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## INTRODUCTION

**The first Moray Road Safety Plan** was prepared in 1997, after local government reorganisation in 1996. It set out to provide a framework of policies and plans to improve road safety over the three-year life of the plan. This plan seeks to continue with the strategies started in the previous plan and to develop new ones which will continue to improve road safety in Moray.

This plan has been produced by the The Moray Council's Department of Environmental Services (Roads service) with assistance from the Council's Education, Planning and Social Work Services, Grampian Police and Health Promotions, a division of Grampian Health Board.

The previous plan was produced in parallel with those of Aberdeenshire and Aberdeen City Councils, since the three council areas combine to form the Grampian Police area. This plan has also been produced with that in mind, to provide a consistent approach across the north east of Scotland.

At the time of the previous plan, although the trunk roads were, and still are, the responsibility of the Scottish Executive, they were managed by The Moray Council. This situation has now changed and they are managed by a private consultancy, Mouchel Scotland. However, all the statistics quoted include both trunk and non-trunk roads. Although the Scottish Executive is not specifically highlighted as carrying out any of the Action Plan points, any issues which relate to Trunk Roads are discussed between the Scottish Executive / Mouchel and the Roads Service and appropriate action undertaken.

A summary leaflet and statistics leaflet can be found in the back cover of this document.



# ACCIDENTS IN MORAY

## GOVERNMENT TARGETS

In 1987 the Government set a target to reduce road casualties by 33% by 2000, compared with the average for 1981-85. Final figures for this will not be available until after the end of 2000, but the indication is that nationally, to the end of 1998 road deaths had fallen by 39%, serious injuries by 45%<sup>1</sup>. There is concern that the overall number of accidents and the number of people slightly injured in an accident have not seen this same dramatic reduction.

There could be a number of reasons for this, for example better reporting of accidents would increase the number recorded and improvements in the design of cars have meant that the severity of an injury is less than it might have been previously. Traffic growth has also influenced the figures. It appears that the target for reducing the overall number of accidents has not been achieved, however, the rate of injury accidents has fallen faster, compared with increasing car ownership and the greater number and longer length of journeys being made.

In Moray, however, the average reduction in all injury accidents between 1981-85 and 1994-98 is 32% with the figures for deaths and serious injuries 38% and 50% respectively.

New government targets were published in March 2000<sup>2</sup> and state that by 2010 they want to achieve, compared with the average for 1994-98:

- ❶ 40% reduction in the number of people killed or seriously injured in road accidents;
- ❷ a 50% reduction in the number of children killed or seriously injured; and
- ❸ a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per million vehicle kilometres.

This last figure will reflect the effects of traffic growth. Further information from central government is awaited on how this figure is to be calculated.

Figure 1

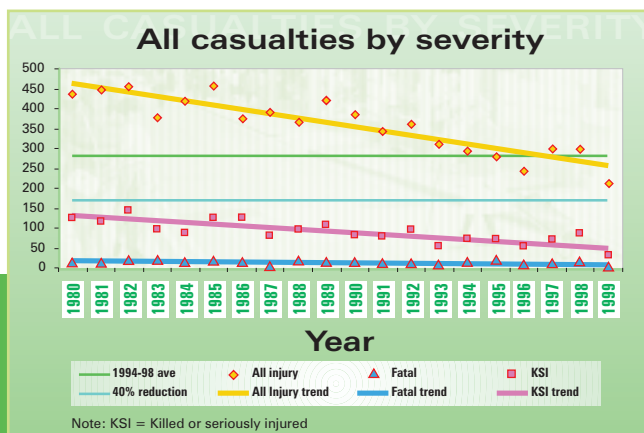
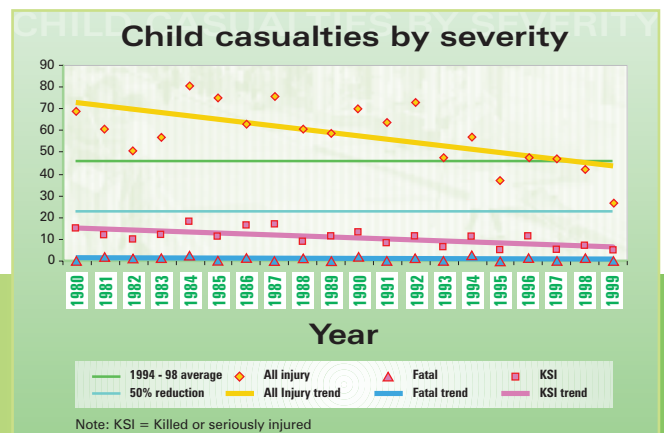


Figure 2



<sup>1</sup> Tomorrow's Roads - Safer for everyone, The Government's road safety strategy and casualty reduction targets for 2010 Chapter 1. para. 1.3.

<sup>2</sup> Tomorrow's Roads - Safer for everyone, The Government's road safety strategy and casualty reduction targets for 2010 Chapter 1. para. 1.4.

## ACCIDENTS IN MORAY

### ACCIDENTS AND CASUALTIES

Grampian Police collect information on all accidents reported to them, either at the scene of an injury accident or reported by a member of the public after the event. This information is then analysed by both police and roads engineers to determine locations on the road network which show clusters of accidents, different types of accidents and groups of road users who may be particularly at risk.

The number of accidents and casualties vary quite considerably from year to year as a result of weather and other external factors which affect the number and type of journeys made. This can affect the reliability of any conclusions drawn on one particular year's data. This is especially true in areas which are largely rural and dependent on local conditions, as opposed to large urban areas whose journey patterns are fairly stable.

Analysis of accident data has traditionally been carried out over a three-year period. The data in this plan will be reported on this basis. This also coincides with the life of the previous Road Safety Plan.

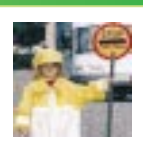
Over the previous 3 years (1997-99) there have been a total of 560 accidents involving injury in Moray resulting in 815 casualties or people being killed or injured.

The accident records show that in Moray over these 3 years:

- ❗ 25 accidents resulted in fatal injury
- ❗ 99 accidents resulted in serious injury
- ❗ 436 accidents resulted in slight injury

These 560 accidents resulted in:

- ❗ 28 people being killed;
- ❗ 144 people being seriously injured; and
- ❗ 643 people receiving slight injuries.



# ACCIDENTS IN MORAY

## THE COST OF ACCIDENTS

The government produces figures each year which reflects on average how much an accident costs. It takes into account the costs of the police and other emergency services, medical costs, lost output (e.g. loss of earning capacity), damage to property, and a sum which reflects the effects of pain, grief, suffering etc. i.e. the emotional impact of an accident. Average costs are shown below for Scotland<sup>3</sup>, according to the severity of the injury.

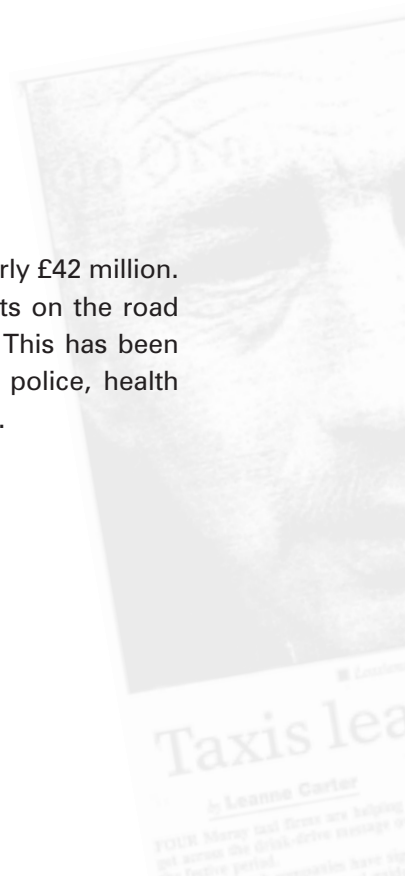
Severity of accident	Cost
Fatal	£1,259,698
Serious	£145,726
Slight	£13,612

The cost of accidents in Moray was nearly £42 million.



Over the three-years of the previous plan, the cost of accidents in Moray was nearly £42 million. The council has dedicated £250,000 over this time to engineering improvements on the road network alone, and has programmed this level of commitment in future years. This has been complemented both by the financial support and manpower resources of the police, health board and other council services in education, enforcement and encouragement.

<sup>3</sup>Road Accidents Scotland 1998, Table 13.



# ACTION PLAN

## GENERAL

Whilst any road accident is regrettable, there are certain groups of people who are more likely to be involved in an accident. This pattern is reflected both nationally and within Moray, and those most at risk are:

- ⚠ Children
- ⚠ Elderly
- ⚠ Disabled
- ⚠ Pedestrians
- ⚠ Cyclists
- ⚠ Motorcyclists
- ⚠ Young drivers



There are a number of measures which can be used to help reduce the number and severity of road accidents. These fall into four broad categories:

- ⚠ Education
- ⚠ Engineering
- ⚠ Enforcement
- ⚠ Encouragement

The behaviour of road users is influenced by educational methods and engineering measures. Enforcement of the traffic legislation is necessary when that behaviour is irresponsible or dangerous. However the aim of the **education**, **engineering** and **enforcement** measures is to **encourage** everybody to adopt safer practices when on their daily journeys.



## ACTION PLAN

### CHILDREN

#### The Concerns

Child casualties accounted for 14% of all road accident casualties (16% of killed and seriously injured casualties) in Moray during 1997-99. This is compared with over 17% in Scotland<sup>4</sup> for all casualties (17% for killed and seriously injured).

The new Government road safety targets are to reduce child fatalities and serious injuries by 50% before 2010, compared to the 1994-98 average. This is against a background of Scotland having one of the worst child casualty records of any European country per head of population. The Scottish child casualty rate is 37% higher for fatal injuries than England and Wales and 45% higher for killed and seriously injured<sup>5</sup>.

Child casualties accounted for 14% of all road accident casualties in Moray.

Whilst the number of children injured is not encouraging compared to Europe, the reduction in child casualties over the last 3 years in Moray was 18%. This is compared to no reduction for all casualties in the same period. This suggests that while we still have a long way to go, the work to date has been effective.

The base figure for 1994-98 average number of child casualties in Moray per year is eight. This gives a target to reduce the number of children killed and seriously injured in Moray to four by 2010.

Children are a very broad group and can be further sub divided into:

- ❗ Babies
- ❗ Pre-school children
- ❗ Primary school children
- ❗ Secondary school children



#### Babies

Babies and young children cannot be responsible for their own safety. Travel in vehicles without the appropriate restraint, fitted correctly, exposes children to unnecessary risks. The onus is on parents to make them safe. Most retailers are qualified to give advice on the selection and fitting of child restraints. Health visitors and Road Safety Officers actively encourage the use of restraints. Advice is also given to pregnant women.

<sup>4</sup>Road Accidents Scotland 1998, Table 29, 1994-98 average.

<sup>5</sup>Road Accidents Scotland 1998, Section 5.1.



## ACTION PLAN

### Pre-school children

Pre-school children are vulnerable because of their lack of knowledge and experience. The Children's Traffic Club in Scotland (CTCS) was founded on the principle that children have fully developed personality trends by the age of 5. It consists of a series of books which can be worked through by parents and their children both indoors and out. It is available free and the number of packs distributed in Moray is consistently high when compared to the whole of Scotland.

Grampian Police road safety officers support the use of CTCS during programme planning workshops involving pre-school leaders. Health visitors are also given in-service training which enable more parents to be targeted to enrol their child in the CTCS.

All nursery, and the majority of other pre-school groups, regularly use special CTCS packs to develop themes and practical training with children. Childminders also have a part to play in this early education and a pack full of information, ideas and resources has been produced for their use. The take up for this resource in Moray is one of the highest in Scotland. The principle of teaching children young helps them grow into safety-conscious adults.

The number of children under 16 years, injured in the past 3 years on cycles is 32, nearly 60% of all cycle casualties.

### Primary school children

Although 53 primary school children were injured in road accidents during 1997-99, 50 were injured on a journey outwith their daily journey to or from school. This highlights the importance of road safety awareness at all times.

Resources and in-service training for teachers and adult helpers is provided by road safety officers from Grampian Police. The work teachers do in the classroom is supported by tailored presentations and very structured practical work with the children both in class or in a road environment. Traffic trails can also be adapted for use with youth groups working on badges in road safety as part of child development programmes.



The number of children under 16 years, injured in the past 3 years on cycles is 32, nearly 60% of all cycle casualties. 30 of these involved a journey which was not to or from school. Cycle training is available in primary school due to the support of teachers and parent helpers. Road safety officers provide the training materials for each cyclist, along with in-service training for the staff and volunteers. At the end of the practical on-road sessions, testing is undertaken by road safety officers and successful candidates receive a badge and certificate. Over one hundred adults in Moray are committed to helping children gain these vital life-saving skills each year. The uptake in 1997-99 is slightly down on previous years. It is hoped that through a partnership approach to all road safety matters between the police and the Education department, this trend can be reversed.

## ACTION PLAN

School Crossing Patrols are provided by The Moray Council at 35 locations throughout the area. Risk assessments are being carried out by supervisors and Health and Safety Officers for each location. This information will be used, when introducing any measures, to minimise risks to both the patroller and pupils.

### Secondary school children

Secondary school visits are available for first and second year as part of the personal and social development module. Road safety officers are able to discuss with pupils their rights and responsibilities while using the roads as part of health and safety issues.

Free school transport is provided by The Moray Council for all children who live further than 2 miles from their school, if they live within the catchment area.

The Young Persons Travel Fare Scheme offers reduced bus fares for Moray secondary school pupils travelling to Elgin from outlying areas. This facility is designed to allow greater accessibility to leisure and recreational facilities not available in outlying communities. As public transport improves in terms of cost, service availability and quality, it is hoped that young people will use it as a genuine alternative to the car.

In general, the government is committed to reducing child casualties. It has boosted the amount of cash available for Safer Routes to Schools initiatives by £85,000 for Moray. Roads, Education and Planning officers in conjunction with Grampian Police road safety officers, will investigate and implement measures during financial year 2000/2001 to use this additional cash.

### The Action Plan

**To give practical advice to new parents on the importance of child restraints.**

(POLICE, HEALTH PROMOTIONS)

**To continue to promote the Children's Traffic Club for pre-school children.**

(POLICE, SOCIAL WORK, EDUCATION )

**To continue to carry out road safety and cycle training in schools.**

(POLICE, EDUCATION)

**To carry out risk assessments at all school crossing patrol locations.**

(THE MORAY COUNCIL)

**To continue to encourage additional driver training for school transport and local bus service operators.**

(PUBLIC TRANSPORT)

**To encourage young people to make less use of the car.**

(THE MORAY COUNCIL)

**To implement engineering and education measures to aid the Safer Routes to Schools initiative.**

(POLICE, ROADS, EDUCATION)

**To investigate the feasibility of reduced speed limits and the cost implications of extensive traffic calming schemes.**

(ROADS)

## ACTION PLAN

### ELDERLY

#### The Concerns

Although nationally the elderly pedestrian is at risk, this does not seem to be born out in the statistics for Moray with 16% of the total number of pedestrian casualties in Moray being age 60 or over, compared to 21% of the population. Overall, the number of persons aged 60 or over who were injured in Moray in the past 3 years was 83, 10% of the total number of all casualties. Although this figure is unchanged from the previous 3 years, this is set against an increase in the total number of people in Moray who are age 60 or over.



#### The Action Plan

**To introduce improved passenger boarding facilities where low floor buses are in use.**  
(PUBLIC TRANSPORT)

**To support the government in its aim to raise awareness of the problem of elderly drivers.**  
(POLICE)

**To offer road safety training to groups of senior citizens.**  
(POLICE)

**To monitor the change in the number of accidents involving people over 60.**  
(ROADS)

### DISABLED

#### The Concerns

The number of disabled people who are involved in road accidents is unknown as records are not kept specifically on this group. Concerns over street furniture (litter bins, lamp posts, seats etc) causing problems for blind and partially sighted pedestrians have been raised. A lack of dropped kerbs for wheelchair users means that often they have to complete sections of a journey on the road. However, over the past 10 years or so 20 to 30 dropped kerb locations have been installed per year. These are generally on routes where more than one person benefits from it, on routes to local facilities e.g. the library, post office, local shop etc.

People who have been injured or have become disabled, frequently need training to become aware of the new perspective on road safety.

#### The Action Plan

**To introduce improved passenger boarding facilities where low floor buses are in use.**  
(PUBLIC TRANSPORT)

**It is the council's aim to reduce, through its design process, hazards to this group.**  
(ROADS)

**To continue to install dropped kerbs at appropriate locations.**  
(ROADS)

**Road safety training will be offered to those with disabilities.**  
(SOCIAL WORK)

**To investigate the possibility of recording the incidence of accidents involving disabled people.**  
(ROADS)



## ACTION PLAN

### PEDESTRIANS

#### The Concerns

Pedestrian casualties accounted for 10% of all road accident casualties in Moray during 1997-99. This is compared with over 13% in Scotland<sup>6</sup>.

Pedestrians are a vulnerable group because of the risk of injury if involved in an accident. Many would suggest that training on how to be a pedestrian is unnecessary, but nationally 16% of pedestrian accidents happen at or near a pedestrian crossing, and 95% happen in built up areas. In Moray during 1997-99 approximately 83% of pedestrian accidents happened in built up areas.

Traffic calming can help pedestrians by reducing vehicle speeds to a level at which conflicts are less frequent and the number and severity of accidents therefore reduce. Mid Street, Keith is a very good example of this, where there were a number of pedestrian accidents before the road humps were installed in a busy shopping street in 1995, but there have been no pedestrian injury accidents recorded since then.



#### The Action Plan

**To continue to assess pedestrian accidents to identify locations which may benefit from engineering measures. These measures may include the installation of a refuge island or pedestrian crossing, a traffic calming scheme or revised speed restrictions.**

**(ROADS)**

**To continue to reinforce pedestrian safety messages.**

**(POLICE, HEALTH PROMOTIONS)**



<sup>6</sup>Road Accidents Scotland 1998, Table 29, 1994-98 average.

## ACTION PLAN

### CYCLISTS

#### The Concerns

Casualties from cycling have reduced over the last 3 years by approximately 16%. This reduction is entirely due to a drop in the number of casualties in the 16-59 age-group, therefore, the number of children and elderly people injured whilst cycling has remained static.

The council and health professionals are seeking to encourage more cycling as part of an integrated and sustainable transport policy, to develop economic benefits through increased tourism and because of the significant health benefits which are gained from increased exercise. Various engineering measures have already been introduced or are currently under construction. These include:

- ① part of the Aberdeen to Inverness cycleway which is being promoted by the cycling charity Sustrans, with support from The Moray Council, the local enterprise company and european funding;
- ① the Elgin to Lossiemouth cycleway which is being constructed with contributions from developers;
- ① the signed leisure routes round Elgin Lossiemouth, Fochabers, Forres and Buckie;
- ① the cycleways through Kinloss; and
- ① the installation of cycle stands at various locations.

These and other routes are under consideration as part of the Moray Access Strategy.

Department of Educational Services have worked in partnership with road safety officers from Grampian Police and Health Promotions to deliver cycle safety workshops, which are supported by cycling groups, retailers and police. Other events are planned throughout the year.

#### The Action Plan

**To continue to actively promote cycling as a viable form of transport for short journeys.**

(THE MORAY COUNCIL, HEALTH PROMOTIONS)

**To introduce more designated and signed cycle routes.**

(THE MORAY COUNCIL)

**To continue to organise and support cycling events.**

(POLICE, THE MORAY COUNCIL, HEALTH PROMOTIONS)

**To continue child cycle training schemes through schools and holiday activities.**

(POLICE, EDUCATION)

**To continue to highlight the vulnerability of two wheeled vehicles.**

(POLICE)

### ACTION PLAN

## MOTORCYCLISTS

### The Concerns

Over the past 3 years there has been a reduction in Motorcycle casualties of 13% when compared with the previous 3 years. Whilst this is encouraging motorcycle casualties accounted for 6% of all road accident casualties during 1997-99, but only accounted for 2% of the total number of registered vehicles in Moray<sup>7</sup>. Set against a background of increased motorcycle sales, increasing popularity and the broad age group to which it appeals, it is important to highlight the dangers associated with this form of transport.

Motorcycle casualties accounted for 6% of all road accident casualties but only accounted for 2% of the total number of registered vehicles in Moray.



The Association of Chief Police Officers in Scotland (ACPO(S)), with support from the British Motorcycle Federation (BMF) and the Motorcycle Action Group (MAG) has launched a campaign 'Bikesafe Scotland'. Its aim is to develop a 10 point plan, with the emphasis on training, education and encouragement.

Grampian and Strathclyde Police forces have, as part of Bikesafe Scotland, set up a pilot scheme of assessed rides. The purpose of these rides is for a Police Officer to assess a rider, let them know how safe their riding is and to offer advice on riding techniques.

The interest shown so far in Grampian, and Moray in particular, has been overwhelming, with additional dates being added to the existing programme.

Campaigns like 'Think Bike' have proved effective in highlighting the vulnerability of two wheeled vehicles, but we cannot be complacent as the rates of accident involving two wheelers are higher than other vehicle types.

### The Action Plan

To continue to support the Bikesafe initiative.

(POLICE)

To continue to highlight the vulnerability of two wheeled vehicles.

(POLICE)



<sup>7</sup> Scottish transport Statistics, No 18, 1999 HMSO - Table 1.3

## ACTION PLAN

## YOUNG DRIVERS

## The Concerns

Accidents involving young drivers (ages 17-25) accounted for 37% of accidents in Moray and resulted in 243 casualties during 1997-99. Over 70% of these accidents involved male drivers, with the main causes given as excessive speed or inadequate skill or experience in handling the vehicle. There is an added problem that young drivers are often accompanied by young passengers. This in itself is an added responsibility which many young drivers are unaware of. This age group also comprises 73% of the passengers injured in young driver road accidents. They are, therefore, a very vulnerable group.

One third of all driver and passenger casualties, during 1997-99, happened to the 17-25 age-group. This compares to approximately 11% of all pedestrian casualties for the same age-group. In addition this age-group account for 38% of all motorcycle casualties. Whilst this is a significant drop from 84% in the early 1980's it is still unrepresentative of the age-group.

Grampian Police, with sponsorship from H&R Insurance Brokers, are undertaking a scheme within secondary schools called 'Driving Ambition'. It is aimed at 5th and 6th year pupils just before and during the time when they may be learning to drive. The information is passed on through a series of presentations and demonstrations by the police, AA, DSA and local driving instructors.

It is hoped to extend this scheme to groups of 30+ in further education establishments or even to the commercial sector, since it is recognised that once teenagers have left school there is little or no access to road safety training.

Drink driving is a factor in about 3% of all injury accidents. This figure is about the same for injury accidents involving young drivers. It is therefore not a specific factor in accidents involving this age-group, but the message about not drinking and driving needs to be reinforced.

Perhaps more worrying is the possible effect drugs are having or may have on all drivers. Whilst there is no specific test for drugs, or any records kept on them being a factor in a road accident, the dangers of driving whilst under their influence need to be highlighted.

## The Action Plan

**To continue to promote the Driving Ambition scheme.**

(POLICE)

**To reinforce the dangers of drink driving and to highlight the dangers of driving under the influence of drugs.**

(POLICE)

Accidents involving young drivers (ages 17-25) resulted in 243 casualties, over 70% of these accidents involved male drivers.



## FUTURE TARGETS

The government target of one-third reduction in road accident casualties by the year 2000, when compared to the 1981-85 average, was set in 1987. In Moray this target was first achieved in 1995. The final figure for the reduction will not be available until after the end of 2000, as the year 2000 figures are being included in the calculations. In the previous road safety plan, a local target of 50% reduction in all casualties by the year 2000 was set. The number of casualties recorded in 1999 was 50% of the 1981-85 average, but 1997 and 1998 were higher and so the average reduction over the previous 3 years was 37%.

In March 2000 the government set its new casualty reduction targets. It aims to reduce the number of killed and seriously injured casualties by 40% by 2010, when compared to the 1994-98 average and 50% for child killed and seriously injured casualties in the same period. The averages for this period and the target for 2010 for Moray are:

Severity	1994-98 average	Target for 2010
Killed and seriously injured	64	39
Child killed and seriously injured	8	4
Child all casualties	46	23

It is proposed, given the fluctuation in the number of children killed and seriously injured, that the target of 50% reduction also be adopted for all child casualties.

This plan will cover the first part of this period up to 2002, and the respective targets for this date are 59 (for all KSI), 7 (for child KSI) and 38 (for all child casualties).

Particular attention will be paid to the vulnerable groups highlighted in this plan, although road safety initiatives will continue to be pursued across the whole range of accident types and road users involved.

A revised Road Safety Plan will be produced in 2002/2003 and it is hoped that the initiatives arising from this plan will help make these targets a reality and will establish a firm base on which to build future improvements.





# GLOSSARY OF TERMS

**AIP**

Accident investigation and prevention.

**Fatal casualty**

A casualty who dies within 30 days of an injury being sustained.

**Fatal accident**

An accident where at least one casualty is fatally injured.

**Serious casualty**

A casualty who requires an overnight hospital stay or has a major bone fracture.

**Serious accident**

An accident where at least one casualty is seriously injured.

**Slight casualty**

A casualty who sustains minor injuries or bone fractures, not requiring an overnight hospital stay.

**Slight accident**

An accident where at least one casualty is slightly injured.

**KSI**

Killed or seriously injured.

**AA**

Automobile Association.

**DSA**

Driving Standards Agency.



## ORGANISATIONS INVOLVED

### Roads

Miss Elaine Penny, Traffic Engineer ☎ 01343 562515  
The Moray Council  
Department of Environmental Services,  
Academy Street, Elgin, IV30 1LL



### Police

Inspector (Traffic) ☎ 01343 543101  
Grampian Police, Traffic Department,  
Moray Street, Elgin, IV30 1JL

Mrs Patricia Clarihew,  
Road Safety Officer ☎ 01224 387126  
Grampian Police, Road Safety Unit,  
Moray Street, Elgin, IV30 1JL

Sgt Andy Jamieson,  
Local Authority Liaison Officer ☎ 01343 563407  
The Moray Council, Council Offices, High Street, Elgin, IV30 1BX



### Education

Mr Iain Jamieson, Education Property Manager ☎ 01343 563127  
The Moray Council,  
Department of Educational Services,  
Council Offices, High Street, Elgin, IV30 1BX



### Planning

Mr Martin Wanless, Principal Planning Officer ☎ 01343 563292  
The Moray Council,  
Department of Environmental Services,  
Council Offices, High Street, Elgin, IV30 1BX



## ORGANISATIONS INVOLVED

### Public Transport

Mr Peter Findlay, Public Transport Co-ordinator ☎ 01343 562541  
The Moray Council,  
Department of Environmental Services,  
Academy Street, Elgin, IV30 1LL



### Health

Ms Susan Leslie ☎ 01343 545246  
Health Promotions,  
239 High Street, Elgin, IV31 1DJ



### Social Work

Ms Aileen Clark, Occupational Therapist ☎ 01343 541111  
The Moray Council,  
Springfield House,  
Edgar Road, Elgin IV30 6FF



### Scottish Road Safety Campaign

Mr Joe Fraser, Senior Road Safety Officer ☎ 01224 386732  
Grampian Police, Nelson Street, Aberdeen, AB24 5EQ



### Trunk Roads

Brian Sheerins, Unit Manager ☎ 0131 244 0467  
The Scottish Executive,  
Victoria Quay, Leith, Edinburgh EH6 6QQ

