 years	Driving Ahead	Grampian Police
15.	16-17 years	Safe Drive Stay Alive	Multi Agency

<b>No.</b>	<b>Age/Class/Group</b>	<b>Project Name and Description</b>	<b>Lead Agencies involved in delivery</b>
16.	17-18 years	Driving Ambition	Grampian Police, Driving Standards Agency, Grampian Fire & Rescue Service
17.	17-18 years	Theatre Groups in Education	Grampian Police/Road Safety Scotland
18.	17-18 years	Cars'R'Us	Multi Agency
19.	17-25 years	Young Drivers Training Days	Grampian Police, Driving Standards Agency, Grampian Fire & Rescue Service
20.	17-25 years	Pass Plus	Multi Agency Promotion
21.	17-25 years	Hot Chocolate Evenings	Local Authority
22.	17-25 years	Integration with Young Drivers	Grampian Fire & Rescue, Grampian Police Service
23.	17 years upwards	Hot Strikes	Grampian Police, Grampian Fire & Rescue Service
24.	17 years upwards	Driving Input Presentations	Grampian Police
25.	17 years upwards	Business and Community Talks	Grampian Fire & Rescue Service, Grampian Police
26.	17 years upwards	Traffic Collision Extractions	Grampian Fire & Rescue Service
27.	17 years upwards	Bikesafe	Grampian Police
28.	Young Offenders	Young Offender Talks	Driving Standards Agency
29.	Over 55 years	Theatre in Education (Urban Roadeo)	Road Safety Scotland
30.	Over 55 years	Arrive Alive Classic	Driving Standards Agency
31.	Prisoners	Pre-Release Courses	Grampian Police. Driving Standards Agency
32.	Banned Drivers	Drink/Drive Rehabilitation Course	Grampian Police, Grampian Fire & Rescue Service, Alcohol Support

No.	Age/Class/Group	Project Name and Description	Lead Agencies involved in delivery
33.	All Road Users	Foyer Drive (Driving Instruction Package)	Grampian Police/Road Safety Unit
34.	S2 – 12-13 years	STARS – Road Safety through Drama Workshops	Local Authority
35.	All Drivers	Drink Drive DVD – 2 Units R2 Much	Multi-Agency
36.	Over 55	Over 55's Driver Advice Days	Multi-Agency
<b>Engineering</b>			
37.	All Road Users	Traffic Management, 20mph and Part time limits/zones.	Local Authority
38.	All Road Users	School Travel Plans and Safer Routes to School	Local Authority
39.	All Road Users	Travel Plans (Business)	Local Authority
40.	All Road Users	Safer Routes to Schools	Local Authority
41.	All Road Users	Accident Investigation and Prevention	Local Authority/Transport Scotland
42.	All Road Users	Safety Audit	Local Authority
<b>Enforcement</b>			
43.	All Road Users	Safety Camera Partnership	Grampian Police
44.	All Road Users	VOSA Inspection Programme of Vehicles	Grampian Police
45.	All Road Users	Day to day enforcement	Grampian Police

## Appendix B Linked Policy Development

### Linkages

In addition to the specific actions set out in this document the strategy is also intended to provide an over-arching strategic policy framework that will complement other documents such as the Local Authority Transport Strategies and will in turn direct future Community/Business/Operational/Action Plans that each partner may then develop. It is not a replacement for such plans, which will continue, as they will set out actions in far more detail for each local authority area and functional responsibility. It recognises that there are other strategies and policy documents which it must seek to link to and reflect.

The range of linked plans that address the current commitments by the partner organisations to tackling road casualty levels are set out below. covering ;

UK targets and policies,  
<http://www.dft.gov.uk/pgr/roadsafety/>

the National Transport Strategy for Scotland ,  
[www.scotland.gov.uk/Topics/Transport/NTS](http://www.scotland.gov.uk/Topics/Transport/NTS)

Strategic and Operational Plans for Grampian Police,  
<http://www.grampian.police.uk/About.aspx?id=41&pid=30;31;3>

Strategic Plan for Grampian Fire and Rescue Service,  
[http://www.grampianfrs.org.uk/subdreamer/index.php?categoryid=30&p13\\_sectionid=7](http://www.grampianfrs.org.uk/subdreamer/index.php?categoryid=30&p13_sectionid=7)

Transport Scotland's Strategic Road Safety Plan,  
<http://www.transportscotland.gov.uk/reports/publications-and-guidance/road/j9041-00.htm>

Regional Transport Strategies,  
[www.hitrans.org.uk/Strategy/documents/HITRANS](http://www.hitrans.org.uk/Strategy/documents/HITRANS)  
<http://www.nestrans.org.uk/strategy/strategy.asp>

Local Transport Strategies including links to Road Safety Plans  
[www.moray.gov.uk/moray\\_standard/page](http://www.moray.gov.uk/moray_standard/page)  
[www.aberdeencity.gov.uk/acc/web/site/Planning/SL/pla\\_transportstrategy.asp](http://www.aberdeencity.gov.uk/acc/web/site/Planning/SL/pla_transportstrategy.asp)  
[www.aberdeenshire.gov.uk/transportation/lts/index](http://www.aberdeenshire.gov.uk/transportation/lts/index)

and the overarching remits within the Single Outcome Agreements and Community Plans.  
[www.communityplanningaberdeen.org.uk](http://www.communityplanningaberdeen.org.uk)

[www.yourmoray.org.uk/documents/SingleOutcomeAgreement-SecondDraftMay2008.pdf](http://www.yourmoray.org.uk/documents/SingleOutcomeAgreement-SecondDraftMay2008.pdf)  
[www.ouraberdeenshire.org.uk/](http://www.ouraberdeenshire.org.uk/)

