

A ROAD SAFETY PLAN FOR ABERDEEN CITY 2019 TO 2022



There are 937 km of roads in Aberdeen 1.7% of Scottish Roads



In 2013 the population of Aberdeen was 227,070 compared to 228,800 in 2017. ¹



The cost of Accidents to Aberdeen City's economy between 2013 and 2017 was around £125.5m



78% of drivers killed or seriously injured in road traffic collisions between 2013 & 2017 were Male



70% of all Killed or seriously injured casualties in road traffic collisions between 2013 & 2017 were Male

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Document Revision History			
Version	Reason	By	Date

INTRODUCTION

Local authorities are responsible for road safety on the local road network. The 1988 Road Traffic Act puts a 'statutory duty' on the local authorities to deliver an appropriate road safety education service and for the provision of a safe local road network. This includes road construction, accident investigation and analysis, traffic calming, setting speed limits and facilities for pedestrians and cyclists.

This is the sixth Road Safety Plan for Aberdeen City, the previous plans being prepared in 1997, 2000, 2004, 2007 and 2011 respectively. They laid out a framework of policies and plans to improve road safety over the life of each plan.

This plan reviews road safety activity in Aberdeen City and seeks to create and maintain partnerships which will help develop interventions to continue to improve road safety in Aberdeen. It is also the final plan which will see the conclusion of Scotland's Road Safety Framework to 2020 'Go Safe on Scotland's Roads – it's Everyone's Responsibility' and will take us forward towards Scotland's next iteration of the framework.

The plan is produced to meet the council's statutory duty under section 122 of the Road Traffic Regulation Act 1991 to secure the expeditious, convenient and safe movement of vehicular and other traffic, including pedestrians, on local roads in their area. A local authority accomplishes this statutory duty by preparing and carrying out a programme of measures designed to promote road safety.

The collection, distribution and validation of road traffic accident data is the duty of the Police Service of Scotland (PSoS), and, of local government traffic authorities to use in pursuit of their statutory obligations, to analyse and interpret the causations of collisions and work with stakeholders to actively reduce the number of road traffic collisions on our roads.

The Scottish Government shares with the UK Government responsibility for the promotion of road safety in Scotland. The Scottish Government also engages with the UK Government and its Agencies on UK Government-led road safety policy, driver training and testing, enforcement issues and consultations that extend to Scotland.

Road Safety Scotland (RSS), formerly known as the Scottish Road Safety Campaign, was set up to address road safety education, training and publicity matters in Scotland. Funded by, and sitting within, the Scottish Government, RSS brings together some of the key road safety interests to ensure a co-ordinated approach to road safety throughout the country.

In Aberdeen the Operations Function, Traffic Management and Road Safety Team, analyse road traffic collision data and engineer evidence-based road safety solutions and provide research to inform and identify areas of road safety concern.

Until 31st March 2019 the A90 and A96 trunk roads through Aberdeen City were managed and maintained by BEAR Scotland on behalf of Transport Scotland. The A90(T) from the Charleston Interchange is now detrunked and renamed A92; The Haudagain roundabout remains the responsibility of Transport Scotland until completion of the link road with a portion of the A96 from Auchmill Road to Craibstone Roundabout now the responsibility of Aberdeen City Council.

All the following statistics quoted are relevant to local and trunk roads within Aberdeen City Boundary from 2013 to 2017; this plan is consistent with the aims and objectives of the Aberdeen City Local Development Plan 2017, and the Aberdeen City Local Transport Strategy to 2021.

THE NEED FOR A PLAN

The high number of road collisions associated with motor vehicles has led Governments throughout the western world to invest in mitigation measures to significantly improve road safety.

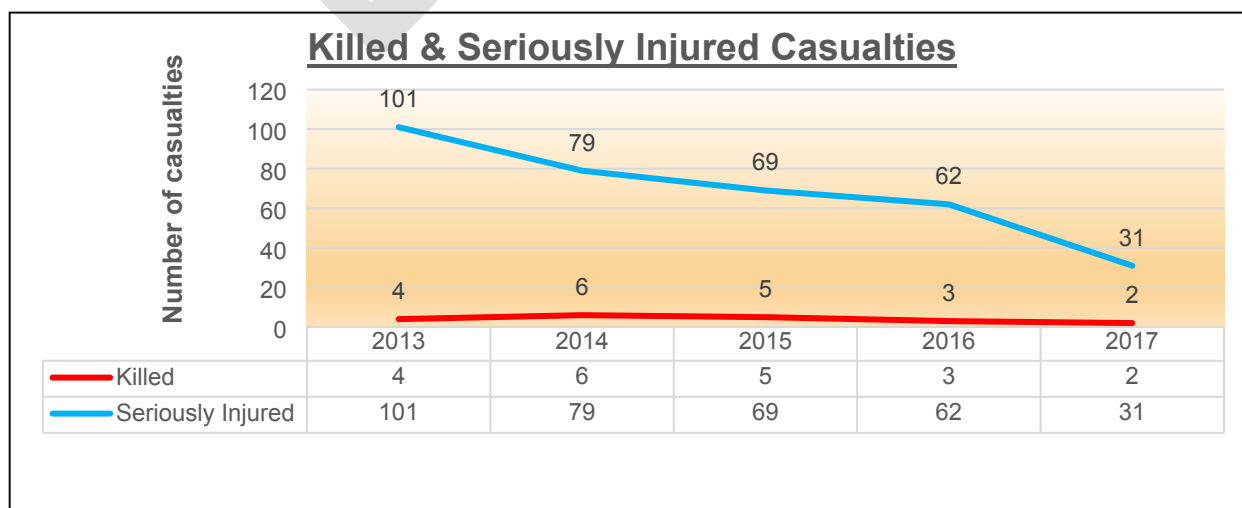
In Scotland we have adopted [Scotland's Road Safety Framework 2020](#) which is based on the premise that no serious or fatal injury is acceptable, and that investment should continue in road safety until a zero rate is achieved. While ongoing developments in vehicle technology may bring this ambition a step closer, we are not proposing a "vision zero" policy at this time and are instead focused on maintaining the declining trend in Aberdeen's road injury rates, which would be a significant step in the right direction.

Scotland's Road Safety Framework was launched in June 2009 and set out the vision for road safety in Scotland, the main priorities and issues and includes Scotland-specific targets and milestones which were adopted from 2010.

To illustrate the reductions necessary the following table shows the 2004 to 2008 baseline, the latest position as well as the level of casualties inferred by the 2015 milestones and 2020 targets.

ABERDEEN CITY	2004-08 Average	2015 Milestone reduction	2015 Transport(S) Target figure	2015 ACC No of casualties	2017 ACC No. of casualties	2020 Target %	2020 ACC Target (No. of casualties)
People Killed	5	30%	3.5	5	2	40%	3
People Seriously Injured	85	43%	48.5	69	31	55%	38.3
Children (aged <16) killed	0	35%	0	0	0	50%	0
Children (aged >16) seriously injured	9	50%	4.5	9	2	65%	3.2

As can be seen from the graph below there is 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 Aberdeen City roads, and the injury rate is much reduced.



POLICY REVIEW

Scotland's road safety vision is that there will be: "A steady reduction in the numbers of those killed and those seriously injured, with the ultimate vision of a future where no-one is killed on Scotland's roads, and the injury rate is much reduced." The Scottish Government believes that this is an ambitious vision and one capable of being shared by all. It is not a vision for a single point in time but is on-going and aspirational. Success in the timescale of the Framework 2020 can be measured through progress towards Scottish road safety targets. It is believed that all partners and every road user has a contribution to make towards the vision. For this reason the title of the Framework is 'Go Safe on Scotland's Roads – it's Everyone's Responsibility'.

Aberdeen City Council, Aberdeenshire Council, The Moray Council, NESTRANS, NHS Grampian, Police Scotland, Road Safety Scotland, Scottish Fire and Rescue Service and Transport Scotland are jointly committed to the actions set out in the North East Scotland Casualty Reduction Strategy (NECRS). The organisations meet as a group to work towards the actions set out within the strategy.

Both nationally and regionally it is clearly recognised that action on road safety is a collaborative process recognising the part that partner organisations, stakeholders and the public must play to meet the aspirations that have been set.

This Road Safety Plan takes its Vision from the NECRS: "A future where no one is killed on North East roads and the injury rate is much reduced."

The outcome is: "A steady reduction in the number of those killed and seriously injured on North East roads".

THE CONTRIBUTORY FACTORS IN A ROAD TRAFFIC COLLISION

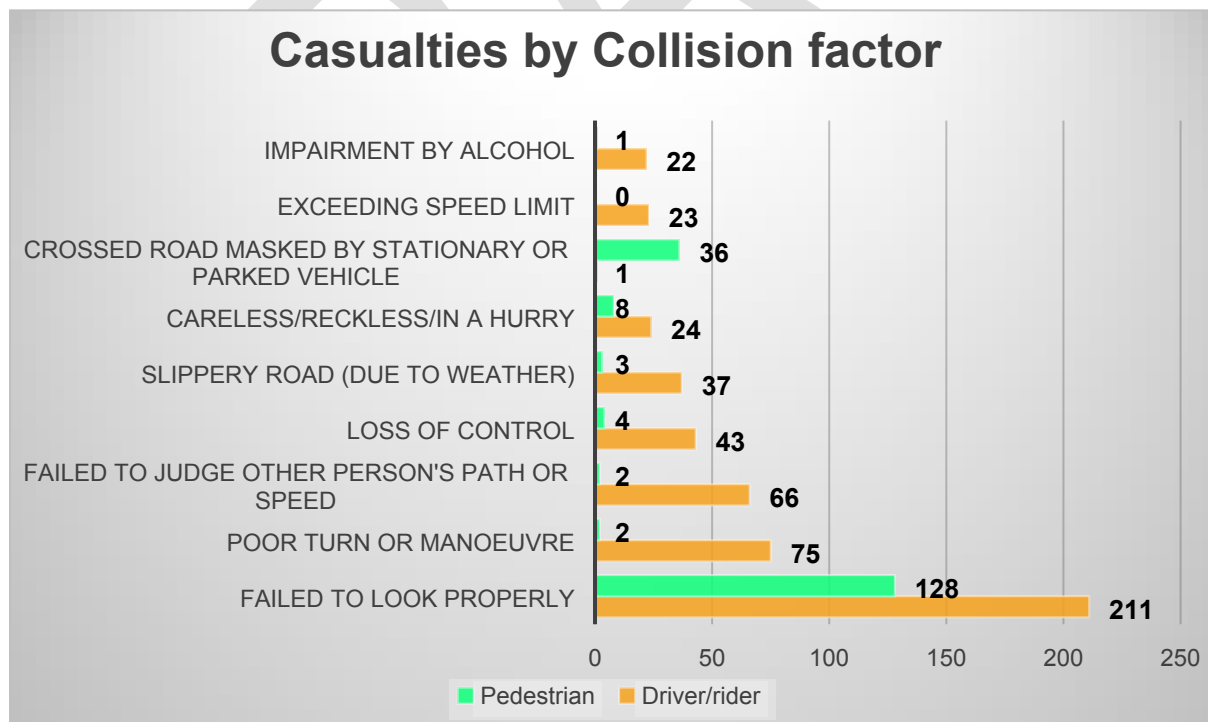
From 2005, all police forces across Great Britain reported contributory factors as part of the Stats 19 accident reporting procedure. The Stats 19 was developed to provide insight into why and how road accidents occur, to help identify the key actions and failures that led directly to the actual impact, and to aid investigation of how it might have been prevented.

In order for a road traffic collision to be recordable under STATS19, an incident must:

- occur on the public road (including footways, but excluding private roads, car parks etc.)
- involve at least one vehicle (which includes non-motorised vehicles such as pedal cycles or horses)
- result in an injury to at least one person (excluding death due to natural causes or confirmed suicide, injury due to unrelated illness, and injury to animals)
- be reported to the Police (either at the scene, or to a police station within 30 days)

Road traffic collisions on public roads in Great Britain, are recorded by the attending police officer onto a STATS19 report form. The form gathers a variety of data pertaining to the incident and is completed at the scene of the accident.

Contributory factors attributed by Police Scotland in road accident reports in Aberdeen City show **failing to look properly** was the most frequently reported contributory factor, attributing to 27% of all reported accidents in 2013 falling to 9% in 2017. The chart below indicating trends (5 year average).



THE COST OF ACCIDENTS

The Department for Transport estimate the values assigned to the cost of road casualties and accidents in Great Britain for use in cost benefit analysis of the prevention of road casualties and accidents in a road scheme.

Types of Costs

The human cost covers an amount to reflect the pain, grief and suffering to the casualty, relatives and friends, and, for fatal casualties, the intrinsic loss of enjoyment of life over and above the consumption of goods and services. The economic cost covers the loss of output due to the injury and medical costs.

The cost of an accidents also includes:

- The cost of damage to vehicles and property; and
- The cost of emergency services
- The cost of insurance administration

Scottish Analysis

The average cost per accident in Scotland and total cost of all accidents in Scotland are calculated using the national casualty costs and the number of casualties by severity in accidents in Scotland. The average cost per accident nationally and locally differ because of differences in the average number of casualties per accidents and the proportions of fatal and serious casualties in an accident.

The figures are presented in constant 2017 prices, i.e. real prices adjusted for general price level changes over time (inflation or deflation) using 2017 as the source price year.

Cost per accident in built up roads in Scotland (£) for 2017 prices ([source](#) P87 table 10)

Cost per accident in Aberdeen City built up roads per annum (£) (SOURCE: Reported Road Casualties.

Cost of Aberdeen City ACCIDENTS (2013 to 2017)							
Year	ACCIDENT SEVERITY						
	Fatal	Fatal £	Serious	Serious £	Slight	Slight £	Total
2013	4	7,422,040	97	20,909,999	249	5,354,745	33,686,784
2014	6	12,493,494	69	15,469,110	176	3,953,488	31,916,092
2015	4	8,020,032	65	15,129,010	132	3,091,704	26,240,746
2016	3	5,707,314	54	12,127,752	106	2,391,042	20,226,108
2017	2	£3,909,182	30	£7,060,050	107	2,541,892	13,511,124
Total	19	£37,137,229	315	£70,695,921	770	17,332,871	125,580,854

In summary the total cost of road traffic accidents to the community in Aberdeen for the 5 years 2013 – 2017 was around £125.5 million.

ACCIDENTS IN ABERDEEN CITY

Government Targets

Scotland's Road Safety Framework 2020 set out the vision for road safety in Scotland, the main priorities and issues and included Scotland-specific targets and milestones. These targets and milestones are:

Target	2015 milestone % 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%

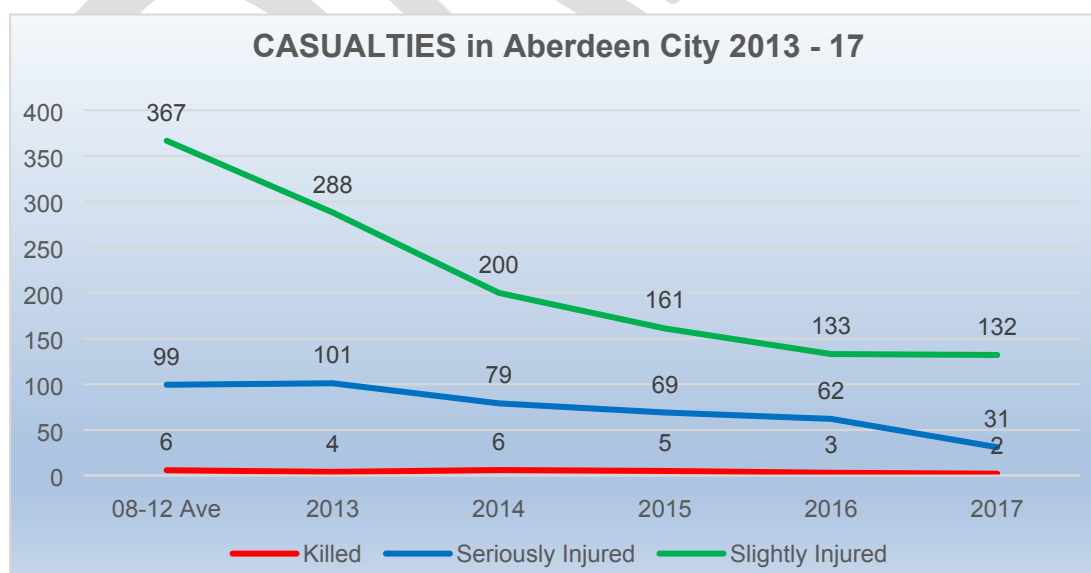
* As numbers are small, a 3 year average is included in the table to smooth out large fluctuations in the numbers.

Each reduction target is assessed against the 2004/08 average. In addition to the targets a 10 per cent reduction target in the slight casualty rate will continue to be adopted.

Accidents and Casualties in Aberdeen City

Aberdeen City has a high volume of road traffic on our local, distributor and trunk roads network, and whilst the following statistics show our roads are safer than in 2013, reductions in road injuries must still be made.

Each accident is classified according to the severity of the injury to the most seriously injured person involved in the accident. The statistics indicated in this report are used to inform and support action on road safety through education and engineering programmes.



The traumas associated with a serious road accident are obvious and furthermore it is estimated that road injuries cost our City and average £25 million per annum (*The Cost of Accidents*)¹.

Although cars have become safer, one third of those injured are the more vulnerable road users i.e. pedestrians, cyclists and motorcyclists, drivers under 25 and drivers over 60.

Aberdeen City have an *Active Travel Plan* which aims to reduce the impact that high traffic levels have on our quality of life by encouraging more people to walk, cycle, and use public transport and we must do more to protect our population, particularly those that choose not to travel by car.

This plan identifies the key findings of our accident analysis and the progress already being undertaken with regard to the 5 'E's – **Engineering**, to provide safer roads infrastructure; **Education** in our schools; **Enforcement** through appropriate legislation and Policing; **Encouragement** to encourage safer driver and pedestrian behaviour ; **Evaluation** of our findings; and **Enforcement** by City Wardens and Police Scotland.

DRAFT

ENCOURAGE

Through promotion, engagement and leadership the Council seeks to encourage sustainable and safe transport choices and opportunities for our citizens.

RoSPA road safety work in Scotland funded by a grant from the Scottish Government's Transport Directorate and aims to contribute towards the achievement of the Government's Road Safety Framework and National Strategic Objectives.

NESTRANS develop and deliver a long-term regional transport strategy and promote strategic transport improvements that support and improve the economy, environment and quality of life across Aberdeen City. NESTRANS have promoted seasonal campaigns for pedestrian safety.

Getabout.org is a sustainable travel brand to encourage sustainable and active travel choices.

In town without my car day as part of European Mobility Week helps people find out more about public transport, responsible car use, cycling, and walking alternatives to using a car; also demonstrates how road space can be used differently when it is not dominated by cars and other vehicles.

Sustrans iBike officers are embedded with school clusters leading and supporting promotion of active travel for young people.

Civitas Portis as a result of high population growth and increasing demand on old infrastructure, the city has plans to transform the transport network and encourage sustainable modes of travel in line with ambitious climate change targets.

ACC makes a contribution to national road safety proposals both individually and through SCOTS Traffic and Road Safety Group including

- Contributed to the consultation and development of new legislation for improved parking in Scotland
- Worked with Transport Scotland and other key stakeholders on developing initiatives for the motorcycling season.
- Worked with Road Safety Scotland on initiatives related to younger and older drivers.
- Worked with SUSTRANS and other key stakeholders to contribute to the development of safer walking and cycling.
- Worked with Transport Scotland and the Department for Transport on the review and consolidation of the Traffic Signs Regulations and General Directions.
- Worked with Transport Scotland on the protocols and accuracy for the collection, dissemination and reporting of crash and casualty data.

Contributed to the national debate on the management of events on the public roads.

EDUCATION

It is essential that we continue to educate all road users, not just those using vehicles, but also pedestrians, to behave safely.

Road safety education is delivered through several sources as detailed below.

Alan's Road Safety Magic Show is a specially designed show to present key road safety messages to children in Primary 1, 2 and 3 in a fun and entertaining way. Approximately one third of city schools hold this event each year ensuring that most city pupils see it within their first three years at school.

Road Safety Scotland provides road safety learning material to suit every level within the Curriculum for Excellence, to assist schools in engaging children and young people with road safety.

ASBSAFE educate schools, communities and businesses in the fundamentals of safety awareness. Specifically, they were appointed to engage with primary schools in the city to assist with problem parking around schools.

Bikeability is 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. Many schools within Aberdeen take part in this training with specific focus around Primary 6 year groups.

Safe Drive Stay Alive is a safety presentation from emergency services involved in the road traffic collisions of young drivers and their passengers, supported with a film simulating a serious road traffic incident to engage with S5 school pupils who are driving, or travelling as passengers of young drivers.

Crash Live – Scottish Fire & Rescue Service aimed at all ages involving firefighters and police officers talking through the difficult work they carry out at the scene of a road traffic collision with a 'live' simulation of the aftermath of a serious road traffic collision for visual knowledge.

Police Scotland Rider Refinement Courses for motorcyclists are one day courses, part funded by Transport Scotland's Road Safety Framework Fund, led by qualified Police Scotland motorcyclists taking place during the summer period in Tayside, the north east and Highland areas.

Road Safety Scotland works to promote awareness of road safety issues in Scotland. National campaigns are held throughout the year focussed on specific evidenced issues.

Car seat clinics are held throughout the year to check and advise on the fitting of child safety seats in line with current legislation.

ENGINEERING – FOR A SAFER NETWORK

Aberdeen City Council manage approximately 585 miles of road network and Transport Scotland, until March 31 2019, managed nearly 10 miles of Trunk Road within Aberdeen City. Following the opening of the Aberdeen Western Peripheral Route, the new section of the A90, the trunk road network within Aberdeen was de trunked and is now within the remit of Aberdeen City Council.

The Haudagain Roundabout will remain the responsibility of Transport Scotland until the A92/A96 Haudagain Improvement project is complete. The project includes approximately 500m of new dual carriageway, footways and shared cycle/ footways connecting the A90 North Anderson Drive and the A96 Auchmill Road to assist in reducing traffic congestion and improving journey time reliability.

Both Aberdeen City Council and Transport Scotland have a shared responsibility to provide a safe road network and there is an active programme of maintenance reported annually to the Council. Safety features, such as new crossings, footway's and traffic-calming, are delivered through the Cycle, Walking, Safer Streets Grant allocation, through use of developer contributions or through other bid for external funding.

As a busy urban environment there are competing demands for space within the transport network. This can lead to conflicts between pedestrians, cyclists, commuting vehicles, freight and public transport. Ongoing programmes of work such as the Local Transport Strategy, City Centre Masterplan's Sustainable Urban Mobility Plan, the Roads Hierarchy and the Active Travel Plan will all work towards the reduction and removal of these conflicts.

We will continue to

- Monitor road safety performance of our road network
- Manage the Annual Road Maintenance Programme for our road network
- Deliver the programme of safety inspections and remove identified risk
- Promote professionalism and a high standard of road safety engineering
- Work across a safe System with the four E's and stakeholders.

ENFORCEMENT

City Wardens provide a flexible service that responds to the needs of the communities they serve. The wardens help to deter antisocial behaviour, littering and **illegal parking** in the city. They also help to reassure the public that Aberdeen City Council is doing all it can to keep communities safe and secure.

Aberdeen itself is a significant and cosmopolitan city and is the major metropolitan area of the North East with a number of community policing teams working with us. They deliver road safety and speed enforcement to meet the requirements of the local community.

Police Scotland's North East Road Safety and Road Crime focusses on reducing road casualties in collaboration with partners, influencing driver and road user behaviour, as well as deterring and detecting all types of criminality on the roads. In Aberdeen, the number of people killed or seriously injured in road collisions remains relatively static and in line with the 5 years average. Likewise, those collisions involving children under 16 years remain relatively low. Road Crime is generally on a downward trend across the City. Police Scotland have highlighted speeding and inconsiderate driving as a Priority. Operation CEDAR (Challenge, Educate, Detect and Reduce) Strategy is now embedded within Aberdeen as a partnership based approach to Road Safety.

North Scotland Safety Camera Partnership is actively reducing the number of casualties on Scotland's roads through targeted camera enforcement improving driver behaviour.

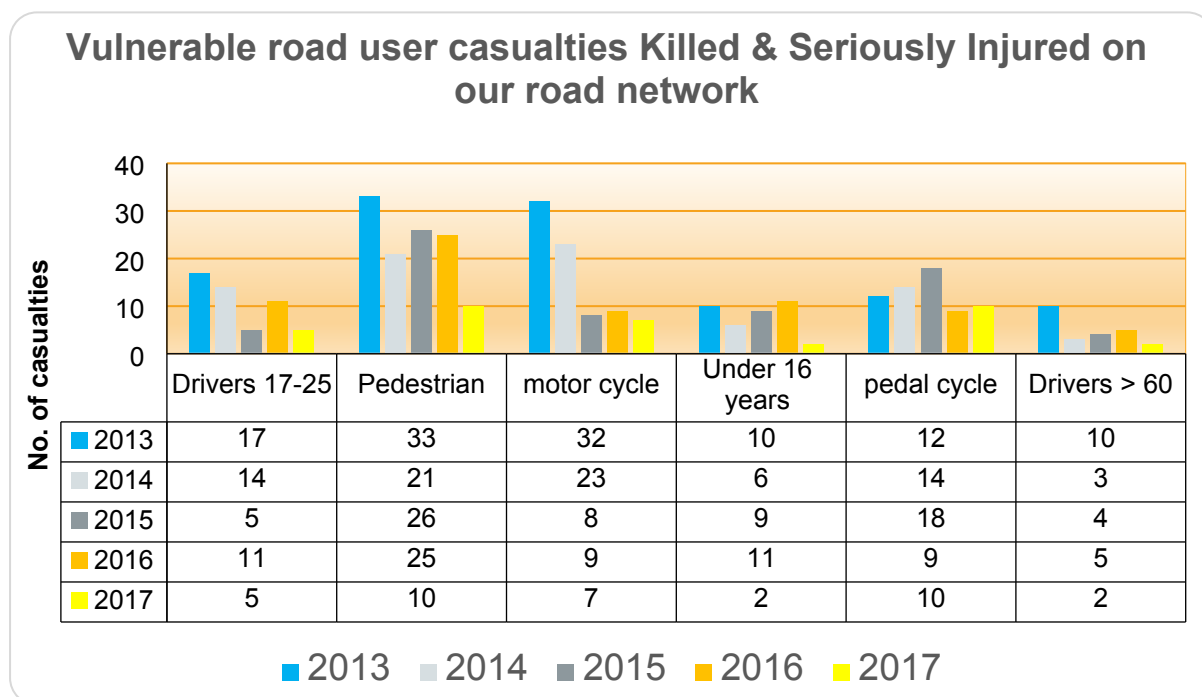
EVALUATION

VULNERABLE ROAD USERS

Some road users are at greater risk than others, for example;

1. Pedestrians – *older pedestrians and children difficulty seeing/hearing oncoming traffic.*
2. Children Under the age of 16 years – *easily distracted and cross roads without looking*
3. Pedal cycles – *difficult to see especially at junctions*
4. Young Drivers (aged 17 – 25 years) - *inexperience*
5. Motor cyclists – *can be difficult to see and judge their speed*
6. Drivers aged 60+ - *reduced reaction time*

The data analysis below looks at the 5 years of accident data to identify key patterns in casualty numbers over the 5 year period 2013 - 2017 showing a clear reduction in casualty figures across vulnerable road users. An analysis into each category is shown in the following pages.




As an urban area, pedestrians killed and seriously injured have a particular predominance in Aberdeen City pointing to the need to ensure this type of vulnerable road user is adequately protected and that the pedestrians themselves act responsibly amongst traffic.

Focus

We will prioritise initiatives aimed at preventing accidents and removing risk while reducing the severity of casualties in this road user group.

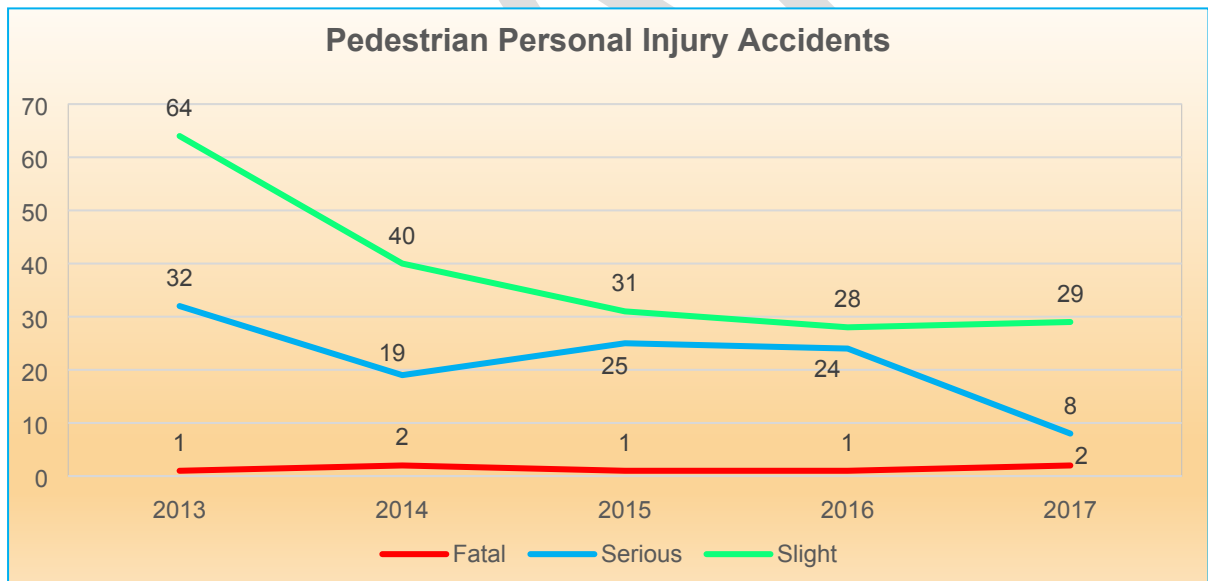
PEDESTRIANS



Pedestrians: include riding toy cycles on the footway, pushing bicycles, pushing or pulling other vehicles or operating pedestrian-controlled vehicles, those leading or herding animals, occupant of prams or wheelchairs, and people who alight safely from vehicles and are subsequently injured.

Pedestrians are classed as a vulnerable user group as they are not protected by a vehicle body in the same way car users are, pedestrians tend to be more difficult for drivers to see on the road, leaving them particularly vulnerable if injured in a road traffic collision.

In 2013 31% of pedestrians (33 of 105) were killed or seriously injured compared to 30% in 2017 (10 of 33).



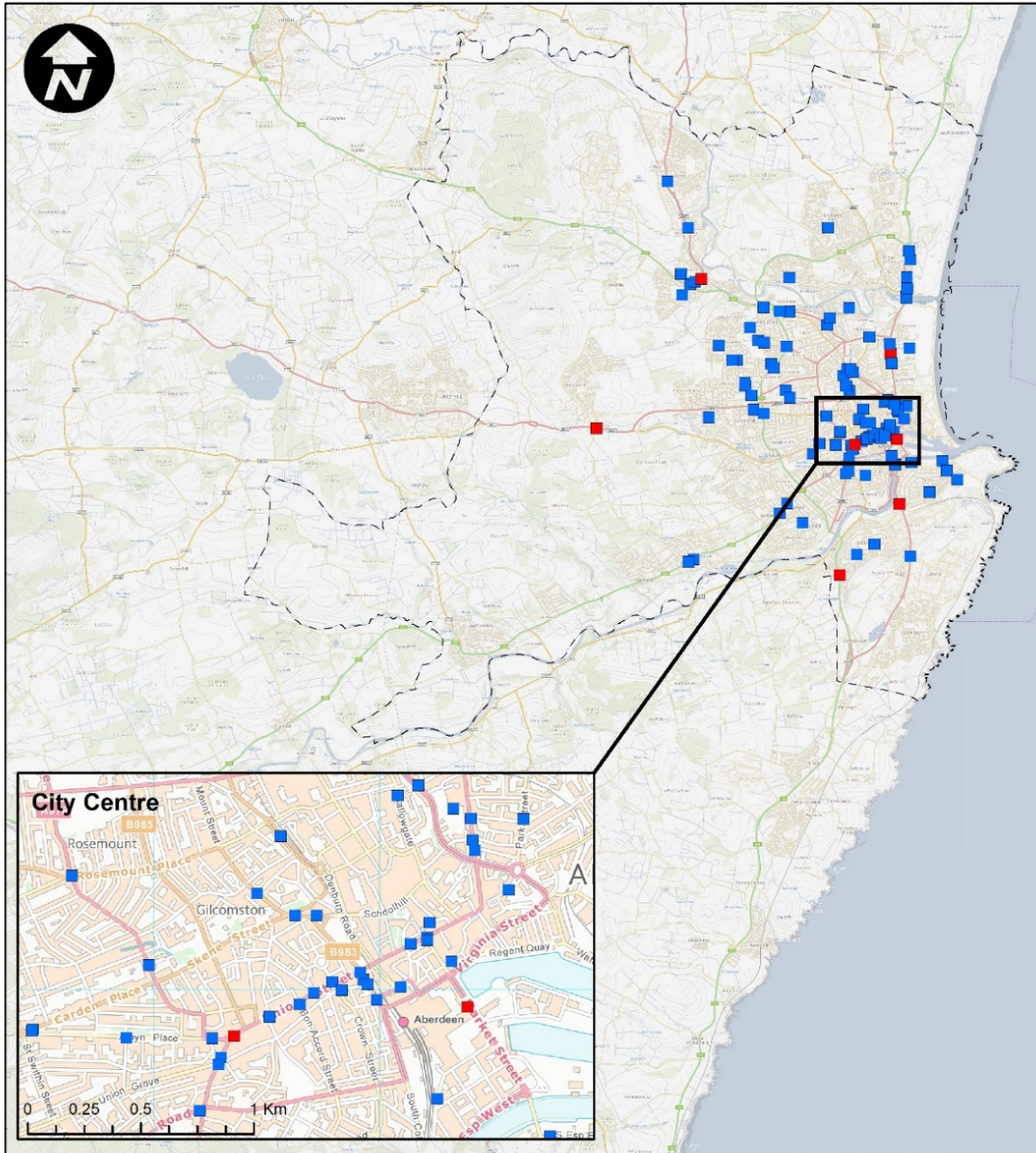
(reported road casualties (S) 2017 P-213)

Focus

We will continue to review incidents to determine and behaviour changes to improve safety.

We will collaborate with our partners to take forward educational and engineering initiatives to support pedestrians and drivers to make safe choices on the road network.

Aberdeen City RTCs (2013-2017): Pedestrian Casualties (KSI)



Legend

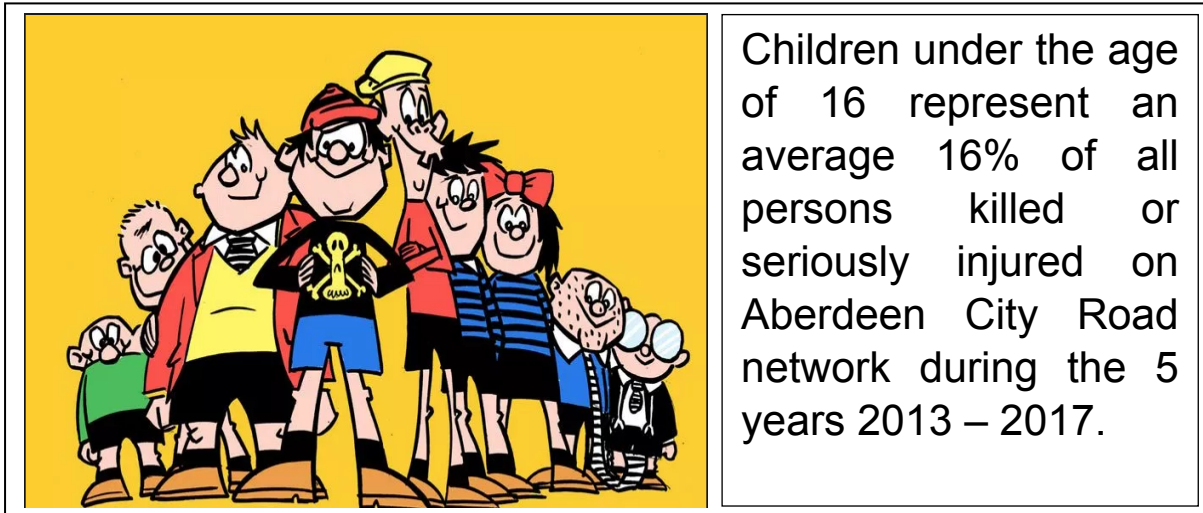
--- City Boundary

Location of RTC involving a Pedestrian

- Fatal injury to Pedestrian
- Serious injury to Pedestrian

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CHILDREN UNDER THE AGE OF 16

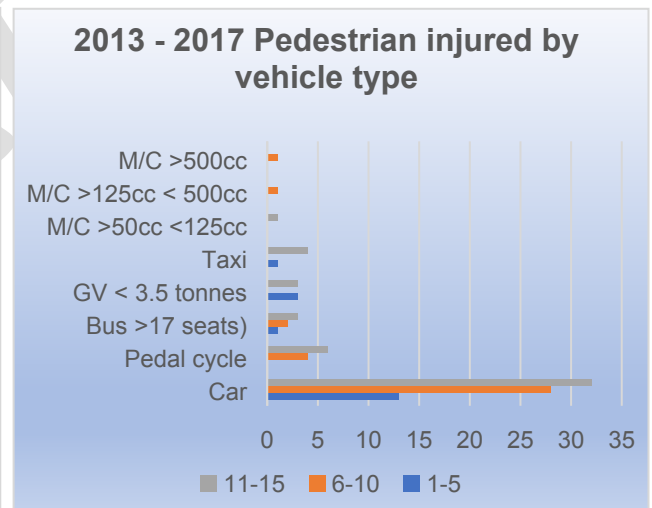
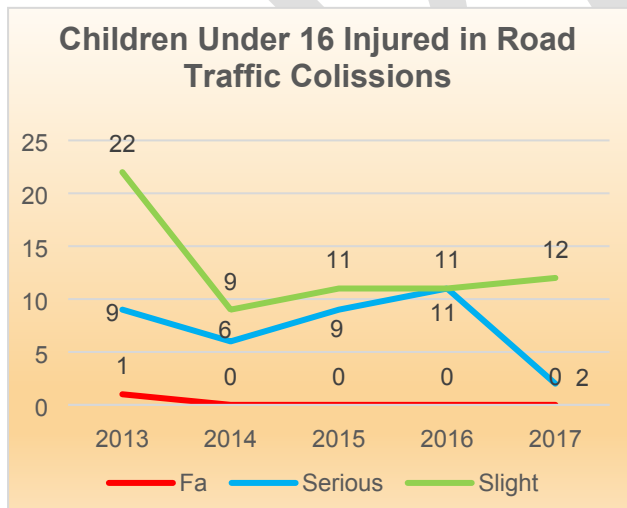


Children under the age of 16 represent an average 16% of all persons killed or seriously injured on Aberdeen City Road network during the 5 years 2013 – 2017.

Children and young people are among the most vulnerable road users. Because of their age, many do not have the ability to make an accurate judgment about safe road use, and lack of experience of particular situations also means they are at greater risk. Children are often impulsive, easily distracted and unpredictable and for these reasons need special consideration by other road users.

In 2013, 10% of children under the age of 16 (10 of 105) were killed or seriously injured compared to 6% (2 of 33) in 2017.

80% of these collisions involved cars.

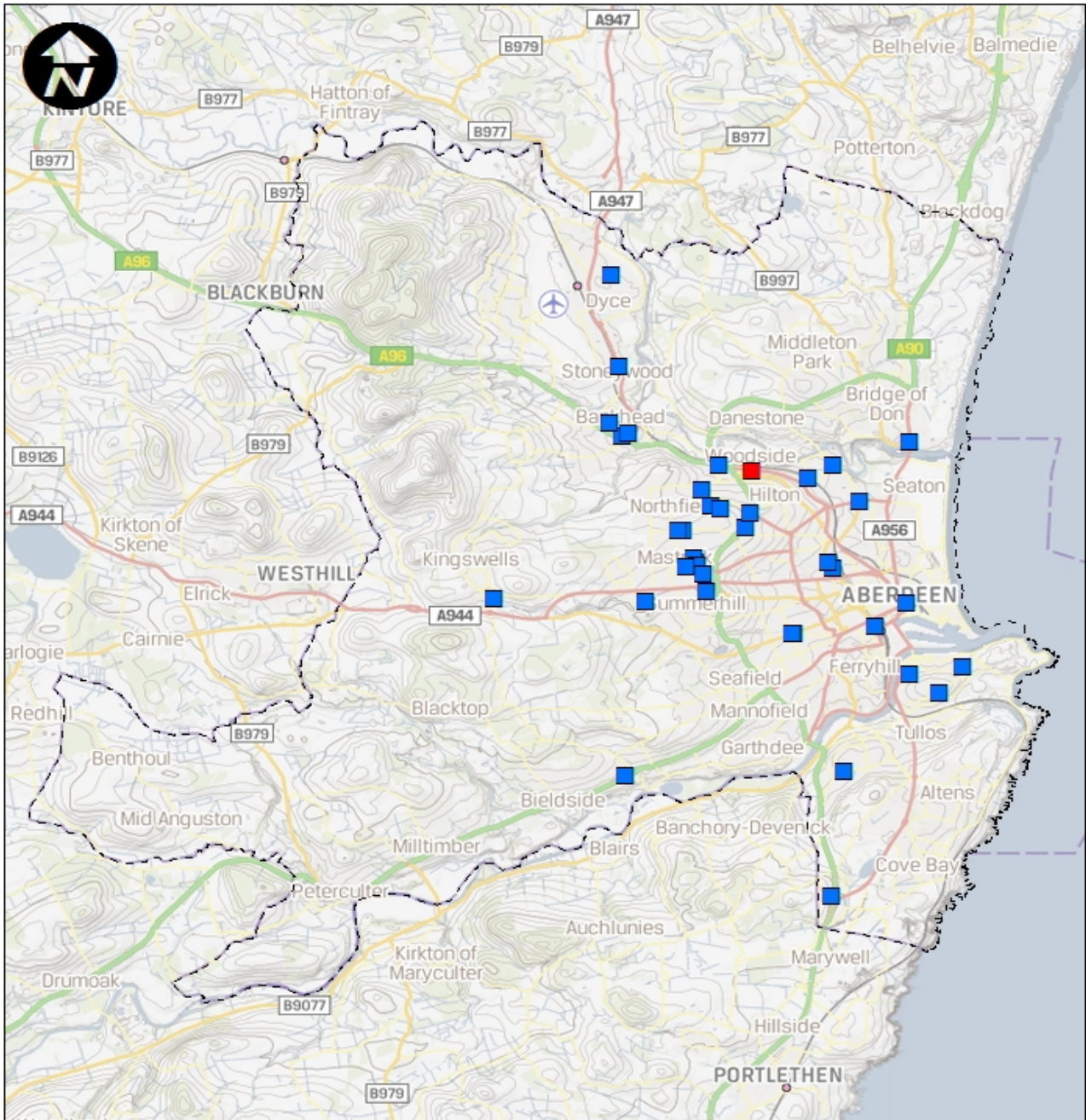


Child involved accidents outside Schools. Analysis of the 5 years of road traffic collision statistics Monday to Friday between the hours of 08:00 to 09:30 and 15:00 to 16:00 show 1 slightly injured pedestrian casualty travelling to/from school, this was remote from a school.

Focus

We will work with partners and schools to support the delivery of road safety education based on the findings of the interrogation of data for the city.

Aberdeen City RTCs (2013-2017): Child (<16) Casualties (KSI)



Legend

City Boundary

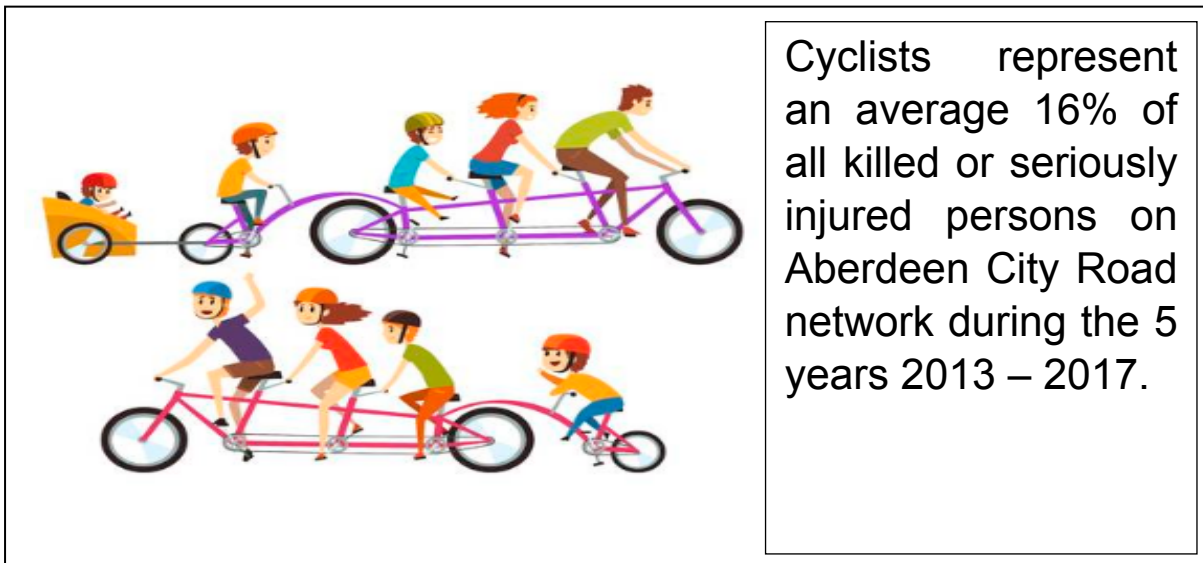
Location of RTC involving a Child

- Fatal injury to child
- Serious injury to child

0 1.25 2.5 5 7.5 10 Km

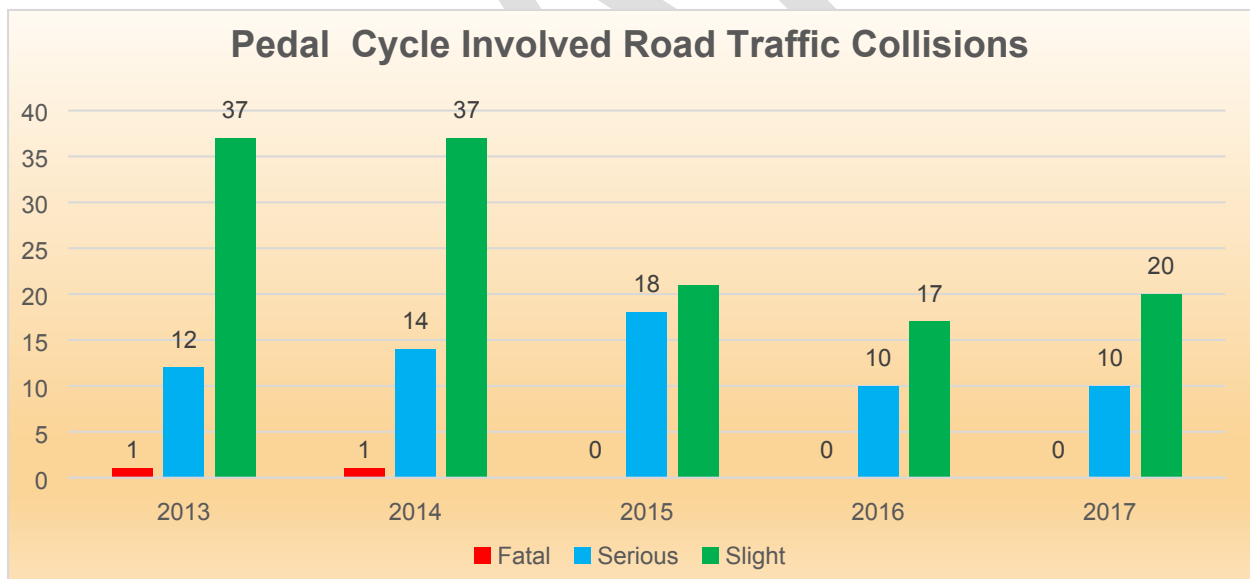
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PEDAL CYCLISTS



Statistics show a rise in the use of cycles for both leisure and commuting for work in Aberdeen.

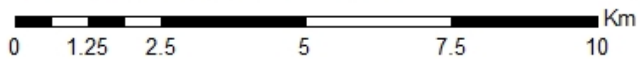
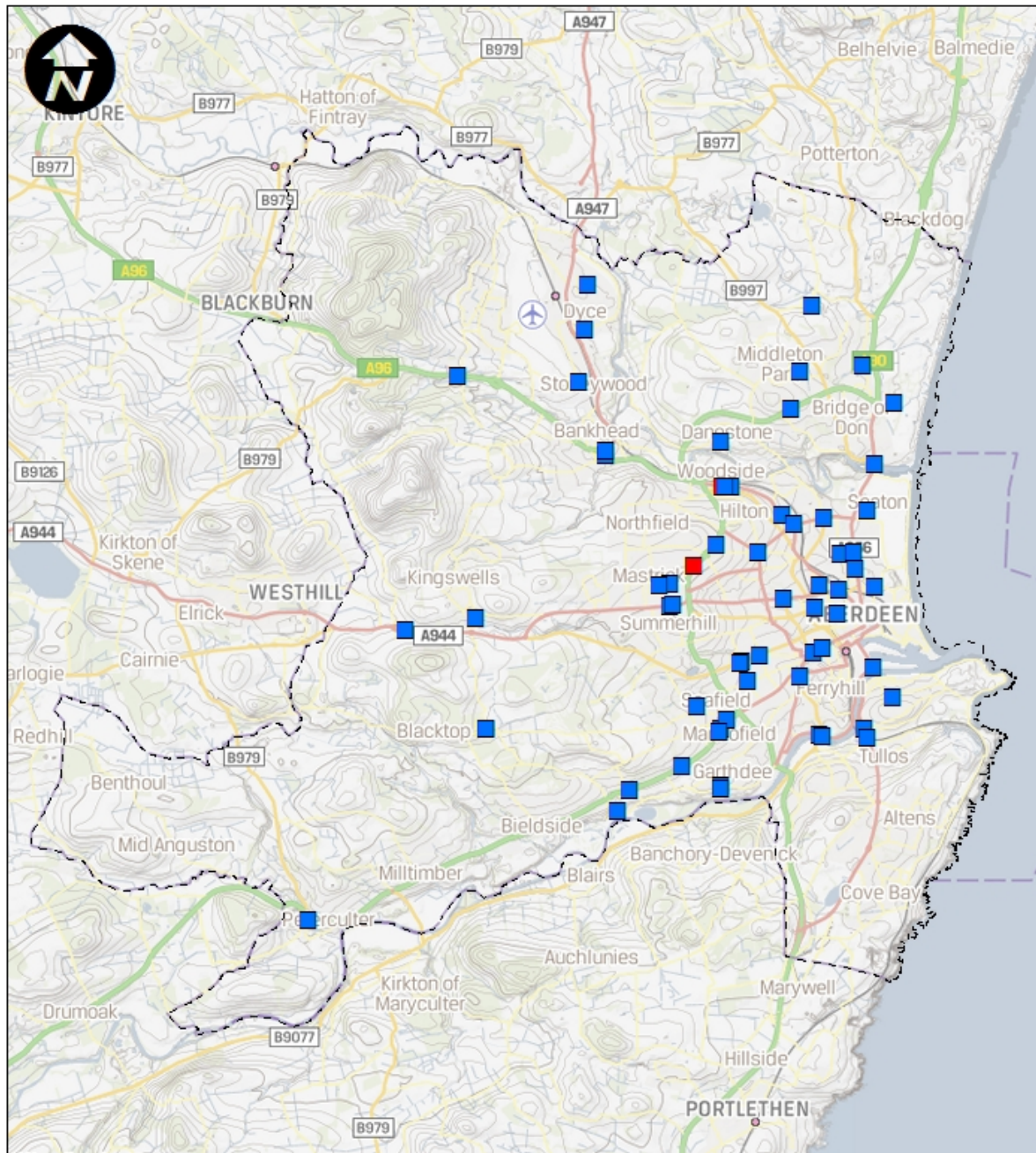
In 2013, 12% of pedal cyclists (13 of 105) were killed or seriously injured compared to 30% (10 of 33) in 2017.



Focus

We will work with partners and schools to support the delivery of road safety education based on the findings of the interrogation of data for the city.

Aberdeen City RTCs (2013-2017): Pedal Cycle Casualties (KSI)

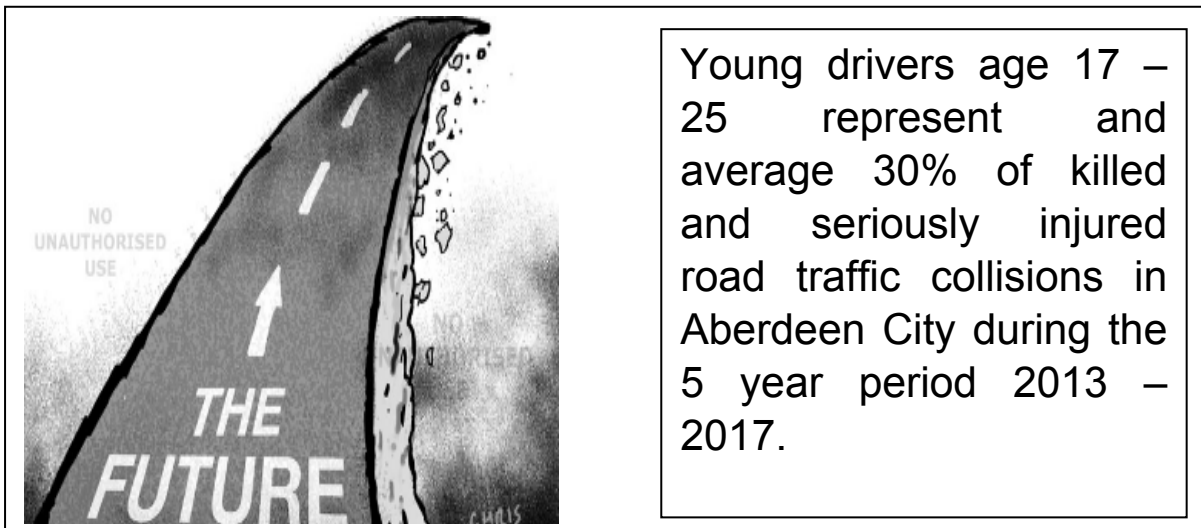


Legend

- City Boundary
- Location of RTC involving a Cyclist**
- Fatal injury to cyclist
- Serious injury to cyclist

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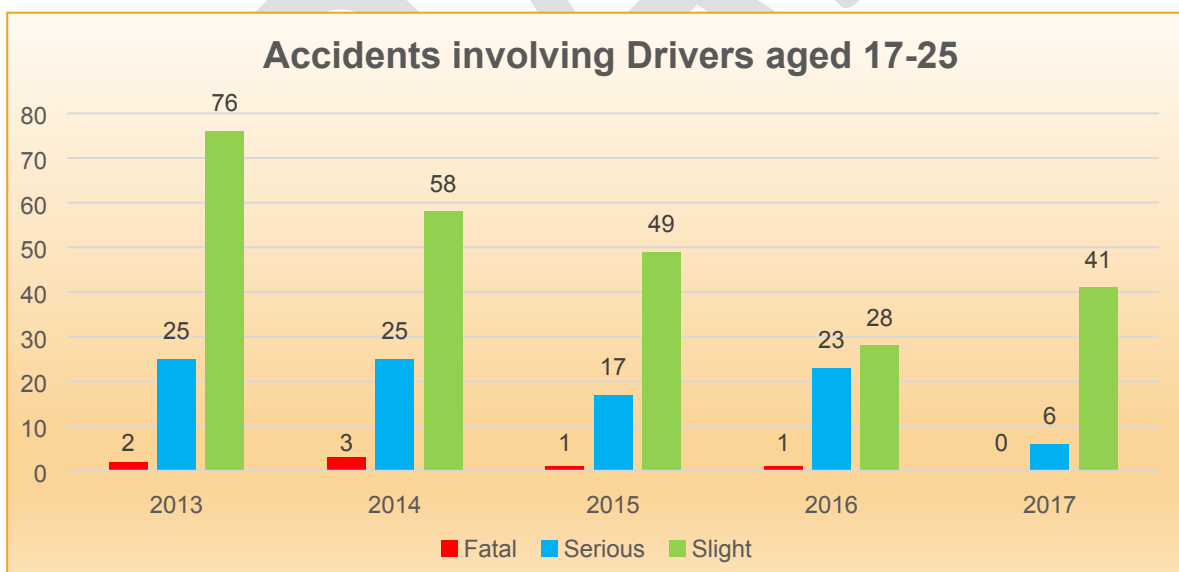
YOUNG DRIVERS (Age 17-25 years)



Younger drivers are vulnerable road users because of their lack of experience, they may be poorer at recognising hazards and assessing the associated risks. They can take longer to react to hazardous situations than more experienced drivers.

In 2013, 26% of young drivers (27 of 105) were killed or seriously injured compared to 6% (6 of 105) In 2017

Cars attributed to 77% of vehicles involved in the collisions.

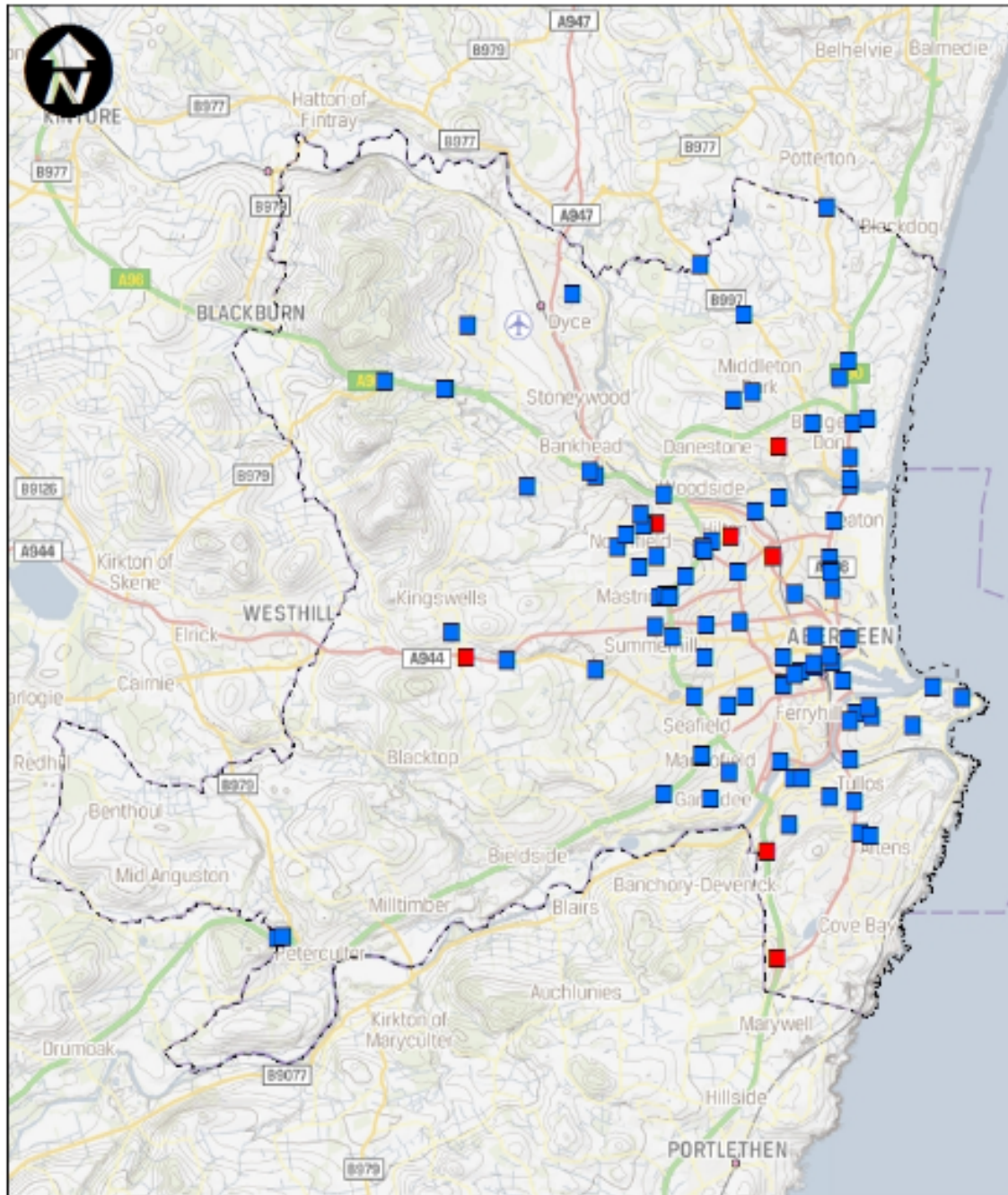


Focus

Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving and increase safer driving behaviours undertaken by young drivers after they pass their test.

The graph below shows a steady decrease in the number of young drivers injured on our roads

Aberdeen City RTCs (2013-2017): Drivers under 25 years old (KSI)



Legend

City Boundary

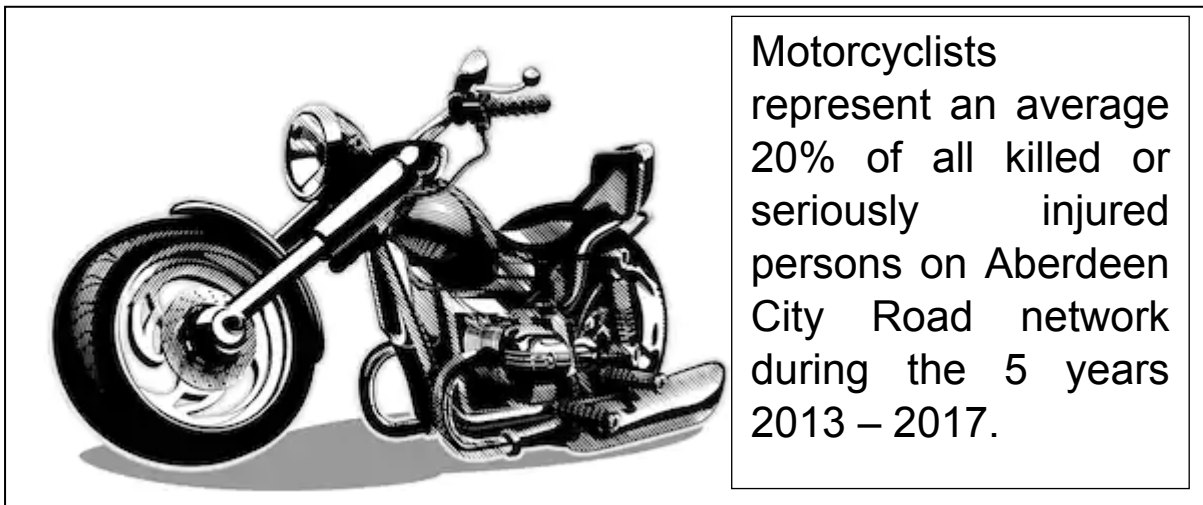
Location of RTC involving under 25 Driver

- Fatal injury
- Serious injury



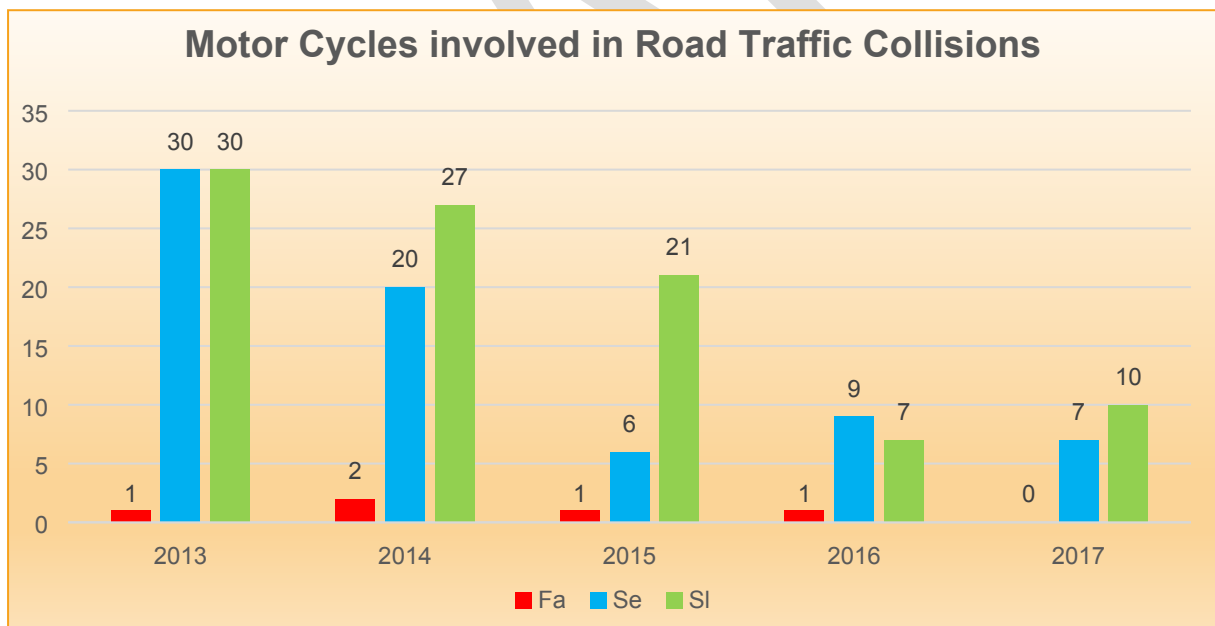
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MOTORCYCLISTS



In 2013, 30% of motorcyclists (31) of (105) were killed or seriously injured compared to 21% (7 of 33) in 2017.

The table below indicates the steady decrease in the number of motorcyclists involved in killed or seriously injured road traffic accidents in Aberdeen City.

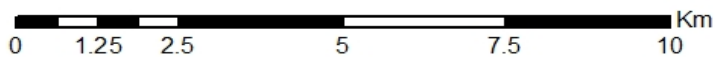
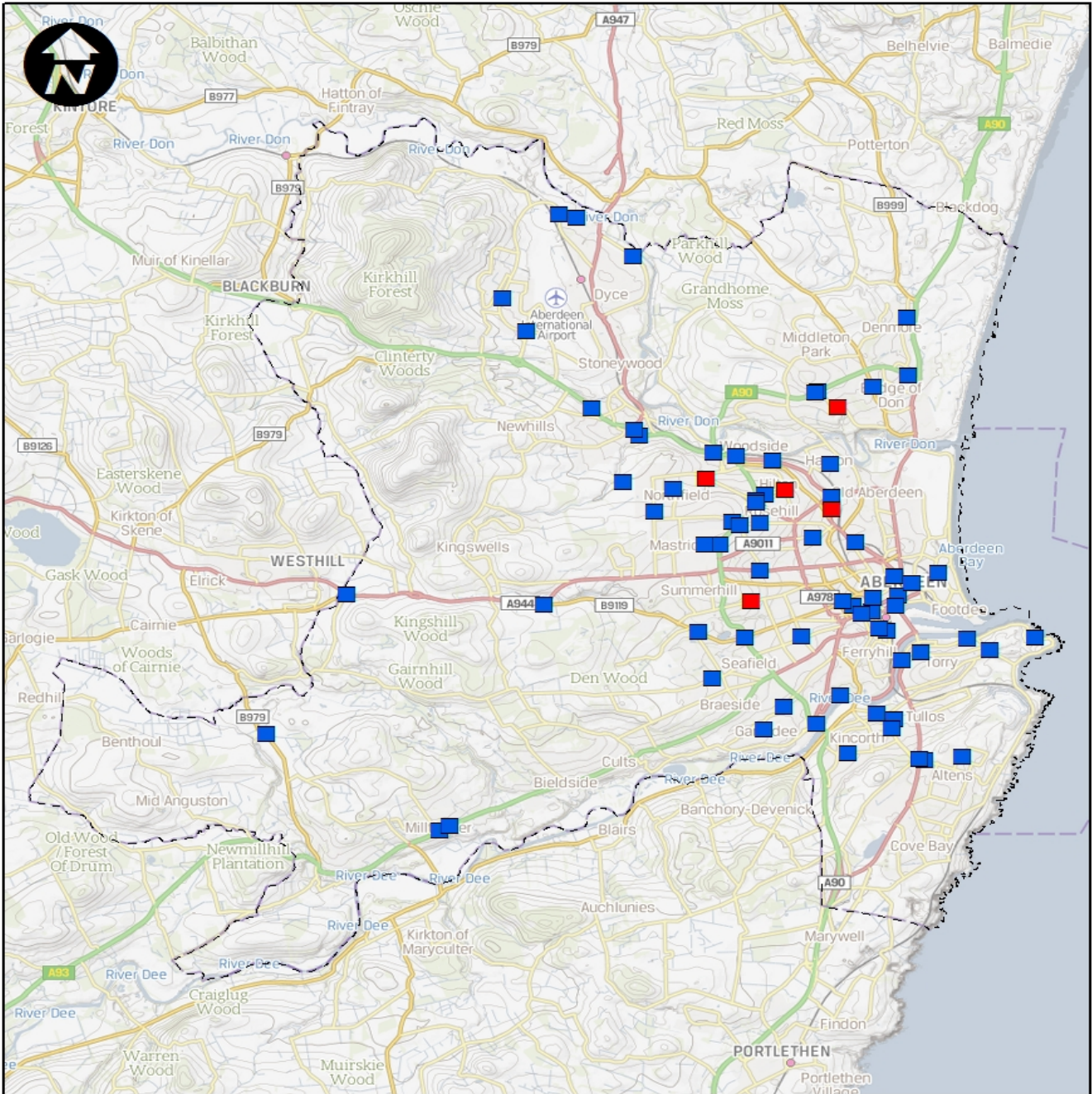


We will continue to support the new training scheme “Rider Refinement north “to help reduce the number of collisions involving motorcyclists.

Focus

We will continue to look at opportunities to support community working with groups or individuals at risk of offending or misusing motorcycles within their communities.

Aberdeen City RTCs (2013-2017): Motorcycle Casualties (KSI)



Legend

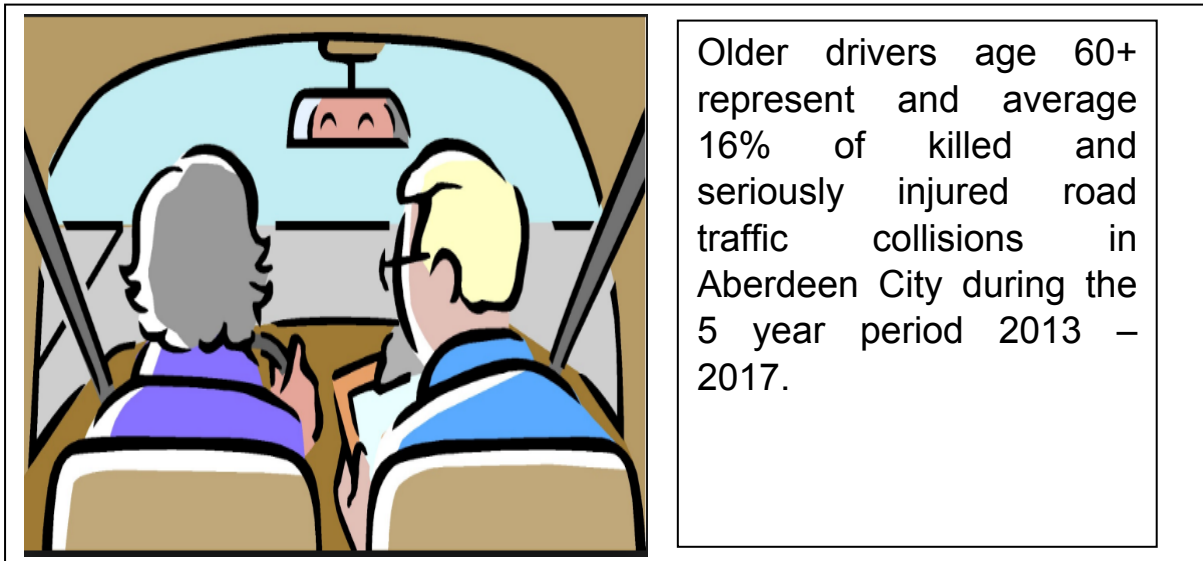
City Boundary

Location of RTC involving a Motorcycle

- Fatal injury to Rider or Passenger
- Serious injury to Rider or Passenger

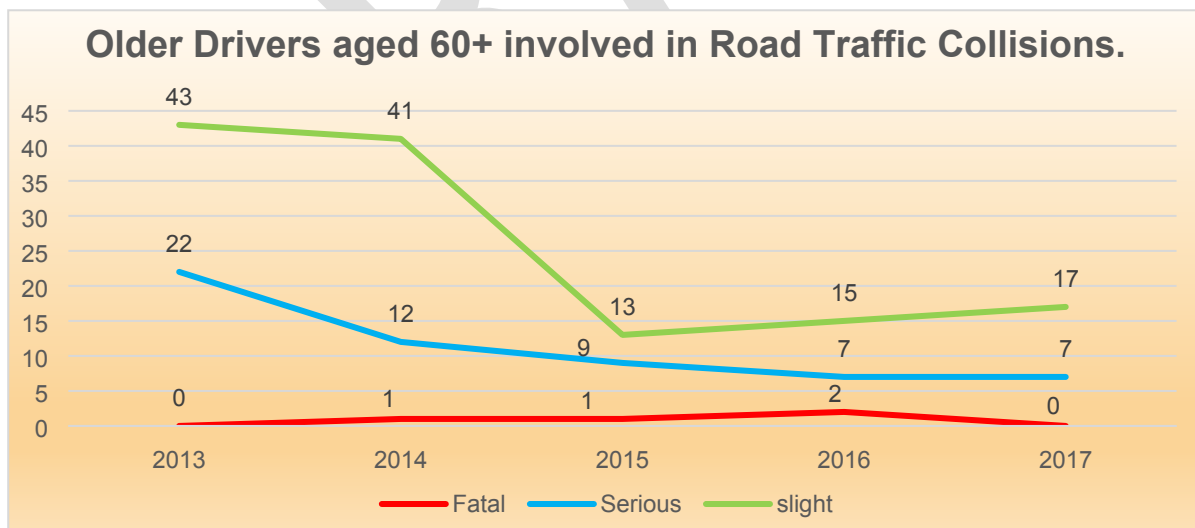
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DRIVERS AGE 60+



Information and education are just as important for the old as they are for the young, and sometimes it can be a lack of confidence that inhibits older people from driving. As older drivers still hold a significant number of driving licences, this presents many challenges. Driver training for those who have been driving for some time is difficult to promote.

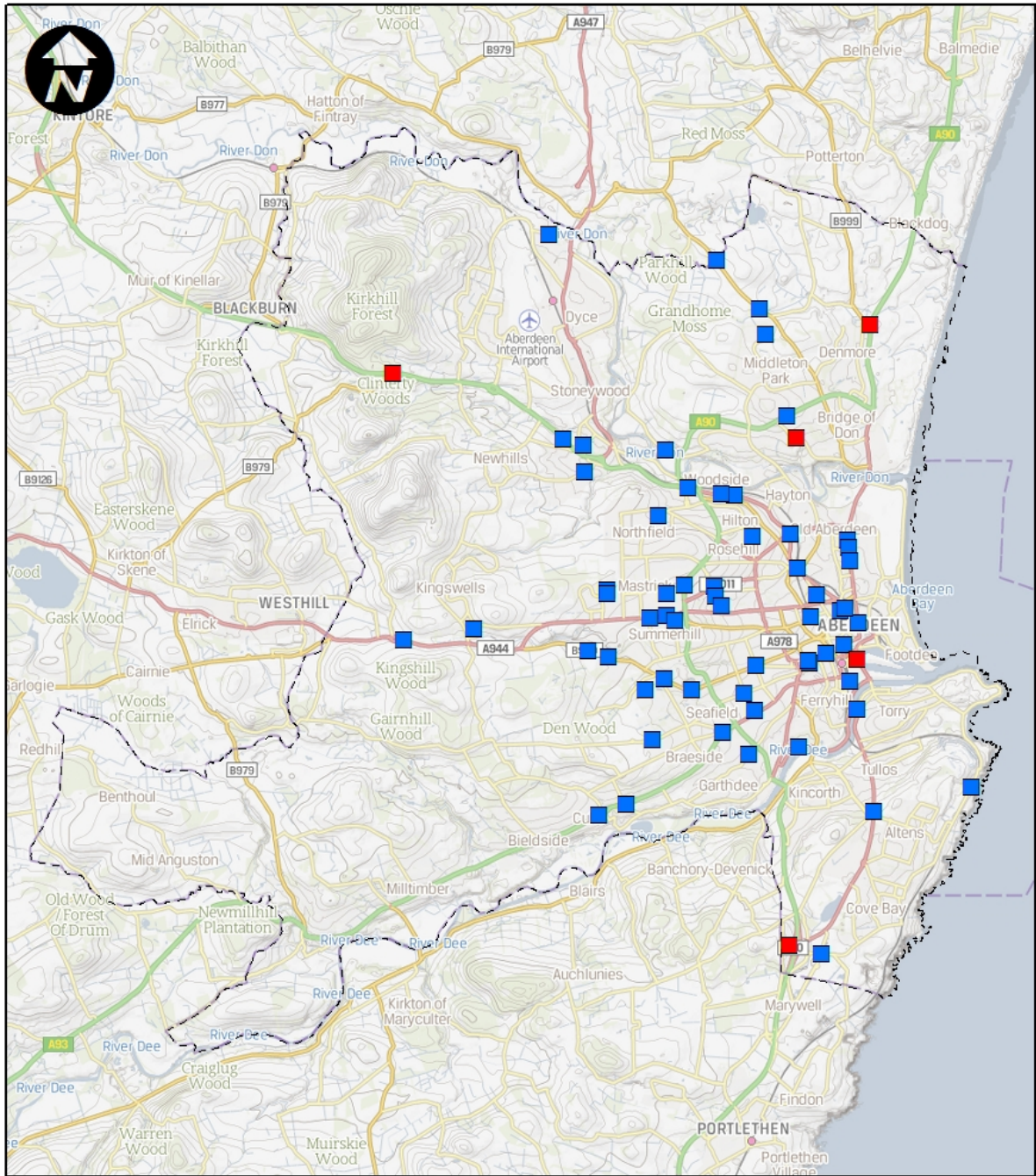
In 2013, 21% of older drivers (22 of 105) were killed or seriously injured compared to 21% (7 of 33) in 2017.



Focus

We will continue to work with partners to educate and support older drivers and raise awareness of the many issues that affect the safe and responsible use of vehicles in this user group.

Aberdeen City RTCs (2013-2017): Drivers over 60 years old (KSI)



Legend

City Boundary

Location of RTC involving 60+ Driver

- Fatal injury
- Serious injury

0 1.25 2.5 5 7.5 10 Km

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SUMMARY

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

In accordance with the North East Scotland Road Casualty Reduction Strategy we will deliver the overarching outcome of this strategy on a joint basis through targeting resources and expertise at the actions set out below and by adopting the following principles:

- a) Partnership Working
 - We will be active participants in partnership working.
 - We will cooperate in sharing data.
 - We will agree joint solutions to specific problems.
 - We will support the work of all partners in providing education to target groups.
- b) Being Intelligence Led
 - We will act on facts.
 - We will analyse data to identify patterns.
 - We will allocate resources where they will be most effective in reducing casualties.
- c) Maximising the Use of Technology
 - We will investigate new and emerging technology.
 - We will adopt procedures to achieve best value.
 - We will be innovative and proactive in our approach.
- d) Maximising Community Involvement
 - We will engage with local communities.
 - We will work with vulnerable road user groups.
 - We will consult with subject experts in the wider community.
- e) Learning from the best
 - We will support the good work of each partner.
 - We will seek out and develop research on road safety issues.
 - We will showcase the work of ourselves and colleagues.
- f) Maximising use of the Media
 - We will take a proactive approach to the media.
 - We will develop joint messages.
 - We will answer queries positively.

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

In the delivery of our Road Safety Plan we continue to contribute to working towards the national targets and monitor our own individual performance in Aberdeen. Road safety is everyone's responsibility and we must all be committed to working together to make our roads safer for everyone.

FUTURE TARGETS

No.	TARGET	PROGRESS
1	Review our policy position on the setting of speed limits alongside Police Scotland.	To be discussed with the local policing area managers and engage with their respective local communities to ensure that local views are considered when setting or amending speed limits.
2	To review, engage and report on the introduction of 20mph speed zones and limits more widely within the city so that speed limits of 30mph and above would be the exception and require justification within predominately residential or city centre areas.	The proposed Restricted Roads (20 mph Speed Limits) (Scotland) Bill fell at Stage 1 of the Scottish Government process. Transport Scotland is continuing to work with CoSLA and Local Authorities to identify more straightforward, efficient and effective procedures for LAs who wish to introduce more 20 mph speed limits in the right environment. ACC to continue to engage with the ongoing process.
3	Contributory Factors – annual review of road traffic collisions to identify areas of concern.	Road safety intervention responding to casualty trends and effectively reduce casualties.
4	Improved Road Safety at Schools	To target schools where parking and pedestrian safety concerns are identified, using traffic management measures, education and enforcement to bring forward change.
5	Continue to encourage safe practises when cycling and walking.	Review and manage active travel networks, providing enhancements and design interventions in partnership with internal teams and external stakeholders. Evaluate level of information available to active travel users.
6	Review safety interventions and campaigns which target drivers between 17 and 25 years and develop options which build upon best practice examples to maximise local impact.	Evaluation of road safety related interventions with stakeholders and service users.
7	Engage with the North Scotland Safety Camera Unit, Police Scotland and Transport Scotland for resources to be deployed where there is an identified speeding issue.	Conduct annual reviews, in liaison with the partners, to evaluate and determine effectiveness of current campaigns and new issues as they arise.
8	Raise awareness amongst older drivers and their families of vulnerability and potential loss of driving skills in time and work with community groups to address the impact.	Awareness will be raised through the North East Casualty Reduction Partnership.
9	Evaluate and support motorcycle interventions.	Continue to support initiatives from Police Scotland and community team such as Operation Zenith, Rider Refinement and local youth work to encourage responsible motorcycle use.
10	Identify and address small scale improvements raised by road users within local communities.	Continue to manage traffic locally through implementation of various restrictions where warranted.

STAKEHOLDERS

EMERGENCY SERVICES

Respond to post-crash emergencies. Police Scotland, The Scottish Fire and Rescue Service, The Scottish Ambulance Service and the Grampian Health Board undertake a range of duties in relation to road safety all of which are pivotal in helping to save lives on Aberdeen City roads which include enforcement of road traffic offences, campaigns and educational initiatives, and emergency response.

NORTH SCOTLAND SAFETY CAMERA PROGRAMME

Is an evidence based, casualty and collision reduction initiative, the Programme's purpose is to contribute to our road safety vision and road safety targets as set out in the Road Safety Framework to 2020.

COMMUNITIES AND ROAD USERS

Where possible we will take the opportunity to engage with communities and road users to identify and respond to local users concerns and needs.

ROAD SAFETY SCOTLAND

Road Safety Scotland (RSS) is committed to a lifelong learning approach to road safety and to develop future generations of safer road users.

ROYAL SOCIETY FOR THE PREVENTION OF ACCIDENTS (RoSPA)

RoSPA provides road safety information, education, training and publicity resources for both road users and road safety professionals.