



The Moray Council

ROAD SAFETY PLAN

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THE MORAY AREA

MORAY FIRTH



INTRODUCTION

The second Moray Road Safety Plan was prepared in 2000. 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 (Direct Services (Transportation)) with assistance from representatives of the Council's Health and Safety section and Educational and Planning Services; Grampian Police; BEAR Scotland; NHS Grampian; Grampian Fire and Rescue Service; The Scottish Ambulance Service and local Driving Instructors.

The Trunk Roads throughout Moray are the responsibility of the Scottish Executive, although since April 2001 they have been managed and maintained by BEAR Scotland. However, all the statistics quoted include both trunk and local roads.

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 showed that in Scotland, to the end of 2000, the number of fatal road accidents had fallen by 49%, with serious accidents showing a fall of 56%¹. The number of slight injury accidents did not see this same dramatic fall with an overall reduction of 10% to the end of 2000 compared with 1981-85 average.

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.

The national picture shows that, taking all road accidents together, there has been a 26% reduction in the total number of road accidents to the end of 2000 when compared with the 1981-85 average. This did not meet the target of one-third reduction.

In Moray, however, the average reduction in all injury accidents between 1981-85 and the end of 2000 was 37%.

New government targets were published in March 2000² and state that by 2010 they want to achieve, compared with the average for 1994-98:

- ❗ a 40% reduction in the number of people killed or seriously injured in road accidents;
- ❗ a 50% reduction in the number of children killed or seriously injured; and
- ❗ 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.

¹ Road Accidents Scotland 2000 Commentary §1

² 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 where journey patterns are fairly stable.

Analysis of accident data is usually carried out over a three-year period. However since it will be four years since the previous Road Safety Plan was introduced, the data in this plan will be reported on a four year basis.

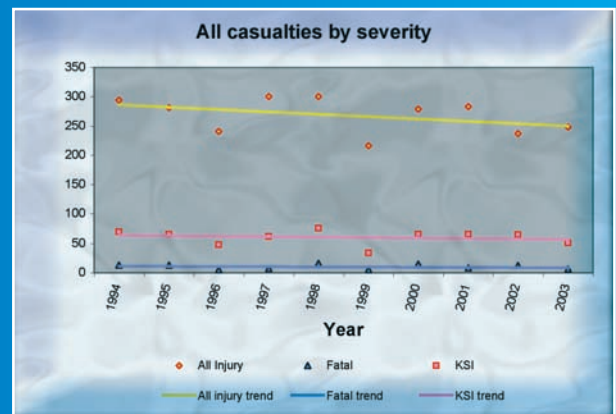
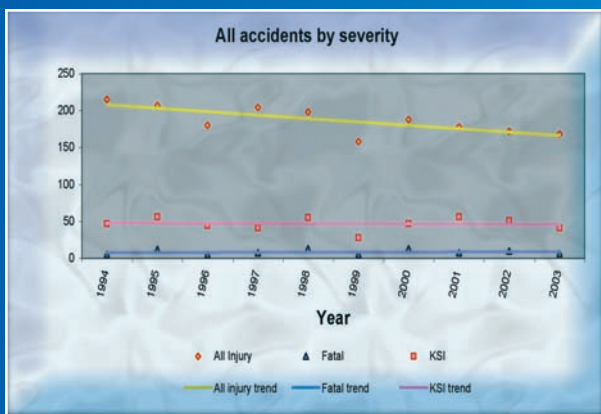
Over the previous 4 years (2000-2003) there have been a total of 706 accidents involving injury in Moray resulting in 1047 casualties or people being killed or injured.

The accident records show that in Moray over these 4 years:

- ❗ 36 accidents resulted in fatal injury
- ❗ 159 accidents resulted in serious injury
- ❗ 511 accidents resulted in slight injury

These 706 accidents resulted in:

- ❗ 41 people being killed;
- ❗ 207 people being seriously injured; and
- ❗ 799 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 Scotland³, according to the severity of the injury.

Severity of accident	Cost
Fatal	£1,475,366
Serious	£169,737
Slight	£16,308

Over the four years since the previous plan, the cost of accidents in Moray was nearly £39 million.

Figures from the Fire and Rescue Service indicate that over the four years since the previous plan (2000-2003) they have attended 214 road traffic accidents in Moray. 78 of these accidents involved casualties that had been physically trapped, resulting in them being rescued by the use of specialised hydraulic cutting equipment. Many of these rescues involved multiple vehicles and trauma casualties resulting in long term physical and psychological problems.

Similar information from the Scottish Ambulance Service show that they have attended approximately 1063 incidents in the same period. These incidents include both ones which the police record as injury accidents and ones which they attend where either the police record damage only accidents or where the police never attend, e.g. a pedestrian falling on a road or pavement.

Over this time the Council has dedicated £893,000 to engineering improvements on the road network alone, and has programmed at least this level of commitment in future years. The Scottish Executive, through BEAR Scotland have also programmed engineering improvements for the two Trunk Roads in Moray namely A96 Inverness to Aberdeen road and A95 Aviemore to Keith road. This expenditure has been complemented both by the financial support and manpower resources of the police, fire, ambulance, health board and other council services in education, enforcement and encouragement.



³Road Accidents Scotland 1998, Table 13.

ACTION PLAN

GENERAL

Early in 2001 a Moray Road Safety Group was set up to highlight the issues surrounding road accidents and the impact they have on all those affected. The lead was taken by Grampian Police and involved Council Transportation and Health and Safety representatives; The Scottish Executive; NHS Grampian; Grampian Fire and Rescue Service; The Scottish Ambulance Service, local Driving instructors and a representative from the Moray Community Safety Partnership. It was formed mainly to promote an 'Accident Free Day' which was held on 1st May 2001.

This group has continued and has been involved in many initiatives since May 2001, including one in May 2002 which targeted 4 themes, namely, bad driving on crawler lanes; inappropriate speeds on the A96; lane discipline at roundabouts, and the use of mobile phones whilst driving. Funding for the initiatives of this group has generally come from the Moray Community Safety Partnership to address one of their key issues, 'Accidents in the community'.

The projects undertaken by the Moray Road Safety Group in 2002 earned the group a certificate of commendation from the Scottish Accident Prevention Council.

The statistics quoted earlier in this document and highlighted through the work of the above group show that 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
- ❗ Cyclists
- ❗ Disabled
- ❗ Elderly
- ❗ Motorcyclists
- ❗ Pedestrians
- ❗ Young drivers
- ❗ Drink / drug 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





ACTION PLAN

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.

The engineering side does not necessarily concentrate on the specific groups highlighted above although specific measures for schools and other vulnerable road users i.e. pedestrians and cyclists are being targeted through funding grants from the Scottish Executive.

In general, though, the majority of Accident Investigation and Prevention (AIP) schemes are low cost engineering remedial measures carried out as a result of patterns of accidents being identified from historical accident data for individual locations. This process is carried out for both Trunk and local roads on an annual basis.

From this historical accident information, major schemes may also be identified. This happened in the case of the junction of the A98 with the A942 at Buckie Toll. The scheme, consisting of the construction of a right turn lane for both Buckie and Drybridge traffic and the realignment of the Drybridge road to create a staggered junction was carried out during 2001. The accident patterns were identified and figures show that in the 3 years before there were 2 serious, 9 slight and 15 damage only accidents recorded. This averages 9 accidents per year. However, in the two full years since the scheme was completed, there has been one slight and 1 damage only accident recorded, an average of 1 per year. This shows the profound effect analysing accident data can have on finding the most effective solution.



Buckie Toll - Before.



Buckie Toll - After.

Education is carried out via a number of sources both nationally and locally. National campaigns are, generally, carried out by the Department for Transport with its 'Think' campaign being launched in June 2000. It has included campaigns on Child Car Seats; Drink Driving; Driver tiredness; Drug Driving; Child pedestrian training through 'Hedgehogs'; Horse sense; Mobile Phones; Motorcycles; Seat belts; Slow down and Teenagers⁴.

In Scotland, a similar organisation, The Scottish Road Safety Campaign was launched in 1985. It is funded by the Scottish Executive and its remit is to develop and co-ordinate Scotland's wide road safety initiatives and campaigns. The SRSC works closely with all local authority and police road safety units in an attempt to ensure co-ordinated approach to road safety across Scotland⁵.



Its recent campaigns have included 'Foolspeed' and the 'Simon Says' television adverts; Drug Driving; In-car Child Safety Initiative and 'Wheel of Misfortune'. The Campaign also produces educational material which is detailed later in this document.

⁴ DfT website www.thinkroadsafety.gov.uk

⁵ Scottish Road Safety Campaign website www.srsc.org.uk

ACTION PLAN

As can be seen, many of the national initiatives coincide with the local priorities which shows that Moray is not unique in its problems.

The Government has also been keen to introduce more speed and red light cameras and had set up eight pilot schemes which were designed to achieve casualty reduction through increased speed and red light camera enforcement⁶. During 2001, a partnership was set up between Grampian Police, Aberdeen City, Aberdeenshire and Moray Councils and The Scottish Executive to rollout the national pilot and was named NESCAP (North East Safety Camera Partnership). This partnership is ongoing and has identified the most dangerous routes in terms of the number of accidents related to speed happening on particular roads within the Grampian Police area. They are called 'Red Routes'. In Moray there are currently 7 'Red Routes' namely:



- ❗ A941 Elgin to Lossiemouth
- ❗ A941 Elgin to Rothes
- ❗ A98 Fochabers to Arradoul
- ❗ A98 March Road junction to Cullen
- ❗ A95 Keith to Davoch of Grange
- ❗ B9089 Kinloss to Roseisle Maltings
- ❗ B9040 Lossiemouth to B9012 Duffus road



All these routes are on 60mph roads and reflects the rural nature of Moray.

The Action Plan

To continue to support the Moray Road Safety Group and its initiatives.

(ALL)

To continue to carry out road accident analysis on an annual basis and otherwise as identified and to use this information to carry out effective and appropriate AIP engineering measures.

(ROADS, BEAR / SCOTTISH EXECUTIVE)

To continue to support the North East Safety Camera Partnership (NESCAP).

(ROADS, POLICE, BEAR / SCOTTISH EXECUTIVE, NHS GRAMPIAN)

To continue to support the 'Scottish Road Safety Campaign'.

(ROADS, POLICE, SCOTTISH EXECUTIVE)

⁶ Tomorrow's Roads – Safer for everyone, The Government's road safety strategy and casualty reduction targets for 2010 Chapter 6, Implementation timetable.



ACTION PLAN

CHILDREN

The Concerns

Child casualties accounted for 8% of all road accident casualties (9% of killed and seriously injured casualties) in Moray during 2000-02 (3 years). This is compared with over 15% for killed and seriously injured children in the whole of Scotland⁷ for all casualties for 2000-02. However due to the very small numbers involved, the corresponding figures for 2000-03 (4 years) are 11% and 13% respectively.

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 an improving record of child casualty records when compared with all 30 countries of the European Union per head of population⁸.

For many years Scotland has had a higher rate of child 'killed and seriously injured' casualties when compared to England and Wales with the comparison for 'all severities' being slightly lower. In Scotland, because of the relatively small number of child casualties rates can vary hugely from year to year⁹.

The base figure for 1994-98 average number of child KSI casualties in Moray per year is eight. The predicted reduction in child killed and seriously injured casualties is 29.3% to 2003¹⁰, i.e. between 5 and 6 in number, however, the actual number recorded during 2003 was 9 giving a 15% increase.

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

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



⁷ Road Accidents Scotland 2002, Table G

⁸ Road Accidents Scotland 2002, Section 5.2

⁹ Road Accidents Scotland 2002, Section 5.1

¹⁰ Road Accidents Scotland 2002, page 46

ACTION PLAN

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.

Pre-school children

Pre-school children are vulnerable because of their lack of knowledge and experience. The Children's Traffic Club in Scotland (CTCS) through The Scottish Road Safety Campaign 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. Across Grampian the take up for this resource is currently the second highest in Scotland (59.3% up to March 2004. The average for Scotland is 53.3%) The principle of teaching children at a young age helps them grow into safety-conscious adults.



Dallas Primary Footpath - Before.



Dallas Primary Footpath - After.





ACTION PLAN

Primary school children

Although 56 primary school age children were injured in road accidents during 2000-03, 46 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 Scottish Executive has been particularly active in promoting child pedestrian training with the launch, in September 2003, of the Street Sense road safety education resource for use in primary schools, and in producing a road safety education strategy, through the Scottish Road Safety Campaign. This is aimed at P1-P7 pupils and is linked to the school curriculum.

The Junior Road Safety Officer scheme (developed by the Scottish Road Safety Campaign and sponsored by Standard Life) is being offered to schools in Moray. Two pupils, generally from P6 and P7, are appointed as the JRSO's for their school and help promote road safety in the school. They maintain a JRSO notice board and run road safety competitions throughout the year.



The number of children under 16 years, injured in the past 4 years on cycles was 25, nearly 41% of all cycle casualties. Only one of these involved a journey to or from school. Cycle training is available in primary school with 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, an assessment is undertaken by Road Safety Officers and the candidates receive a badge and an assessment certificate. Over one hundred adults in Moray are committed to helping children gain these vital life-saving skills each year.



School Crossing Patrols are provided by The Moray Council at 35 locations throughout the area. Risk assessments are carried out annually by supervisors with additional input from Health and Safety Officers, if required, for each location. This information has been used, when introducing any measures, to minimise risks to both the patroller and pupils.

Secondary school children

Secondary school visits are available for all secondary school pupils as part of the personal and social development module. Road Safety Officers and Police Officers are able to discuss with pupils their rights and responsibilities while using the roads as part of health and safety issues.

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. This scheme is supported by the Moray Community Safety Partnership.

ACTION PLAN

All school children

3500 pupils in Moray are provided with free school transport by The Moray Council. A walking distance policy, more beneficial than the statutory walking distance criteria of three miles, sees all pupils who reside more than 2 miles from their zoned school, benefiting from free school transport.

A revised school transport policy has seen the elimination of double deck vehicles on school transport contracts, seat belts introduced on all vehicles, a maximum age of 70 for all contract drivers, and a pupil/parent school transport charter.

The Scottish School Travel Advisory Group reported in February 2003. Its brief was to consider the issues associated with school transport and identify practical means of more effectively managing school travel and encouraging as many children as possible to walk, cycle or take public transport to school.

As a result of the recommendations contained in that report The Scottish Executive has provided grant funding for each local authority in Scotland to employ School Travel Co-ordinators. In Moray one co-ordinator was employed during December 2003, and has been working closely with Schools; local Road Safety Officers and NHS Grampian on encouraging more active methods of travel to school. With the main aims of the post being to:

- ❗ Encourage more children to walk and cycle to school
- ❗ Increase children's road awareness
- ❗ Reduce traffic congestion and pollution round schools
- ❗ Increase children's confidence and independence
- ❗ Improve health of children
- ❗ Improve the environment



Research has shown that children who walk regularly are more aware of road conditions and have more road safety awareness¹¹.

Additionally, the Scottish Executive has made a commitment to providing 20mph zones outside schools in Scotland. It has also made available grant funding for 20mph Zones, Safer Routes to Schools projects and Home Zones, in addition to the Cycling Walking and Safer Streets funding which has been available for the past 3 financial years. This funding is available until March 2006 at present. An assessment has been made of all 54 schools (Primary and Secondary) in Moray and it is anticipated work will be carried out at the majority of them over the next two years.



Rothiemay Primary - After



Rothiemay Primary - Before

¹¹ Sustrans, Routes for People, Information Sheet FS13



ACTION PLAN

The Action Plan

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

(POLICE, NHS GRAMPIAN)

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

(POLICE, EDUCATION)

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

(POLICE, THE MORAY COUNCIL)

To continue regular 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 education and engineering measures including reduced speed limits in appropriate locations and investigate the cost implications of extensive traffic calming schemes to promote the Safer Routes to Schools initiative through Scottish Executive funding.

(POLICE, ROADS, EDUCATION, NHS GRAMPIAN)

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 15% of the total number of pedestrian casualties in Moray being age 60 or over, compared to over 21% of the population¹². Overall, the number of persons aged 60 or over who were injured as a result of road accidents in Moray in the past 4 years was 105, 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 and the predicted increase in the overall proportion of over 60's to 23% of the population during the life of this plan.

However, despite this the Moray Road Safety group, in partnership with Grampian Police Casualty Reduction Unit, Spearhead Driving Group, Moray Advanced Motorists and NHS Grampian, held two driver advice days in May and November 2003. These days were aimed at drivers in the 55 years and above age group, who had passed their driving test a number of years ago and who would benefit from an update of their driving skills.

Both days were well attended with a total of 85 persons, with ages ranging from 55 to 82 years, benefiting from inputs. These included demonstration drives, driving presentations, advice on medicine and driving, brake reaction timer which tested their reaction times, manoeuvrability course and they also had a chance to try the new driving theory and hazard perception test.

The Action Plan

To continue to provide 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 issues surrounding elderly drivers and offer training to this group if a need is identified.
(ALL)

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



¹² General Records Office for Scotland 2002-Based Projections for Moray 2000-2016



ACTION PLAN

DISABLED

The Concerns

The number of persons with a disability 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 14 years or so 20 to 30 dropped kerb locations have been installed per year. These are generally on routes to local facilities where more than one person benefits from them e.g. the library, post office, local shop etc.

Many of the dropped kerb locations have been funded through the Community Safety Partnership.

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 continue to provide 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)

The opportunity for Road Safety training is available to those with disabilities.
(ALL)



ACTION PLAN

PEDESTRIANS

The Concerns

Pedestrian casualties accounted for 10% of all road accident casualties in Moray during 2000-03. This is compared with over 17% in Scotland¹³.

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 nearly 16% of pedestrian accidents happen at or near a pedestrian crossing¹⁴, and 95% happen in built up areas¹⁵. In Moray during 2000-2003 approximately 83% of pedestrian accidents happened in built up areas. This is the same percentage as recorded in the previous 3 years.

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.

A number of schemes have been introduced with measures to aid pedestrians such as refuge island, road narrowings to reduce road widths at crossing points, traffic calming at Lossiemouth and various schools throughout Moray as well as introducing controlled pedestrian crossings such as pelicans and zebras.



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.

(ALL)

Cullen Square - Before.



Cullen Square - After.



¹³ Road Accidents Scotland 2002, Table 32, 1998-2002 average

¹⁴ Road Accidents Scotland 2002, Table 35, 1998-2002 average

¹⁵ Road Accidents Scotland 2002, Table 33, 1998-2002 average



ACTION PLAN

CYCLISTS

The Concerns

Casualties from cycling have reduced over the last 3 years by approximately 26%. This reduction is across the board with reductions in child, elderly and other adult age groups. This continues the downward trend, the figure for the previous three years being 16%.



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:

- ❗ the Elgin to Lossiemouth Cycleway which is being continued into Elgin town centre;
- ❗ the signed leisure routes round Elgin, Lossiemouth, Fochabers, Forres and Buckie;
- ❗ the Forres to Kinloss and Findhorn Cycleway which is being funded through the Scottish Executive Public Transport Fund;
- ❗ the installation of cycle stands at various locations.

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

The Action Plan

To continue to actively promote cycling as a viable form of transport for short journeys.
(The Moray Council, NHS Grampian)

To introduce more designated and signed cycle routes.

(THE MORAY COUNCIL)

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

(POLICE, THE MORAY COUNCIL)

To continue to highlight the vulnerability of two wheeled vehicles.

(POLICE)



ACTION PLAN

MOTORCYCLISTS

The Concerns

Over the past 4 years there has been an increase in the average number of 2 wheeler (motorcycle / scooter / moped) casualties per year of around 10% when compared to the average for the previous 3 years. Motorcycle casualties accounted for 7% of all road accident casualties during 2000-2003, but only accounted for 3%¹⁶ of the total number of registered vehicles in Moray. This is 1% higher than that reported in the previous Road Safety Plan and amounts to around 500 more motorcycles / scooters / mopeds on Moray's roads. Set against this background of increased motorcycle sales, increasing popularity and the broad age group to which motorcycling appeals, it is important to highlight the dangers associated with this form of transport.

In a combined effort to increase rider safety and awareness of dangers, all Scottish Police Forces, in conjunction with the Scottish Road Safety Campaign (SRSC), the Motorcycle Action Group (MAG), the British Motorcyclists Federation (BMF) and Black Horse Motorcycle Finance have been, since 1999, promoting a scheme called 'Bikesafe Scotland'.

The multi-agency approach, which involves the motorcycle industry and dealers, is designed to raise public awareness of motorcycling issues, including the vulnerability of riders. The scheme involves presentations on riding skills and personal safety, and endeavours to make participants think more carefully about their own style of riding. An assessed ride follows this, where participants are followed by a Police motorcyclist. At the end of the assessment the participant is given feedback on their general riding and pointers on subjects such as positioning and cornering. The scheme, which is FREE, has proved to be a great success.

Elgin hosts a Bikesafe course every summer as well as either RAF Kinloss or RAF Lossiemouth. Since 1999, 16 bikers have taken part each year at the Elgin Bikesafe and at the RAF stations 18 per year.

The Action Plan

To continue to support motorcycle safety courses.

(POLICE)

To continue to highlight the vulnerability of two wheeled vehicles.

(POLICE)

To continue to monitor the number and type of accidents involving motorcycles.

(ROADS)



¹⁶ Scottish Transport Statistics, No 22, 2003 HMSO – Table 1.3



ACTION PLAN

YOUNG DRIVERS

The Concerns

Accidents involving young drivers (ages 17-25) accounted for 42% of accidents in Moray and resulted in 452 casualties during 2000-2003. Over 70% of these accidents involved young male drivers, with the main causes given as excessive speed or inadequate skill or experience in handling the vehicle. Nationally Young drivers hold only 10% of all driving licences.

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 over 80% of the passengers injured in young driver road accidents. They are, therefore, a very vulnerable group.

29% of all driver and passenger casualties, during 2000-2003, happened to the 17-25 age-group. This compares to approximately 17% of all pedestrian casualties for the same age-group. In addition this age-group account for 20% of all two-wheeler casualties. Whilst this is a significant drop from 84% in the early 1980's it is still unrepresentative of the age-group.

In recognition of these figures Grampian Police in partnership with various other agencies has developed Driving Ambition to help reduce the number of casualties amongst Young Drivers.

It is aimed at 6th Year pupils who are, generally, potential or novice drivers. The initiative is usually held over one day and pupils are taken through the process of motoring from purchasing their first vehicle to driving techniques. Presentations are provided by the Police Road Casualty Reduction Unit; Driving Standards Agency; local Driving Instructors and local garages.

Since the inception of the initiative four of the eight Moray secondary schools have participated. It is hoped, however, that all eight will be participating by the end of 2004.

In October 2001 Moray Council agreed to part fund newly qualified drivers to take part in the Driving Standards Agency's Pass Plus Scheme. Monies were allocated from both the Road Safety and Community Safety budgets. The scheme has continued and is now supported financially through the Community Safety Partnership and promoted by the Moray Road Safety Group.

The scheme gives newly qualified drivers the opportunity to undertake additional tuition after their test and receive a certificate. Since its Launch 180 people have benefited from this project and a further 20 have taken the opportunity to undergo anti-skid training.



The Action Plan

To continue to promote the Driving Ambition scheme.
(POLICE, GRAMPIAN FIRE & RESCUE SERVICE)

To continue to support the Pass Plus Initiative.
(ALL)



DRINK / DRUG DRIVING

The Concerns

Alcohol or other drug was a factor in about 5% of all injury accidents between 2000 and 2003, and drink driving specifically has been identified in about 3% of drivers involved in all recorded accidents. Alcohol or other drug was identified as a factor in about 3% of all injury accidents in the previous road safety plan.

This is a worrying upward trend and has also been identified by Grampian Police in the number of drink drivers they have been stopping. Over the past 4 years (2000-2003) the number of drink/drug driving offences have been rising each year with a total of 798 drink/drug offences detected, in Moray, over the period.

Drug driving has also become more of an issue with a new Field Impairment Test (FIT) being introduced in Grampian and throughout Scotland in 2001. It is a systematic, standardised method of examining a driver to determine whether or not they are impaired through drugs.

The Moray Community Safety Partnership along with The Moray DAAT (Drugs and Alcohol Action Team) are developing a 3-year programme (2005-2008) to tackle the scale of and effects of drink/drug driving in Moray. The project team involves a number of agencies, amongst whom are: The Moray Council, NHS Grampian, Grampian Police and Grampian Fire and Rescue Service.

The Moray Road Safety Group has also been instrumental in producing posters and leaflets to distribute to licences premises and other public buildings to highlight the increase in frequency of drink/drug driving.

The Action Plan

To continue to monitor the number of drink/drug drivers.

(POLICE)

To continue to raise awareness of drink/drug driving through publicity.

(ALL)

To develop a 3-year programme to reduce the impact of drink/drug driving.

(MORAY COMMUNITY SAFETY PARTNERSHIP)



FUTURE TARGETS

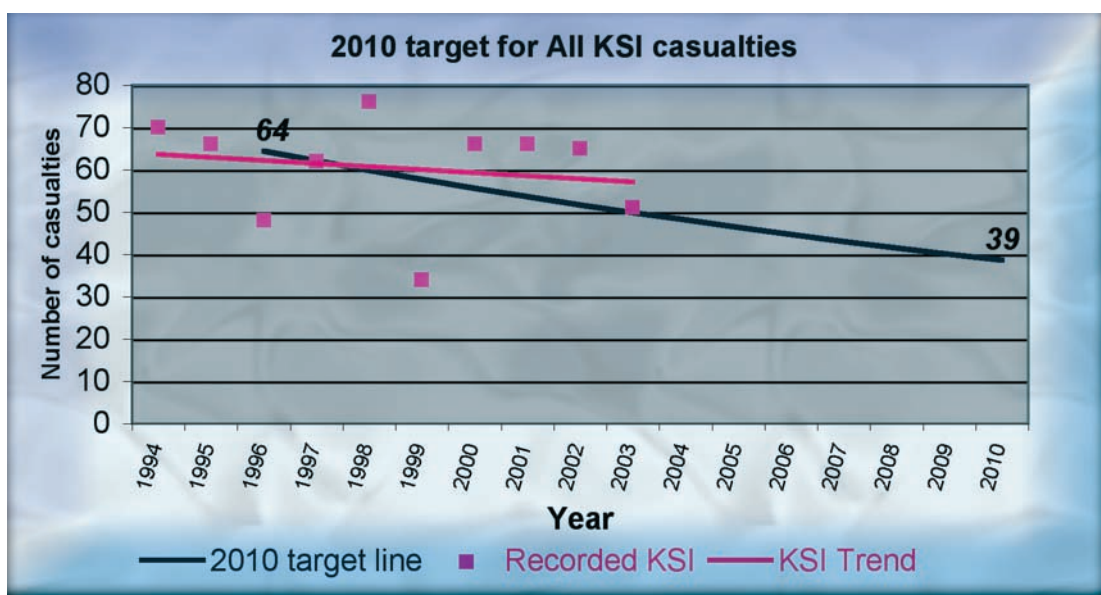
FUTURE TARGETS

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 targets for 2010 for Moray are:

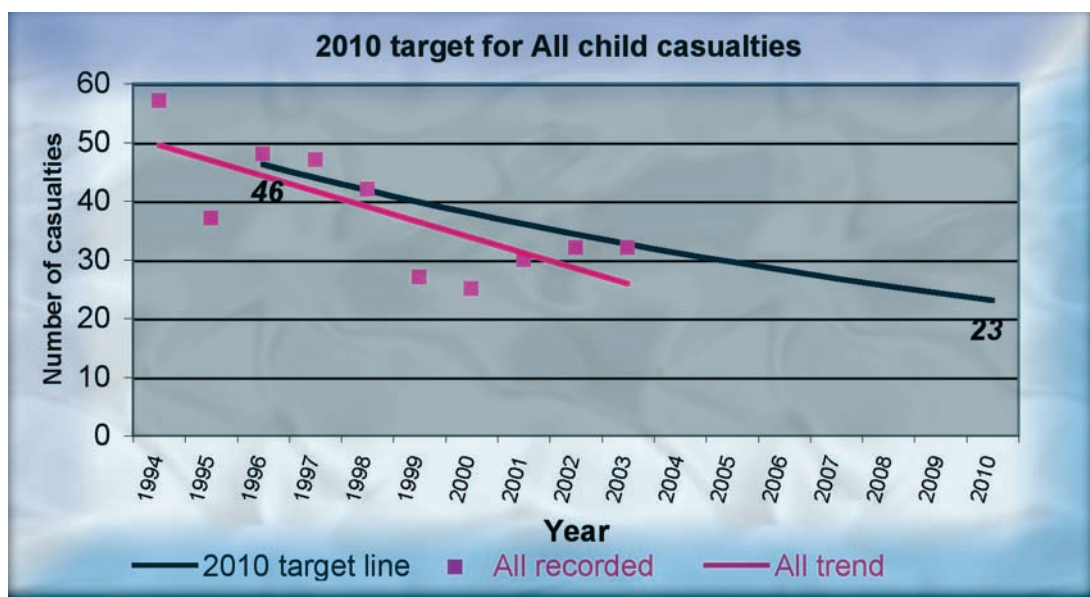
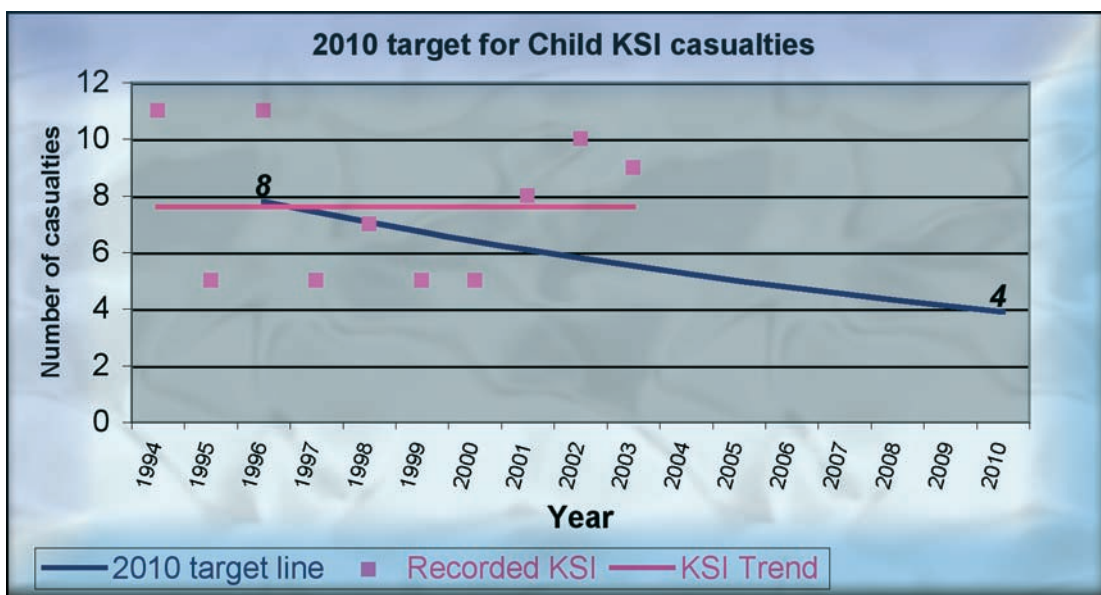
Severity	1994-98 average	Target for 2010	Target for 2003	Actual for 2003
Killed and seriously injured	64	39	50	51
Child killed and seriously injured	8	4	5.5	9
All Child casualties	46	23	33	32

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 middle part of this period up to 2007, and the respective targets for this date are 43 (66.9%) (for all KSI), 5 (58%) (for child KSI) and 27 (for all child casualties).



FUTURE TARGETS



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 2007/8 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

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



Police

Inspector D Small (Traffic) (0845 6005700)
Grampian Police, Traffic Department,
Moray Street, Elgin, IV30 1JL

PC Pamela Gordon, (0845 6005700)
Grampian Police, Road Casualty Reduction Unit,
Moray Street, Elgin, IV30 1JL

Sgt Paul Bremner, Local Authority Liaison Officer (01343 563407)
The Moray Council,
Council Offices, High Street, Elgin, IV30 1BX

Mr Leslie Harrold, Senior Road Safety Officer (01224 386732)
Grampian Police, Nelson Street, Aberdeen, AB24 5EQ



Education

Mr Martin Graham, Educational Resources Officer (01343 563158)
The Moray Council,
Educational Services,
Council Offices, High Street, Elgin, IV30 1BX



ORGANISATIONS INVOLVED



Planning

Mr Martin Wanless, Principal Planning Officer (01343 563292)

The Moray Council,
Department of Environmental Services,
Council Offices, High Street, Elgin, IV30 1LL

Health and Safety

Mr Doug Reid, Senior Health and Safety Advisor (01343 563073)

The Moray Council,
Council Offices, High Street, Elgin, IV30 1BX

Public Transport

Mr Peter Findlay, Public Transport Manager (01343 562541)

The Moray Council,
Department of Environmental Services,
Academy Street, Elgin, IV30 1LL



Health

Ms Carol Kirkwood (01343 545246)

NHS Grampian,
239 High Street, Elgin, IV31 1DJ



Fire and Rescue Service

Mr Peter Smith (01343 549060)

Elgin City Fire Station
Wards Road, Elgin IV30 1NL

ORGANISATIONS INVOLVED



Trunk Roads

Mr Mel Edwards (01542 886976)

BEAR Scotland Ltd.

Blackhillock Quarry, Keith AB55 5PA



Driving Instructors

Mr David Cramb (01343 549721)

L&D Driving Centre

28 Dean of Guild Way, Elgin IV30 6JN



Scottish Ambulance Service

Ms Jill Laing (01343 546392)

Elgin Ambulance Station

Bruceland Road, Elgin IV30 1SP



NOTES

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