



## Road Safety Strategy 2016-2020



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## **Foreword**

Welcome to this, our 2016-20 Road Safety Strategy. This strategy is a work tool to be used with our partner agencies but also to enable individuals with an interest in Road Safety to track and evaluate the initiatives that are being delivered, or have been delivered, in Orkney.

Page 6 details figures of people Killed and Seriously Injured (KSI's) together with Slight Injuries. It shows that over the past 6 years Orkney families have been affected by the deaths of 9 individuals and the serious injuries of an additional 20 people.

We must all continue to drive down road crashes and casualties by being aware that the major contributing factors to KSI's are drink driving, speeding, not wearing a seatbelt, the use of mobile phones whilst driving and other "in car" distractions.

The Action Plan, Appendix 1 gives details of what we and our partner agencies programme into their daily work plans, ensuring that this is delivered in all areas.

The Orkney Road Safety Forum meet quarterly to review and adjust our delivery plans as required. We continue to work closely with, and acknowledge the valued support from, Road Safety Scotland and other Scottish Local Authority Road Safety Officers.

Through continued Education, Engineering, Enforcement, Encouragement and Evaluation we aim to further reduce road crashes and the resulting devastating impact of these on our community.

I would like to take this opportunity to thank everyone involved in Road Safety, whether professional or volunteers, for their past contribution and would encourage them to continue to "Work Together To Make Our Roads Safer".



**Councillor Andrew Drever**

**Chairman**

**Road Safety Forum**

# 1. Introduction

In 2010, the Scottish Government adopted the Road Safety Framework for improving road safety in Scotland over the next decade,

## **Go Safe on Scotland's Roads – It's Everyone's Responsibility**

It describes the road safety vision for Scotland, aims and commitments, and the Scottish targets for reductions in road deaths and serious injuries to 2020.

Scotland's road safety vision 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 Scotland's roads, and the injury rate is much reduced.”**

There are four challenging Scottish targets aimed at reducing death and serious injury with an especially ambitious target of 50% reduction for child deaths. These targets included a milestone at 2015 to give a checkpoint for the Framework.

The Scottish Government has a major stake in ensuring the safety of all road users, as do local authorities and Police Scotland, both of whom are fundamental to delivery at local level. Other organisations also play significant roles. It is important that the respective roles of Government and other bodies with a road safety interest complement each other.

Orkney Islands Council strongly believes that the only way to continuing to improve safety on the roads throughout the islands is through an inter-agency partnership approach. The Road Safety Forum has been paramount in the production of road safety plans for Orkney. The Road Safety Forum, a sub-group of the Community Safety Partnership, is a multi-agency group consisting of Orkney Islands Council, Police Scotland, NHS Orkney, Scottish Fire & Rescue Service, Orkney Alcohol and Drugs Partnership, Scottish Ambulance Service, driving instructors and other interested parties. The group meet on a quarterly basis to promote road safety. Its members attend various events throughout the year raising awareness of road safety to all age groups.

Development of this strategy has been carried out in consultation with other interested agencies in order to achieve a finished document that aims to complement the relevant strategies of those agencies.

Improvements can be brought about through the effective partnership of the Council, Police, Fire Service, NHS Orkney and other public agencies. However, a key element of any improvement in road safety is the individual road user. With all road users and agencies playing their part, the targets should be achievable and this is why the slogan for this strategy is:

**“Working Together To Make Our Roads Safer”**

## 2. Aims

- To reduce the number of road crashes and road casualties in Orkney.
- Enabling and encouraging safe and sustainable travel.

## 3. Objectives

To use **Education, Engineering, Enforcement, Encouragement** and **Evaluation** as a means:

- To increase the competence and road safety awareness of all road users.
- To prepare and carry out a programme of measures designed to promote road safety.
- To combat drink/drug driving, speeding, mobile phone and seatbelt non-compliance.
- To further strengthen an inter-agency approach to achieve all objectives.
- To encourage healthier and more environmentally friendly alternatives to car journeys such as walking and cycling.



## 4. Performance Against Targets for Casualty Reduction

The principle of targets for road safety casualty reduction is fundamentally sound and there is a strong case for setting fresh targets based on the fact that fatal casualties have fallen even though vehicle numbers on Scotland's roads have increased by 22% since 1995.

The Road Safety Targets that have been set out in the Scottish Government's Road Safety Framework to 2020 are outlined in the table below. The table shows what the Government wants to achieve by 2015 and 2020.

In addition we will continue the previous 10% reduction target in the slight casualty rate to 2020.

### Scottish Government's Road Safety Targets

Target.	2004-2008 Average.	2015 Milestone % Reduction.	2020 Target % Reduction.
People killed.	292.	30.	40.
People seriously injured.	2,604.	43.	55.
Children (aged <16) killed.	15.	35.	50.
Children (aged <16) seriously injured.	325.	50.	65.

### Local Progress Towards Targets

Target.	2004-2008 Average.	2010-2015.	Actual Reduction.	2016-2020 Target People Reduction.
People killed.	4.	9.	0.	2.
People seriously injured.	23.	17.	6.	9.
Children (aged <16) killed.	0.	0.	0.	0.
Children (aged <16) seriously injured.	3.	3.	0.	1.

## 5. The Three E's

For road safety measures to be effective there will be a need to co-ordinate the major disciplines of road safety, ie **Education, Engineering** and **Enforcement**.

The Road Safety Forum will continue to encourage positive road safety practices whenever possible and through **Evaluation** we will monitor our aims and objectives. Evaluation ensures that actions taken are effective in helping to reduce road deaths and serious injuries. Through analysis of accidents, the resources of all agencies can be directed to resolving local problems.

By **Encouragement** of good road safety practice, everyone in Orkney can work together to make our roads safer.

In a partnership approach, a progressive and co-ordinated road safety programme of measures is required as part of our Road Safety Strategy. Many measures are already in place, others require to be developed.

## 5.1. Education

Education encompasses all road users and includes ensuring that children and young people receive road safety education during their school career.

Teachers, early years' staff, lecturers, parents and carers can support Scotland's Road Safety within the Curriculum for Excellence by delivering active and interdisciplinary appropriate education resources to children and young people.

This will enable them to be self-aware in the road environment, developing a knowledge and understanding of the world around them, applying critical thinking and making reasoned calculations to evaluate the road environment.

The continuation of road safety training to school children in Orkney, such as the Green Cross Code, Driving Ambition, and awareness raising of issues such as the dangers associated with boarding and alighting from school transport, particularly in the dark, are enhanced by additional recognised schemes such as those detailed in the Action Plan.



## 5.2. Engineering

The condition and design of Orkney roads are not perceived as being contributory factors in the majority of accidents, however, by careful consideration improvements can be brought about to make the roads in Orkney safer for all users.

All improvements will be based on identified elements of good practice to support both the development of road safety programmes and project implementation, and will have objectives that are Specific, Measurable, Attainable, Relevant and Timed (SMART).

### **Safety at Schools**

Working through School Travel Plans and Safe Routes to Schools, safety audits and reviews can identify where safety concerns arise about journeys to and from schools. By noting where these problems are encountered, work can be carried out to either alleviate the danger or provide alternative suitable access routes for all users.

### **Traffic Management**

Orkney Islands Council is giving full consideration to how reallocation of road space can be used to provide a safe environment for all road users.

The Council will continue to provide support to groups requesting traffic calming measures, where priority is given to pedestrians and cyclists rather than motorists.

Continued expansion of the cycle network will be considered where appropriate funding is available.

### **Speed Limits**

The Council will continue to review speed limits and determine if the existing limits are appropriate and where necessary implement local speed limits if it is determined this will improve safety.

### **Accident Investigation and Prevention Schemes**

Full details of reported injury accidents are recorded on a database and mapping system. This data is used to highlight accident hotspots and by analysis of the data common causation factors can be identified.

Where causation factors can be tackled by engineering changes to the road environment costs and benefits of the changes required will be balanced against each other. In this way, cost effective improvements can be introduced for the benefit of all road users.

### **Roads Management and Maintenance Plan**

The purpose of the Roads Management and Maintenance Plan is to maintain the roads network in a safe and serviceable condition for the efficient movement of people, goods and services. The plan must reflect current budgetary constraints.

The road network not only carries people, vehicles and goods, but also other service apparatus that are essential to maintain everyday life and commerce. It is therefore vital that there is a structured approach to roads management and maintenance that ensures the safety of the network for road users by maximising the long term benefits of routine maintenance.

The Council will continue to review street lighting to determine if the existing lighting is appropriate. Consideration will be given to modifying lighting if it is determined that



this will improve road safety whilst taking account the need to minimise light pollution.



### 5.3. Enforcement

Road Safety continues to be one of the main areas of concern for communities within Orkney and features as a priority in the Local Policing Plan. These priorities have been identified by looking at national and local intelligence, community safety trends as well as the views and concerns of the public, locally elected members and community planning partners.

Police Scotland adopts an intelligence led approach to identify and target local problems. This is gathered from the public regarding drink/drug drivers, speeding and from police officers on patrol.



The following incidents were recorded locally during the period 2011 – 2015:

	Speeding Offences.	Drink and Drug Driving.	Seatbelt Offences.	Mobile Phone Offences.
2010/2011.	166.	25.	142.	16.
2011/2012.	61.	35.	61.	9.
2012/2013.	92.	29.	108.	20.
2013/2014.	139.	21.	91.	13.
2014/2015.	133.	21.	95.	13.

The figures above are based on Fiscal Year Periods (1 April to 31 March).

Police Scotland's primary role is to enforce road traffic law, however, we will continue to work closely with our partner agencies locally in relation to Education and Engineering and we will participate in activities to promote safe driving.

Evidence has shown that a highly visible presence on the roads has a significant impact on driver behaviour. We will ensure our officers are in the "right place at the right time" to employ both prevention and enforcement tactics.

By highlighting the consequences of the enforcement that we do we can have a positive impact on driver behaviour to proactively prevent more people dying on our roads.

#### **5.4. Encouragement**

The promotion of road safety is vital to ensure the community has an opportunity to learn and benefit from being safer road users. Road users and the wider public need to understand and support the underlying principles of road policing. Therefore, Police Scotland will advise on their campaigns on a yearly basis.

The local media are helpful in assisting in raising awareness of road safety issues within Orkney and regularly run articles on specific campaigns or topics when asked by partner agencies. Recent coverage has included articles about keeping our children safe on the roads at winter time and raising driver awareness to the dangers associated with passing a stationary school or service bus. We also utilise social media to promote campaigns and safety advice in Orkney.

'The Good Egg In-Car Safety' Campaign aims to ensure that all child passengers are carried safely in cars. The Campaign features the 'Good Egg Guide', which provides advice to parents about appropriate child restraints, car seat clinics, media advertising and the [www.protectchild.co.uk](http://www.protectchild.co.uk) website.

The Seatbelt Demonstration Model is an interactive teaching aid, used in schools, to promote the importance of children wearing seat belts in moving vehicles. The objective is to load the family into the vehicle, first without seatbelts fastened and release it down the ramp. When the car hits the bottom stop, the occupants, as in any actual crash if not restrained, are propelled forward impacting with the interior front of the vehicle and the windscreen.

Speed Indicating Devices, more commonly known as 'Smiley', are deployed throughout Orkney to record the number and speeds of vehicles that pass. The devices can be set up to display the speed of a vehicle to its driver and also to smile or frown depending whether the vehicle is travelling at over or under the speed limit for the area. The device can be set to different speeds and so can be used in areas of differing speed limits. It displays a maximum of 10mph above the set speed to deter drivers from seeing how high a speed they can register.



The Council includes road safety messages on the back of the pay and display car parking tickets. These are "Speed Kills, it could kill you" and "Belt up it could save your life".

## 6. Summary

The multi-agency approach in producing the Road Safety Strategy shows the measures which have been successful in promoting road safety awareness in Orkney and those which can improve road safety for the future.

The partnership will constantly strive to get the road safety message heard and to implement measures to improve road safety by 'Working Together to Make Our Roads Safer'.



## Appendix 1 – Action Plan

The Action Plan will be reviewed as and when necessary when initiatives are amended.

<b>Education</b>			
Initiative.	Aim.	What we Hope to Gain.	How we will Achieve this.
School Travel Plans.	To encourage all schools in Orkney to prepare a School Travel Plan.	<p>To develop, promote and support more sustainable transport options in Orkney.</p> <p>To encourage safer, healthier and more environmentally friendly travel choices.</p> <p>To reduce the number of single car journeys to/from school by parents and staff.</p>	To guide and support the development of School Travel Plans.
Hands up Survey.	To participate in the annual national survey of all pupils' travel modes to/from school.	<p>The Hands Up Survey is an Official Statistic for Scotland and maps out how children normally travel to/from school.</p> <p>Review statistics for updating School Travel Plans.</p> <p>To compare results between Orkney schools and other Scottish schools.</p>	<p>Distribute the survey to all schools for completion annually.</p> <p>Compile Orkney statistics and forward to Sustrans for addition into the Scottish statistics.</p>
Streetsense 2.	To encourage all schools to use the Streetsense resource.	<p>To provide all primary children with a minimum core of road safety education during their primary education.</p> <p>To challenge knowledge, attitudes and behaviours enabling children to</p>	Promote Streetsense and its links to the national guidelines for A Curriculum for Excellence.

		self-reflect.	
School Crossing Patrol Training.	To train School Crossing Patrol personnel on how to stop traffic in the best interests of those crossing and approaching drivers in accordance with legislation and good practice.	Safe crossing points to/from school for pupils.	School Crossing Patrol personnel are trained on recruitment and informed of any change of legislation at training sessions as necessary.

Initiative.	Aim.	What we Hope to Gain.	How we will Achieve this.
Bikeability.	<p>Bikeability is a multi-level programme designed to give pupils the skills and confidence to make journeys:</p> <p>Schools to deliver playground training for Bikeability Level 1 to Primary 5 pupils.</p> <p>Schools to deliver on-road training for Bikeability Level 2 to Primary 6 &amp; 7 pupils.</p> <p>Schools to deliver on-road training for Bikeability Level 3 to Secondary pupils.</p>	<p>Pupils to gain confidence on their bikes and have a good understanding of how to ride safety on quiet roads.</p> <p>To progress to learn how to navigate more complex junctions and plan journeys effectively.</p> <p>Reduction in cycling accidents.</p>	<p>Training, mentoring and support of Cycle Trainers and Cycle Training Assistants.</p> <p>Order and distribute the relevant Bikeability level resources to participating schools.</p> <p>Compile Orkney's Bikeability statistics from schools and forward to Cycling Scotland.</p>
<p>Cycle Friendly School Award.</p> <p>Cycle Friendly Secondary School Award.</p> <p>Cycle Friendly Employer Award.</p>	<p>Encourage schools and employers in Orkney to apply for Cycling Scotland's Cycle Friendly Awards as part of promoting active travel.</p>	<p>Cycle Friendly awards is aimed at supporting and championing those schools and employers that are committed to increasing cycling amongst pupils and staff members.</p>	<p>Co-ordinate and support schools and employers in achieving the Cycling Scotland's awards.</p>

Cycling Scotland's Funding.	To enable all schools to participate in the delivery of Bikeability.	To increase the number of children receiving the three levels of the Bikeability Scotland programme.	Co-ordinate funding applications.
Junior Road Safety Officers (JRSO ). All together for road safety.	To promote road safety peer learning and promote partnership working.	To empower senior primary pupils to highlight road safety issues within the school and the wider community. To promote partnership working between pupils, parents, teachers, Road Safety Officers and other professionals.	Annual inductions for new JRSOs to take place at their individual schools. Supporting JRSOs to promote road safety initiatives with resources and uploads to the national website.

Initiative.	Aim.	What we Hope to Gain.	How we will Achieve this.
Travelling Green.	To encourage children to change their mode of travel by increasing active commuting (walking) to/from school.	The resource provides pupils and parents with the skills and confidence to change their school travel habits.	Promote and distribute the resource to Primary 5 teachers and pupils.
Theatre in Education.	To raise awareness of the road safety dangers pupils will be exposed to.	To deliver Road Safety plays in schools annually with a 2 year rolling programme for primary and secondary/junior high schools. To enable pupils to analyse, discuss and change decisions and outcomes. To reduce road accidents by increasing sense of personal responsibility.	Promote and organise Road Safety Scotland's Theatre in Education tour of Orkney.
Hometime.	To increase the road safety awareness of young people using school transport.	To highlight pupils' responsibilities when crossing country roads after getting off the bus.	Promote the use of the resource in the winter months for all schools.
Bus Stop!	To increase the road safety awareness of young people using school transport.	To focus on distractions that can have potential tragic consequences.	Promote the use of the resource to the appropriate secondary/junior high age group.
Your Call.	To engage S1-S2 pupils in relation to cycling, distraction and newly qualified drivers	Through social networking activities enabling discussion, problem-solving and self-reflection.	Promote the use of the resource in secondary/junior high schools.



	with friends as passengers.		
Crash Magnets.	To engage S3-S6 pupils in relation to being a passenger and becoming a driver.	Activities employ critical thinking skills, discussion debate and self-reflection.	Promote the use of the resource in secondary/junior high schools.
Driving Ambition.	To educate young drivers on all aspects of driver responsibility.	To participate in the inter-agency, interactive and informative road show.	Promote, organise and deliver the initiative to all senior secondary/junior high pupils.

Initiative.	Aim.	What we Hope to Gain.	How we will Achieve this.
A2bsafely.	To support pedestrian training for young people (aged 10-18+) with additional support needs.	The web resource offers young people the opportunity to encounter the road environment safely in an interactive real-world setting.	Promote A2b Safely to Additional Support staff.
First Gear.	To develop young people's skills in decision making in relation to safe and responsible road use and vehicle ownership.	Deliver theory and practical sessions by representatives from various organisations.	Co-ordinated by the Orkney Association of Youth Groups.

<b>Engineering</b>			
Initiative.	Aim.	What we Hope to Gain.	How we will Achieve this.
Road maintenance.	To provide a safe road network suitable for all road users.	A road network with a minimum of hazards for road users.	Repair of potholes, verges, footways, etc as identified by regular inspections.
Street lighting maintenance.	To provide adequate street lighting where it is required.	Roads and public areas that are safe to use during the hours of darkness.	By inspecting streetlights regularly and repairing them as necessary.
Drainage.	Keep roads free of excess water.	Roads that are safe to use during all weather conditions.	By maintaining or improving drainage as necessary.
Road markings and signs.	Clear guidance to all road users.	A safe and easy to understand road network.	Replacing road marking and signs as necessary and providing new ones when appropriate.
Winter Service.	To allow traffic to continue using the road network safely in wintry conditions.	A safe road network irrespective of weather conditions.	Monitoring of forecasts, pre-salting, gritting, snowploughing and providing public information.
Safety check of road improvement schemes.	To ensure all road improvements schemes are as safe as practically possible.	Road improvements that are safe for all road users.	Safety checks of proposed improvements by experienced staff.
Development control.	To ensure all proposed developments are as safe as practically possible.	Developments that are safe for all road users.	Advise planning staff of the Road safety implications of proposed developments.

Accident Investigation and Prevention.	Reduce accidents.	Fewer people injured in future than might otherwise be the case.	Examine past accident patterns and carry out works to reduce their likely reoccurrence.
Residential areas 20 mph speed limits.	To reduce vehicle speed on the roads in housing estates.	To provide safer streets and a better quality of life of residents, and to encourage walking and cycling.	Promotion of traffic orders, consultation, and provision of traffic calming where required.

Initiative.	Aim.	What we Hope to Gain.	How we will Achieve this.
Village/settlement speed limits.	To provide 30, 40, or 50 mph speed limits where appropriate.	Safe roads through our rural settlements, recognizing the needs of all road users.	Identify areas suitable for a reduced speed limit, consultation and promotion of traffic orders.
Safety barrier improvements.	Upgrading of the existing barriers.	Reduction in the severity of accidents involving collision with a safety barrier.	Replace existing barriers as part of ongoing asset replacement programme
New footways and street lighting.	Improve safety and amenity.	More walking and cycling with fewer pedestrian injuries.	Provide new street lighting or footways or both where appropriate, within budgets available.

<b>Enforcement</b>			
Initiative.	Aim.	What we Hope to Gain.	How we will Achieve this.
Target Speeding Offences.	Increase the number of drivers detected for speeding.	To reduce the number of people killed or seriously injured on our roads.	<p>Effective patrolling of the roads using marked and unmarked police vehicles.</p> <p>Speed checks to be carried out with a particular focus on crash cluster sites and around our schools.</p> <p>Utilise the services of Divisional Road Policing Unit to attend Orkney regularly.</p> <p>Participate in Police Scotland initiatives.</p>
Target Drink/Drug Driving Offences.	Increase the number of drivers detected being unfit through alcohol or drugs.	To reduce the number of people killed or seriously injured on our roads.	<p>Effective Patrolling of the roads using marked and unmarked police vehicles.</p> <p>Effective use of intelligence received.</p> <p>Utilise the services of Divisional Road Policing Unit to attend Orkney regularly.</p> <p>Participate in Police Scotland initiatives.</p>
Target Seatbelt Offences.	Increase the number of drivers detected committing seatbelt	To reduce the number of people killed or seriously injured on our roads.	Effective Patrolling of the roads using marked and unmarked police vehicles.

	offences.		Utilise the services of Divisional Road Policing Unit to attend Orkney regularly.  Participate in Police Scotland initiatives.
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Initiative	Aim	What we Hope to Gain	How we will Achieve this
Target Mobile Phone Offences.	Increase the number of drivers detected committing mobile phone offences.	To reduce the number of people killed or seriously injured on our roads.	<p>Effective Patrolling of the roads using marked and unmarked police vehicles.</p> <p>Utilise the services of Divisional Road Policing Unit to attend Orkney regularly.</p> <p>Participate in Police Scotland initiatives.</p>
Reduce Antisocial Driving on our Roads.	Increase the use of antisocial behaviour vehicle warnings and vehicle seizures.		<p>Robust enforcement of antisocial driving legislation using the powers contained within the Antisocial Behaviour (Scotland) Act 2004.</p> <p>Tackling offences of concern to local communities.</p> <p>Patrolling of problem areas.</p> <p>Enforcement of antisocial driving legislation.</p> <p>Targeting repeat offenders.</p>



## Appendix 2 – Links

NHS Orkney.

[www.ohb.scot.nhs.uk](http://www.ohb.scot.nhs.uk) .

Orkney Islands Council.

[www.orkney.gov.uk](http://www.orkney.gov.uk) .

Police Scotland.

[www.scotland.police.uk](http://www.scotland.police.uk) .

Road Safety Scotland.

[www.roadsafetyscotland.org.uk](http://www.roadsafetyscotland.org.uk) .

Scottish Fire & Rescue Service.

[www.firescotland.gov.uk](http://www.firescotland.gov.uk) .

Scottish Road Safety Framework.

[www.gov.scot/resource/doc/274654/0082190.pdf](http://www.gov.scot/resource/doc/274654/0082190.pdf) .

Transport Scotland.

[www.transport.gov.scot](http://www.transport.gov.scot) .