

# NORTH EAST SCOTLAND

## ROAD CASUALTY REDUCTION STRATEGY

Summer 2017

# Contents

## Page

1	Forward
3	Introduction
4	Our Structure
5	The National Perspective
5	Priority Focus Areas
6	Policy Overview
8	Our Approach
10	Our Actions
10	Our Action Plan To Reduce Road Casualties
15	Delivery
17	Appendix A – National and Local Analysis
21	Appendix B - Policy Linkages

# NORTH EAST SCOTLAND ROAD CASUALTY REDUCTION STRATEGY

## Foreword

Road safety is the responsibility of everyone who uses our road network.

The core public sector responsibilities lie across the United Kingdom, Scottish and Local Government and is a collaborative approach supported by transport authorities and partnerships, Police Scotland, Scottish Fire and Rescue Service, Transport Scotland and other organisations.

Collaboration in 2009 saw the first iteration of this strategy, which was developed following several years of increased levels of road traffic collisions and casualties. The strategy was the first step in promoting a more coordinated partnership approach to road casualty reduction, which set out a number of short term actions which were designed to influence the activities of road safety partners in the years that lay ahead.

Since then, considerable work has been undertaken and in general, the number of local casualties has been falling. Having achieved some significant milestones, the partner organisations are clear in their collective purpose to reduce the levels of collisions and casualties even further. Achievement of the targets within the Scottish Governments Road Safety Framework to 2020 also gives partners a strong focus and common purpose.

This strategy for the period to 2020 builds upon earlier work and sets out updated actions with linkages to the nationally identified three Priority Focus Areas and their related outcomes.



*Speed*



*Motorcyclists*

In producing this refreshed strategy, it is recognised that several significant changes have occurred to the broader road safety landscape since its initial publication in 2009. Structural changes within some of our emergency service partners, who had historically played a major role in the delivery of local road safety, coupled with challenging public sector budgetary conditions, means it is an opportune time to review our collective strategic approach locally.

The North East is currently in the midst of significant roads infrastructure improvement programmes, with further major projects already confirmed for the next decade. New and improved routes can only add value to our local road casualty reduction efforts.

When considering our future direction, the title of the Scottish Government's Road Safety Framework to 2020 '**Go Safe on Scotland's Roads – It's Everyone's Responsibility**' now assumes even greater relevance. In addition, The Scottish Government's Building Safer Communities Programme (Phase 2) also has a focus on road safety.

The Road Safety Framework's title clearly advocates that wider responsibility for road safety is paramount and this will be the approach we take to maximise local performance. The existing close working relationship among partner organisations has already provided many tangible benefits in supporting road casualty reduction and the development of this approach will be crucial as we move forward.

Our refreshed Action Plan, which recognises the changed working environment, contains a number of actions which will be completed over the short to medium term. These actions are designed to support and add value to the business plans, priorities and strategic outcomes of all the partner organisations, as well as providing evidence of real partnership synergy. While the individual and bespoke needs of each of the three local authorities (Aberdeen City, Aberdeenshire and Moray) and national agencies are recognised, there are various aspects of road safety which are common to all and will benefit from this overarching strategy and North East wide approach.

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 this strategy.

Every casualty on our road network is one too many and can have tragic and life changing impacts on friends, families and communities. The wider impact of these collisions, whether economically, health or societally focussed, should not be underestimated. With the help and support of all road users across the North East of Scotland, we will work together to reduce road casualty levels even further.



*Pre-Drivers (Education / Training)*



*Drivers Aged 17 to 25*

1	<b>INTRODUCTION</b>	
1.1	<p>The North East of Scotland continues to have an excellent reputation of joint working in pursuit of improved road safety. Given the economic environment now faced, making best use of all available resources has never been so critical when seeking to deliver positive outcomes.</p> <p>The role of partnership working cannot be understated and in this regard, we have a strong local foundation to build upon.</p>	
1.2	<p>A working group of officers, (hereafter referred to as ‘the partners’) representing the key agencies below, have worked together to produce this refreshed strategy. Each partner representative has a direct interest in how their organisation can support road safety locally.</p>	
	a)	<p><b>Local Authorities</b> (Aberdeen City Council, Aberdeenshire Council and The Moray Council) each have a statutory responsibility for local road safety.</p>
	b)	<p><b>NHS Grampian</b> as the agency who deal with the physical impacts of road traffic collisions.</p>
	c)	<p><b>North Safety Camera Unit</b> promote and encourage speed limit compliance through targeted safety camera enforcement.</p>
	d)	<p><b>Police Scotland</b> has a primary responsibility for enforcing road traffic law and also supports a number of other road safety initiatives.</p>
	e)	<p><b>Road Safety Scotland</b> who work to promote awareness of road safety issues.</p>
	f)	<p><b>Scottish Fire and Rescue Service</b> (SFRS) have identified their contribution to road safety and road casualty reduction within their Strategic Plan and this is transposed at a local level as a ‘priority’ within respective Local Fire and Rescue Plans. The implementation of road safety initiatives is via the SFRS seasonal community safety calendar. The Fire Scotland Act and Police and Fire Reform (Scotland) Act 2012 places explicit statutory duties on SFRS for road traffic collisions.</p>
	g)	<p><b>Representatives from the Regional Transport Partnerships</b> (Nestrans and Hitrans) who have a statutory responsibility to prepare Transport Strategies for their area, with road casualty reduction forming key objectives of these documents.</p>
	h)	<p><b>Transport Scotland</b> who are responsible for road safety on the area’s trunk road network.</p>

1.3	<p>The Scottish Government's National Road Safety Framework to 2020 '<i>Go Safe on Scotland's Roads – it's Everyone's Responsibility</i>', remains a key document in the delivery of local road safety outcomes and casualty reduction targets. While local authorities anticipate refreshing their local Road Safety Plans in 2017, the content of this strategy remains relevant by identifying the cross-cutting, strategic actions upon which the three local authorities and partner organisations can build upon at a local level.</p>
1.4	<p>In keeping with the strategic objectives of National and Local Government, the overarching <b>outcome</b> that the partners are seeking to deliver is as follows:</p> <p><b>A steady reduction in the numbers of those killed and seriously injured on North East Roads.</b></p>
1.5	<p>This then leads to a clear longer-term <b>vision</b> for the strategy:</p> <p><b>A future where no one is killed on North East roads and the injury rate is much reduced.</b></p>
1.6	<p>To realise our desired outcome and vision, all partners are committed to achieving the 2020 targets and putting in place a framework to continue to reduce the numbers of people that are killed and seriously injured whilst travelling on our roads.</p>
<b>2</b>	<b>OUR STRUCTURE</b>
2.1	<p>The North East Road Casualty Reduction Strategy is supported by two separate groups, who meet regularly to assist with the delivery of the outcome:</p> <p><b>Lead Officers' Group (LOG)</b> – comprises of senior representatives from the partners. The LOG is primarily responsible for strategic decision making, policy development and providing a national perspective to local road safety activity.</p> <p><b>Operational Group</b> – comprises of representatives from some of the partners, who have specific responsibility for the tactical delivery of local road safety outcomes and interventions. The emphasis of the Operational Group is to deliver the strategy's outcomes.</p> <p>A <b>Road Casualty Reduction Strategy Coordinator</b> works on behalf of all the partners, to support the achievement of the strategy's overarching outcome.</p>

<b>3</b>	<b>THE NATIONAL PERSPECTIVE</b>
3.1	In 2010, the Scottish Government created a number of new national road safety targets and stated that by 2020, they wanted to achieve the following target reductions compared with the average for 2004-08:
	a) A 40% reduction in the number of people killed.
	b) A 55% reduction in the number of people seriously injured.
	c) A 50% reduction in the number of children (aged <16 years) killed.
	d) A 65% reduction in the number of children (aged <16 years) seriously injured, and
	e) A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicles kilometres.
3.2	<p><b>Local Performance and National Targets</b></p> <p>Collisions which result in death and injury can lead to catastrophic outcomes for those involved, their families, friends and the wider community. While recognising the significance surrounding these collisions, a form of performance management has to be applied to measure levels of local collisions against the numerical targets set nationally.</p> <p>Statistical collision and casualty information is included in Appendix A to this report. This will be updated on an annual basis throughout the strategy's lifespan, to reflect updated performance data which is published nationally.</p> <p>On a Scottish level, and as part of the ongoing monitoring process, national milestones were put in place to act as a key checkpoint as part of the Scottish Government's Road Safety Framework. A review on progress against the 2015 mid-term milestones was published in the <a href="#">Road Safety Framework Mid-term Review March - 2016</a>.</p>
<b>4</b>	<b>PRIORITY FOCUS AREAS</b>
4.1	<p>As part of the mid-term review, three Priority Focus Areas (Speed, Age and Vulnerable Road Users) were identified and these will be the issues we focus our activities upon locally. By doing so, it is considered that the greatest contribution can be made towards the achievement of the 2020 casualty reduction targets. While the identified areas are based upon national data, they are also considered of local relevance as they are generally reflective of North East road user casualty groups.</p> <p>The three Priority Focus Areas and their related outcomes are:</p>

	1.	<p><b>SPEED and MOTORCYCLISTS</b></p> <p><b>Speed Outcome</b> – Increase in the proportion of vehicles travelling at appropriate speeds on Scotland’s roads to support reducing road casualty numbers.</p> <p><b>Motorcyclists’ Outcome</b> – Improve the safety of motorcycling by reducing the levels of motorcycle injury accidents on the road network to support reducing road casualty numbers.</p>
	2.	<p><b>PRE-DRIVERS, DRIVERS AGED 17-25, OLDER DRIVERS</b></p> <p><b>Pre-driver Outcome</b> – Improve Knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.</p> <p><b>Drivers aged 17 to 25 Outcome</b> – Increase safer driving behaviours undertaken by young drivers after they pass their test.</p> <p><b>Older Drivers’ Outcome</b> – Increase awareness and knowledge capability of older drivers, and their families, to make informed choices about safe driving.</p>
	3.	<p><b>CYCLISTS and PEDESTRIANS</b></p> <p><b>Cyclists’ Outcome</b> – Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users.</p> <p><b>Pedestrians’ Outcome</b> Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness and compliance with road traffic laws and safe practices by all road users.</p>
<p><b>5 POLICY OVERVIEW</b></p>		
5.1	<p>The Scottish Government has a number of <b>Strategic Objectives</b> and the national objectives which link most closely to road casualty reduction are:</p>	
	a)	<p><b>Safer and Stronger</b></p> <p>Help local communities to flourish, becoming stronger, safer places to live, offering improved opportunities and a better quality of life.</p>
	b)	<p><b>Healthier</b></p> <p>Help people to sustain and improve their health, especially in disadvantaged communities, ensuring better, local and faster access to health care.</p>

5.2	The <b>National Objectives</b> are supported by fifteen <b>National Outcomes</b> , with those of most relevance to road casualty reduction being:
	a) Our children have the best start in life and are ready to succeed.
	b) We live longer, healthier lives.
	c) We live our lives safe from crime, disorder and danger.
	d) We live in well designed, sustainable places where we are able to access the amenities and services we need.
	e) We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
	A number of <b>National Indicators</b> exist to support the achievement of the <b>National Outcomes</b> , and the one of most relevance to the strategy is:
	a) Reduce Deaths on Scotland's Roads
5.3	The North East Scotland Road Casualty Reduction Strategy partners confirm:
	a) There is a strong commitment to achieving the established national road safety targets.
	b) There is an acknowledgement of the road safety related outcomes and actions within Local, Regional and National Transport Strategies, as well as those within the plans and strategies of partner organisations.
	c) There is a strong commitment to working together with other partners to achieve our joint road safety objectives.
	d) Achievement of road safety objectives is highlighted as an important means to accomplish wider policy goals, principally those related to increased levels of active travel (e.g. walking and cycling), improved health and reduced environmental impacts.
5.4	<b>Summary</b> Reviewing performance data reveals that tangible progress has been made in reducing casualty levels. While local and specific factors will in all probability apply in some of the circumstances relating to North East collisions, there are also common issues which will benefit from an enhanced, multi-authority strategic approach.
5.5	There is a strong local commitment to work in partnership to tackle the issue of road safety. However, there is also an important connection between improving road safety, wider policy areas around connectivity, mobility and economic performance such as encouraging greater levels of active travel, enhance driver training and targeted interactions with communities and vulnerable road-user groups.

6	<b>OUR APPROACH</b>
6.1	<p><b>Framework for Joint Action</b></p> <p>This strategy provides a regional framework for the future development of each partner organisation’s community/business/operational plans. While the individual road safety plans produced by each local authority will primarily reflect local needs, they will also have strong linkages with this strategy and work in tandem towards the achievement of the overarching outcome and its longer term vision.</p> <p>Importantly, the strategy is not intended as a replacement for such plans, as they will likely set out actions in greater detail according to the specific local requirements and each partner’s functional responsibilities.</p>
6.2	<p>Statistical evidence shows that road casualty trends can vary quite significantly, sometimes for no apparent reason. A road user group who are shown to be particularly vulnerable during the course of several years, with involvement in increased levels of collisions, can move to a more favourable position over a relatively short time period.</p> <p>While this may be because of concerted preventative activity, it can also occur for reasons which are less clear. Partners need to remain alert to changing trends and be able to respond effectively to meet new challenges, including those which fall outwith the Priority Focus Areas, as they arise.</p>
6.3	<p>It is recognised that changes to lifestyle and working practices are increasingly leading to people regularly travelling across political boundaries. This means that issues such as travelling on rural roads becomes increasingly important.</p> <p>The manner in which partners share information and the local processes used to oversee road safety activity therefore becomes increasingly important, if we wish to achieve sustainable reductions in the number of road casualties.</p>
6.4	<p>The strategy does not have a specific lifespan, however, this iteration is based upon an operating period up to 2020.</p>
6.5	<p><b>How we will work</b></p> <p>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:</p>
	<p>a) <b>Partnership Working</b></p> <ul style="list-style-type: none"> <li>• We will be active participants in partnership working.</li> <li>• We will cooperate in sharing data.</li> <li>• We will agree joint solutions to specific problems.</li> <li>• We will support the work of all partners in providing education to target groups.</li> </ul>

	b)	<p><b>Being Intelligence Led</b></p> <ul style="list-style-type: none"> <li>• We will act on facts.</li> <li>• We will analyse data to identify patterns.</li> <li>• We will allocate resources where they will be most effective in reducing casualties.</li> </ul>
	c)	<p><b>Maximising the Use of Technology</b></p> <ul style="list-style-type: none"> <li>• We will investigate new and emerging technology.</li> <li>• We will adopt procedures to achieve best value.</li> <li>• We will be innovative and proactive in our approach.</li> </ul>
	d)	<p><b>Maximising Community Involvement</b></p> <ul style="list-style-type: none"> <li>• We will engage with local communities.</li> <li>• We will work with vulnerable road user groups.</li> <li>• We will consult with subject experts in the wider community.</li> </ul>
	e)	<p><b>Learning from the best</b></p> <ul style="list-style-type: none"> <li>• We will support the good work of each partner.</li> <li>• We will seek out and develop research on road safety issues.</li> <li>• We will showcase the work of ourselves and colleagues.</li> </ul>
	f)	<p><b>Maximising use of the Media</b></p> <ul style="list-style-type: none"> <li>• We will take a proactive approach to the media.</li> <li>• We will develop joint messages.</li> <li>• We will answer queries positively.</li> </ul>
6.6		<p>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.</p>
6.7		<p><b>Beyond 2020</b></p> <p>While current road safety targets exist until 2020, we must be mindful of the period beyond that date. It is clear to the partners that new targets will likely emerge and that any new goals beyond 2020 will have a clear linkage to what was achieved in the pre-2020 period.</p> <p>Our approach will always be to closely monitor collision trends and focus our efforts should the areas of need change. We will therefore start to plan now to allow for our work to continue beyond 2020.</p>

<b>7</b>	<b>OUR ACTIONS</b>					
7.1	<p><b>Our Key Actions to Deliver our Vision</b>  We will seek to deliver our vision through five specific themes, recognised nationally as the pillars of road casualty reduction:</p> <table border="1" data-bbox="587 479 1050 913"> <tr> <td data-bbox="587 479 1050 566"><b>1. Education</b></td> </tr> <tr> <td data-bbox="587 566 1050 654"><b>2. Enforcement</b></td> </tr> <tr> <td data-bbox="587 654 1050 741"><b>3. Engineering</b></td> </tr> <tr> <td data-bbox="587 741 1050 828"><b>4. Encouragement</b></td> </tr> <tr> <td data-bbox="587 828 1050 913"><b>5. Evaluation</b></td> </tr> </table>	<b>1. Education</b>	<b>2. Enforcement</b>	<b>3. Engineering</b>	<b>4. Encouragement</b>	<b>5. Evaluation</b>
<b>1. Education</b>						
<b>2. Enforcement</b>						
<b>3. Engineering</b>						
<b>4. Encouragement</b>						
<b>5. Evaluation</b>						
7.2	<p>Within each of these topic areas there will be some significant areas of work such as engagement with communities and vulnerable road user 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, data analysis and monitoring and the work of the North Safety Camera Unit (NSCU).</p> <p>Importantly, evaluation of the identified actions and what they have achieved throughout the lifespan of this strategy will be an integral part of how we operate locally.</p>					
7.3	<p>Flexibility and responsiveness is a key principle of the strategy. If data analysis identifies new casualty trends, or specific geographical or route based collision based concerns, action can be taken based upon the strategy's overarching outcome of seeking a reduction in the number of those killed and seriously injured on North East roads.</p>					
7.4	<p>Our key proposals for action until the end of 2020 are set out in our Action Plan. Within this plan, a number of actions have been identified which, through partnership working, it is felt can make most impact locally on reducing casualty numbers.</p> <p>Detailed programmes of work will be developed from each action, and this can link to the budgeting and resource allocation within relevant partners.</p>					

## OUR ACTION PLAN TO REDUCE ROAD CASUALTIES

	Action	Timescale	Outcomes	Priority Focus Area
<b>Overarching Outcome - A steady reduction in the numbers of those killed and seriously injured on North East roads.</b>				
1	Review the collection, analysis, reporting, sharing and dissemination of road traffic collision data and intelligence, or other relevant information, to maximise local road casualty reduction efforts.	By end 2017	<p>Increased awareness of existing data sources among partners.</p> <p>Development of data sharing opportunities and protocols</p>	All Priority Focus Areas
2	Develop a bespoke Operational Group business process, including the annual identification and inclusion of road safety priorities for each local authority area based upon the principles of Education, Enforcement, Engineering, Encouragement and Evaluation, which will be used to influence and monitor local road safety activity across the North East.	By end 2017	<p>Defined outcome based system, providing accountability and structure for those involved in service delivery.</p> <p>Consistent and clear actions and initiatives delivered to all communities.</p> <p>Future road safety priorities clearly identified, upon which future work can be based upon.</p>	All Priority Focus Areas
3	Reinvigorate the former Road Safety Grampian initiative <i>Operation Zenith</i> , to work with road users to reduce the number and severity of accidents among motorcyclists.	By end 2017	<p>Reduction in number of collisions involving motorcyclists.</p> <p>Increased public awareness of enforcement.</p>	<p>Speed</p> <p>Motorcyclists</p>

4	Create a single communication campaign for North East Scotland Road Casualty Reduction, including the use of social media and other formats to deliver coordinated and relevant local road safety messages and related information.	By early 2018	<p>Increased public awareness of local road safety related issues.</p> <p>Ability to effectively engage with the wider road using community.</p>	All Priority Focus Areas
5	Partners to work with the North Safety Camera Unit, Police Scotland and the Scottish Safety Camera Programme Office to ensure that future deployment and use of safety cameras is more closely aligned with current statistical collision data, as well as addressing the proven need of communities.	By mid 2018	<p>Seek to influence safety camera site identification criteria, to enable more targeted community based responses to identified concerns over speed and collisions.</p> <p>Improved accuracy of collision data to better inform safety camera site identification.</p> <p>Increased public awareness of safety camera enforcement.</p> <p>Reduced traffic speeds and numbers of local concerns related to speed of traffic.</p>	Speed
6	Following national evaluation of <i>Safe Drive Stay Alive</i> and similar pilots running in other local authority areas, determine whether the campaign be increasingly linked to year round community based road casualty reduction activity and wider engagement approaches to positively influence younger drivers.	By mid 2018	<p>Increased awareness and knowledge of road safety in the 15-18 years age group.</p> <p>Increased engagement, understanding and support on road casualty reduction.</p>	<p>Pre-drivers</p> <p>Drivers aged 17- 25</p>

7	Raise awareness amongst elderly drivers and their families about vulnerability and potential loss of driving skills over time.		Increased engagement, understanding and support for elderly drivers, in terms of their ongoing use of the roads.  Reduction in number and severity of road traffic accidents involving older drivers.	Older Drivers
		By mid 2018		
8	Review the current approach to road safety education provided in schools, including the use of pupil speed enforcement, school travel plans and parking around schools.		Increased awareness and knowledge of road safety among younger road users.  Increased engagement, understanding and support on road casualty reduction.  Reduced traffic speeds and reduced numbers of local concerns related to speed of traffic.	Speed  Pre-drivers  Cyclists  Pedestrians
		By end 2018		
9	Promote initiatives that lead to increased qualification, safe driving attitudes and behaviours, including involvement of the business community through bespoke Driving at Work Policies and Travel Plans.		Reduced traffic speeds and reduced numbers of local concerns related to speed of traffic.	Speed  Drivers aged 17 - 25  Older Drivers
		By end 2018		
10	Promote opportunities for pedal cyclists, irrespective of age and ability, to access educational information and training to encourage safe cycling.		Increased community engagement, understanding and support on cycling policy and alternatives to driving.  Enhanced air quality.  Enhanced opportunities to travel actively.  Reduction in number and severity of road traffic accidents involving cyclists.	Cyclists
		By end 2018		

11	Support formal links to local educational establishments to consider future technological opportunities that will aid the reduction of casualties on the roads across the North East of Scotland.		Reduced traffic speeds and reduced numbers of collisions related to speed of traffic and driver capability.	All Priority Focus Areas
		By end 2018		
12	Work across partners to develop a more coordinated approach to road safety training and education, to link work across current and future activity to reduce the level of road casualties.		Increased awareness and knowledge of road safety in the 16-25 age group.  Increased engagement, understanding and support on road casualty reduction.  Reduced traffic speeds and reduced numbers of local concerns related to speed of traffic and driver capability.	All Priority Focus Areas
		By end 2018		
13	Actively participate in preparatory work to influence and inform the nature and content of road safety policies and strategies, both local and national, from 2020 onwards.		Identification and inclusion of local road safety issues in future road safety policies and strategies.	All Priority Focus Areas
		By 2020		

### Key

	Short Term Action (Completion sought within 1 year)
	Medium Term Action (Completion sought within 2 years)
	Longer Term Action (Completion sought within 3 years)

8	<b>DELIVERY</b>
8.1	<p><b>Roles and Responsibilities</b></p> <p>Individual road users have important responsibilities for ensuring the safety of themselves and other road users. However, the public sector also bears important responsibilities for the safety of the road network, enabling residents and visitors to the North East of Scotland to travel on our road network without fear of death or serious injury.</p> <p>The development of this strategy, under the direction of the LOG, demonstrates the clear acceptance of these responsibilities and the commitment that each organisation will bring to meeting them.</p>
8.2	<p>Whilst the statutory functions relating to the safe use of our road network sit with the individual organisations, we believe that 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 LOG will have a key responsibility to ensure its delivery and ensuring performance against the various actions identified.</p>
8.3	<p>This strategy contains a range of actions, the outcomes of which can potentially influence the operational plans and business practices of each of the partners, as well as the road safety policies and strategies they develop. Together, the operational plans, policies and strategies will direct delivery on the ground, enabling positive road casualty reduction outcomes to be achieved.</p> <p>Analysis and interpretation of local road casualty data will form an important strand of the Operational Group's work. Collision data will be regularly reviewed and when appropriate, the group will seek to develop interventions that address highlighted issues.</p> <p>Delivery and actual outcomes will be heavily influenced by wider competing priorities and budgetary constraints, however the wider significance of road casualty reduction across the North East cannot be underestimated.</p>
8.4	<p>A range of processes currently exist in all three local authority areas to monitor ongoing performance towards the achievement of the 2020 national casualty reduction targets. Community planning partnerships and community safety partnerships can also form part of the overall monitoring process.</p>

8.5	<p><b>Programme for Delivery of the Strategy</b> A proposed programme for this strategy is established below.</p> <p><b>Summer 2017</b> Local authorities and partner organisations sign off the refreshed North East Scotland Road Casualty Reduction Strategy for publication. An Operational Group will be formed to undertake the actions identified in the strategy.</p> <p><b>Autumn 2017</b> Appendix A of the document (National and Local Analysis) will be updated to reflect the latest collision data produced by Transport Scotland. This task will be conducted annually upon the release of national collision data.</p>
2017 - 2020	<p>The Road Casualty Reduction Strategy Coordinator, supported by the Operational Group and partner organisations, will work to deliver the actions detailed in the refreshed strategy. An annual update will be provided to the Chief Executives' Forum, Community Planning Partnerships and other relevant Boards and Committees.</p> <p>An existing action can only be formally concluded with the agreement of the LOG, who will also have to ratify any new actions before they can be inserted into the Action Plan.</p> <p><b>November 2020</b> Update of the Strategy with revised Targets for beyond 2020.</p>
8.6	<p><b>Local Monitoring, Review and Revision</b> Each of the action areas will be monitored against the overall outcomes set out in the Action Plan Table.</p>



Older Drivers



Pedestrians



Cyclists

# APPENDIX A - National and Local Analysis

## A.1 National Data

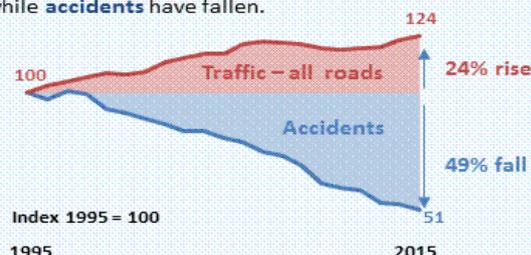
In October each year Transport Scotland produces its 'Reported Road Casualties Scotland' Report, which contains statistical data and commentary about Scottish road casualties and collision data for the previous calendar year. The most recent annual data relates to 2015 and the *Key Points and Trends* data from the report is included below.

### Reported Road Casualties 2015 – Key Points and Trends

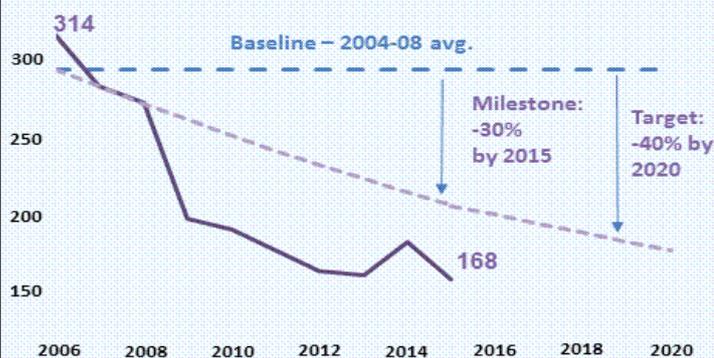
Key figures – casualties in 2015



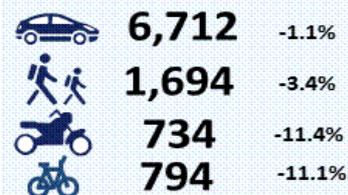
Since 1995 in Scotland, **road traffic** has continued to rise, while **accidents** have fallen.



Scotland is on track to meet both the **2015 milestone** and **2020 targets** for reductions in casualties killed based on a 2004-2008 average baseline



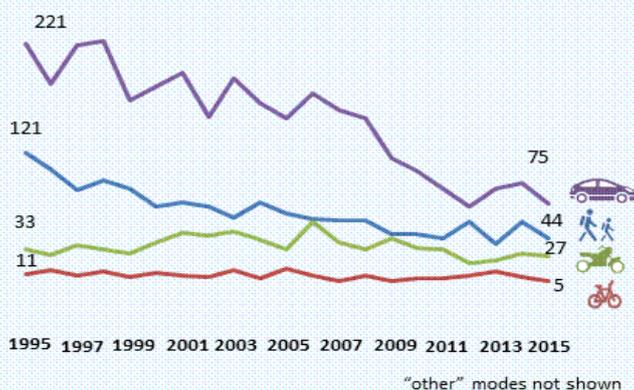
Number of casualties in 2015



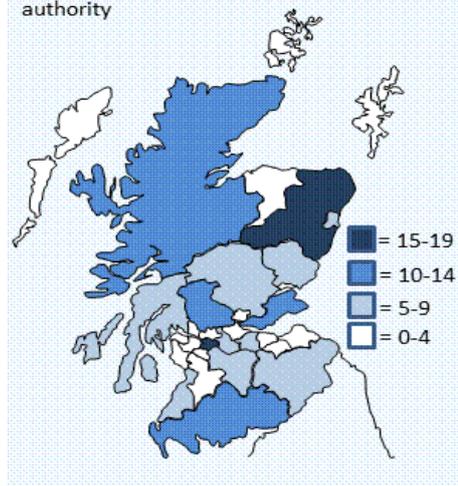
Child casualties of all severities have **more than halved** in the past decade



Context – historical trends show **large decreases** in car and pedestrian fatalities over the past twenty years



Road accident fatalities in 2015 by local authority

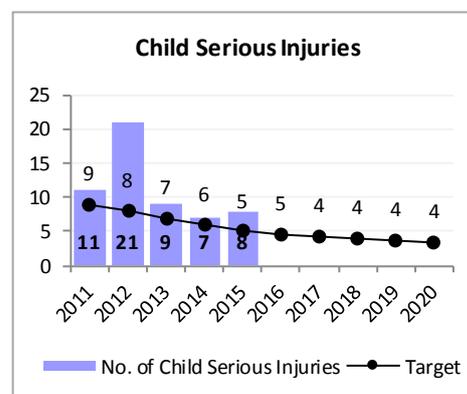
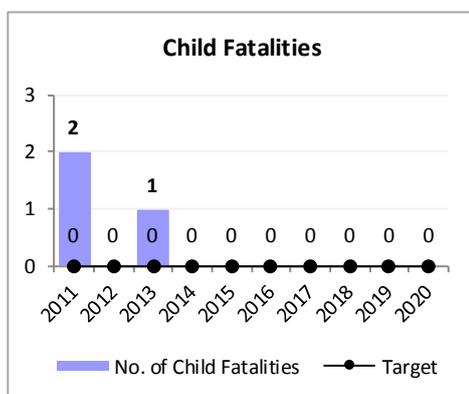
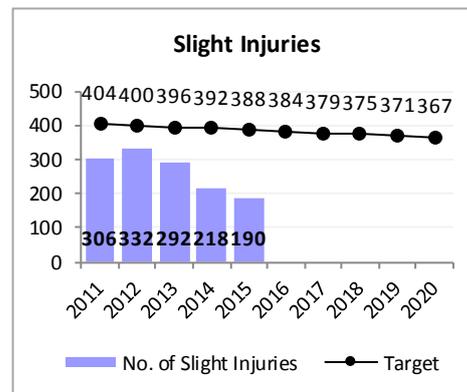
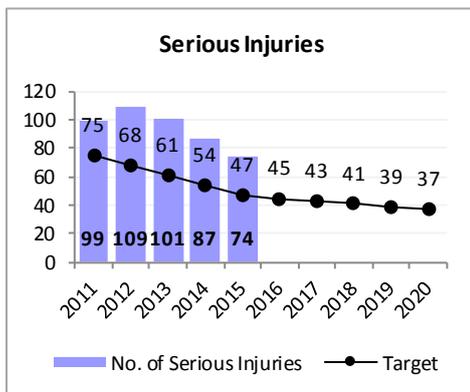
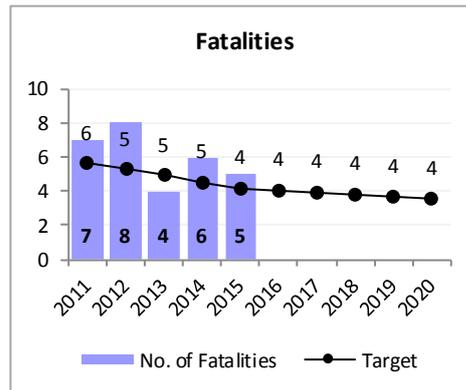


Source – *Reported Road Casualties Scotland 2015*: Transport Scotland

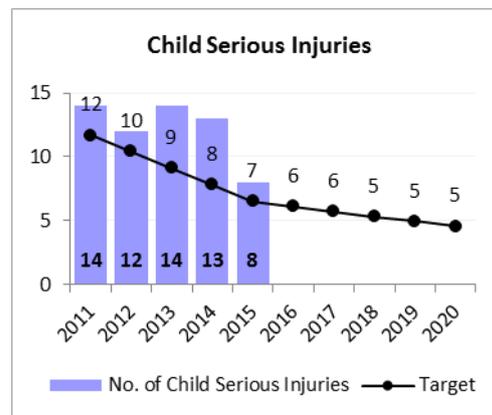
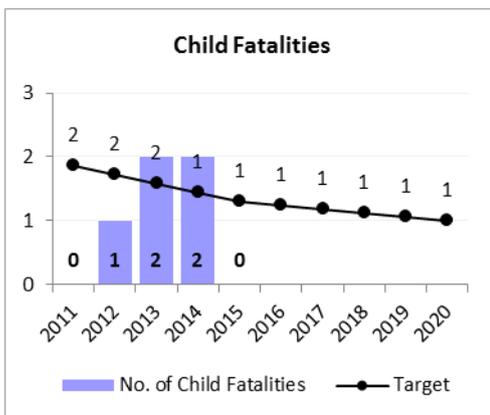
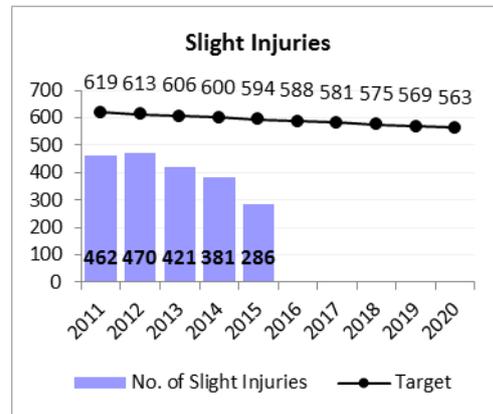
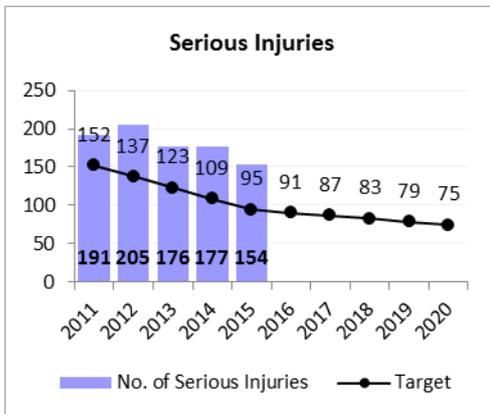
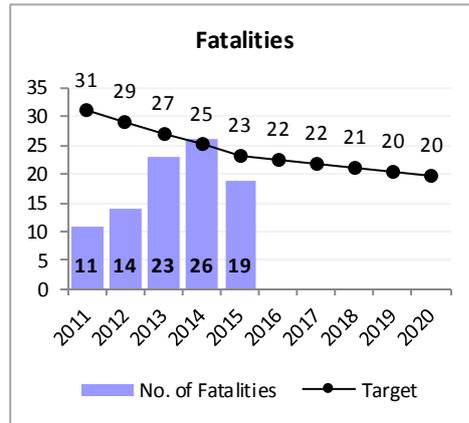
## A.2 Local Data

This section provides statistical information for each of the three North East local authority areas, for the five casualty categories identified as the Scottish Road Safety Targets. The 2020 target figures are based upon a range of percentage reductions made against the 2004-2008 average figures for each of the five casualty categories. Updates to the figures, using confirmed national data, will be made on an annual basis.

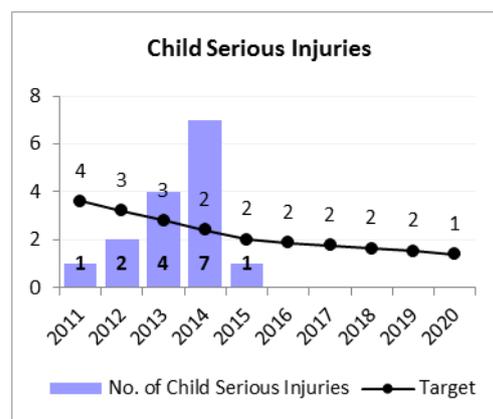
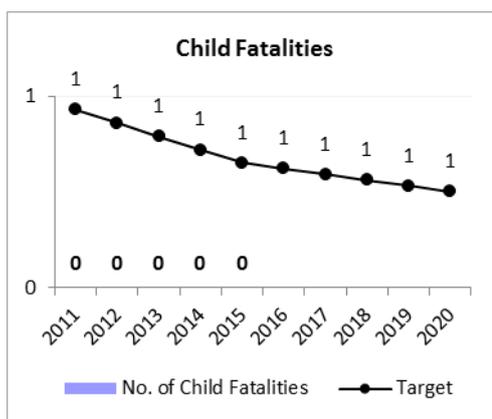
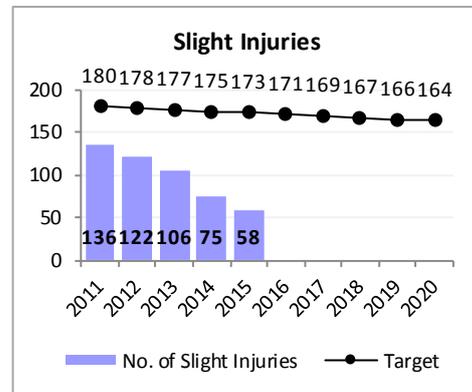
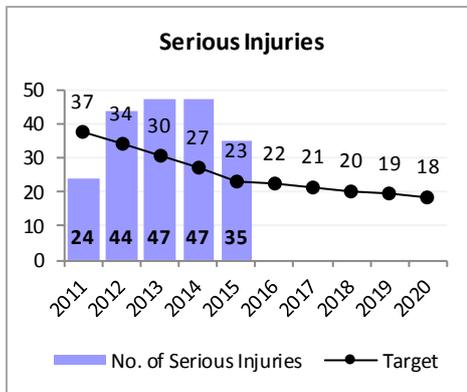
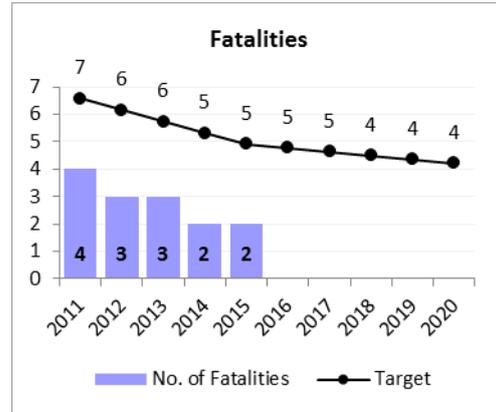
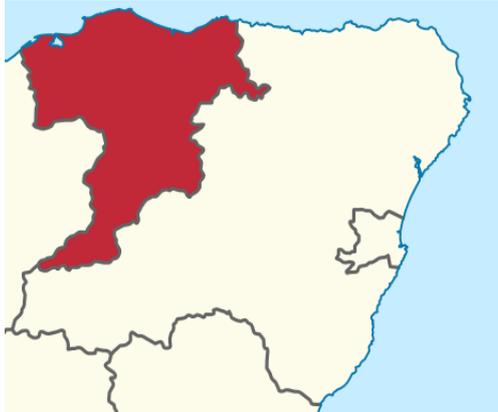
### Aberdeen



# Aberdeenshire



# Moray



## APPENDIX B - Policy Linkages

### B.1 Introduction

This document complements, but does not replace, the plans, policies and programmes of each of the partners. These will continue to set out specific road casualty reduction actions in more detail for each local authority area and functional responsibility.

This appendix provides further detail of the key functional and policy linkages between each partner, and provides references to the details policies and programmes being pursued by each.

### B.2 Local Authority and Community Planning Partnerships

Each local authority, in partnership with its community planning partners (including NHS Grampian, Scottish Fire and Rescue Service and Police Scotland) is required to publish a Local Outcome Improvement Plan (LOIP). These documents replace the former Single Outcome Agreements (SOA) and will identify a small number of key outcomes for each area, establishing specific local indicators and targets.

While road casualty reduction targets featured within most SOAs, it is not anticipated that they will be included within the three local LOIPs. Other formal reporting mechanisms and governance structures will be used to monitor ongoing performance in relation to road casualty reduction.

### B.3 Police Scotland

Police Scotland has a primary responsibility for enforcing road traffic law and has identified Road Safety and Road Crime as one of its national priorities.

On a local basis, at both Area Command and Divisional levels, road safety can also feature as priority, dependent upon the views of the local public. While the Police emphasis is on enforcement, they continue to provide support for local and national road safety initiatives.

Website: [www.scotland.police.uk](http://www.scotland.police.uk) and [Local plans](#) (select appropriate area)

### B.4 Scottish Fire and Rescue Service

The Scottish Fire and Rescue Service (SFRS) have identified their contribution to road safety and road casualty reduction within their Strategic Plan and this is transposed at a local level as a priority within respective Local Fire and Rescue Plans.

The implementation of road safety initiatives is via the SFRS seasonal community safety calendar and The Fire Scotland Act and Police and Fire Reform (Scotland) Act 2012 places explicit statutory duties on SFRS for road traffic collisions.

Website: <http://www.firescotland.gov.uk> and [Local Plans \(North Region\)](#)

## **B.5 Local Authorities**

Local Authorities (Aberdeen City Council, Aberdeenshire Council and The Moray Council) each have responsibilities for road safety on the local road network. Activities include

- Construction and improvements.
- Collision investigation and analysis.
- Traffic calming and setting speed limits.
- Providing facilities for vulnerable users such as pedestrians and cyclists.

The three local authorities are currently considering the revision of their local Road Safety Plans. Local Transport Strategies also exist, which commit to the introduction of road safety measures and make a commitment to work with partners to deliver this Joint Regional Road Casualty Reduction Strategy.

### **Aberdeen City Council**

Website: [www.aberdeencity.gov.uk](http://www.aberdeencity.gov.uk) and [Local Transport Strategy 2016-2021](#)

### **Aberdeenshire Council**

Website: [www.aberdeenshire.gov.uk](http://www.aberdeenshire.gov.uk) and [Local Transport Strategy](#)

### **The Moray Council**

Website: [www.moray.gov.uk](http://www.moray.gov.uk) and [Local Transport Strategy](#)

## **B.6 Regional Transport Partnerships**

Nestrans is the Regional Transport Partnership covering the local authority areas of Aberdeen and Aberdeenshire, whilst Moray is a member of Hitrans, which covers a number of other geographic areas. The recently refreshed Nestrans Regional Transport Strategy commits to working with partners to promote road safety covering Education, Engineering, Enforcement and Encouragement measures.

It also continues to work with partners to support the North Safety Camera Unit activities. Nestrans, along with NHS Grampian has also recently refreshed its joint Health and Transport Action Plan, of which the themes Promoting Active Travel and Transport and Public Health are both directly related to road safety. Hitrans Regional Transport Strategy specifically includes an objective to improve the safety and security of travel.

### **Nestrans**

Website: [www.nestrans.org.uk](http://www.nestrans.org.uk) and [Regional Transport Plan](#)

### **Hitrans**

Website: [www.hitrans.org.uk](http://www.hitrans.org.uk) and [Regional Transport Strategy](#)

<p><b>B.7</b></p>	<p><b>Transport Scotland</b></p> <p>Transport Scotland is an agency of the Scottish Government, and is responsible for road safety on the area's trunk road network.</p> <p>Website: <a href="http://www.transportscotland.gov.uk">www.transportscotland.gov.uk</a> and <a href="#">Strategic Road Safety Plan 2016   Transport Scotland</a></p>
<p><b>B.8</b></p>	<p><b>Other Regional Partners</b></p> <p>NHS Grampian and the Scottish Ambulance Service provide an emergency medical response. NHS Grampian is also currently helping to deliver a regional Health and Transport Action Plan, and has wider health promotions and community safety concerns.</p> <p>The three community safety partnerships are part of the wider community planning process. With a remit focused on community safety, road safety has frequently been identified as priorities by many partnership groups.</p>
<p><b>B.9</b></p>	<p><b>Government – Scotland and United Kingdom</b></p> <p>The Scottish Government is responsible for devolved aspects of road safety policy, including road safety education and publicity, delivered through Road Safety Scotland, and partnership working to improve road safety. An ongoing programme of road safety research is also commissioned and published by the Scottish Government.</p> <p>Websites: <a href="http://www.scotland.gov.uk">www.scotland.gov.uk</a> and <a href="http://www.roadsafetyscotland.org.uk">www.roadsafetyscotland.org.uk</a></p> <p>The Department for Transport (DfT) is a ministerial department of the United Kingdom Government, responsible for UK road safety policy, including driver and vehicle licensing, driver training, vehicle standards, and road traffic offences and penalties. The DfT also commission and publish specific road safety research.</p> <p>Website: <a href="http://www.dft.gov.uk">www.dft.gov.uk</a></p>
	<p>The Scottish Government's Building Safer Communities Programme (Phase 2) contains elements related to road safety, which it is anticipated will be launched later in 2017.</p> <p>Website: <a href="http://www.buildingsafercommunities.co.uk">www.buildingsafercommunities.co.uk</a></p>

A FUTURE WHERE  
NO ONE IS KILLED  
ON NORTH EAST  
ROADS AND THE  
INJURY RATE IS  
MUCH REDUCED.