



CONTENTS

PAGE



INTRODUCTION 3

ENVIRONMENTAL ASSESSMENT OF ROAD SAFETY PLAN 4

Strategic Environmental Assessment 4

Appropriate Assessment 4

ACCIDENTS IN MORAY 5

Government Targets 5

Accidents and casualties 5

The Cost of Accidents 7

ACTION PLAN 8

General 8

Children 12

Elderly 18

Disabled 19

Pedestrians 20

Cyclists 21

Motorcyclists 22

Young drivers 23

Drink / Drug Driving 24

Those who drive for work 25

FUTURE TARGETS 25

GLOSSARY OF TERMS 27

ORGANISATIONS INVOLVED 28



INTRODUCTION

This is the fourth Moray Road Safety Plan, the previous plans being prepared in 1997, 2000 and 2004 respectively. The previous plans laid out a framework of policies and plans to improve road safety over the life of each 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. It is also the final plan which will see the fruition of the 10 year government road safety strategy "**Tomorrows Roads – Safer For Everyone**".

Since the last plan was produced we have continued to face new challenges and an increasing profile of the issues surrounding Road Safety. In July 2007 the North East Scotland Joint Public Sector Group appointed a Road Safety Champion in Alan Campbell, Aberdeenshire Council's Chief Executive and he has been charged with producing, in consultation with other public bodies, a Road Safety Strategy for the whole of the Grampian area.

This plan has been produced by The Moray Council's Department of Environmental Services (Direct Services - Transportation) in conjunction with The Moray Road Safety Group. The group consists of representatives of Grampian Police; BEAR Scotland Ltd.; NHS Grampian; Grampian Fire and Rescue Service; The Scottish Ambulance Service, NESCOMP (the North East Safety CAMera Partnership), several Council Departments (Transportation, Health and Safety) and local Driving instructors. The group and its work is enshrined within both the Community Planning and Community Safety Partnerships.

Within Community Planning it is a sub-theme of the Safer-Stronger theme delivered principally by the Community Safety Partnership. The strategic lead for Road Safety is Moray's Area Commander for Grampian Fire and Rescue Service, David Thewliss, and the tactical lead is Inspector Scott Mann of Grampian Police Roads Policing Department.

During the period since the last plan the Fire (Scotland) Act 2005 came into force which has placed new legislative responsibilities on Fire and Rescue Services in relation to road accidents.

These powers can be summarised as;

- ① Rescuing people from road traffic accidents; and
- ① Protecting people from serious harm in the event of road traffic accidents.

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

In addition to changes to Community Planning and Community Safety, there has been the introduction of the Regional Transport Partnerships and Moray is part of HiTrans. This Plan is consistent with the aims and objectives of the Regional Transport Strategy, produced by HiTrans and the emerging 2nd Local Transport Strategy which is currently at the final consultation stage, being promoted by the Council.

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

ENVIRONMENTAL ASSESSMENT OF ROAD SAFETY PLAN



STRATEGIC ENVIRONMENTAL ASSESSMENT

A Strategic Environmental Assessment is required under the Environmental Assessment (Scotland) Act 2005 to assess the likely significance of the Road Safety Plan on the environment. The assessment indicates the environmental benefits and potential environmental impacts of implementing the Road Safety Plan.

The SEA informs the plan as part of an iterative process to ensure that environment is considered within all tiers of the plan under development. This approach ensures that environmental issues are identified and resolved at a Strategic Level.

The assessment concludes that overall the Road Safety Plan will have a positive impact, particularly in relation to factors such as benefits to health, local modal shift and local road network improvements (See Chapter 6 and Appendix 3 of the Environmental Report).

Whilst educating road users is the main focus for the Road Safety Plan, there exists some potential for adverse impacts on biodiversity and water quality that may arise from physical engineering interventions e.g. junction improvements, road alignments. It is anticipated that most or all possible engineering improvements will be of a small scale within existing road boundaries and/or settlements and therefore any impacts on the physical environment will be negligible and capable of mitigation.

SNH will be consulted on all significant proposed engineering proposals (i.e. those significantly out-with existing road boundaries or settlements or those near designated sites) to be implemented as part of the Road Safety Plan to ensure that appropriate mitigation is applied (e.g. environmental impact assessment scoping and/or construction method statements where appropriate).

Management measures and mitigation have been described where required within the Environmental Report. The assessment concludes that with mitigation, there are no likely significant adverse impacts on the environment likely to arise or result from the Road Safety Plan.

APPROPRIATE ASSESSMENT

SNH advised Moray Council that the Road Safety Plan could potentially have a significant effect on Natura sites, particularly as a result of any potential engineering works implemented to improve road safety in or near these sites.

Under the Conservation (Natural Habitats &c) Regulations, 2007 an Appropriate Assessment has been undertaken (See Chapter 6 and Appendix 4 of the Environmental Report).

SNH will be consulted on all significant road engineering proposals or other engineering interventions (i.e. those significantly outwith existing road boundaries or settlements or those near designated sites) that are to be implemented as part of the Road Safety Plan to ensure that all necessary environmental mitigation is considered e.g. Appropriate Assessment and/or construction method statements where appropriate). The assessment concludes that with mitigation, there are no likely significant adverse impacts on Natura 2000 Sites likely to arise or result from the Road Safety Plan.

ACCIDENTS IN MORAY

GOVERNMENT TARGETS

UK Government targets were published in March 2000¹ 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.

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 or five-year period. Although repeating data included in the last Plan, all data in this plan is quoted for a 5 year period 2003-2007 to allow comparison of 5 year data with national information in Road Accidents Scotland.

Over the previous 5 years (2003-2007) there have been a total of 849 accidents involving injury in Moray resulting in 1167 casualties or people being killed or injured.

The accident records show that in Moray over these 5 years:

- Ⓜ 32 accidents resulted in fatal injury
- Ⓜ 157 accidents resulted in serious injury
- Ⓜ 660 accidents resulted in slight injury

These 849 accidents resulted in:

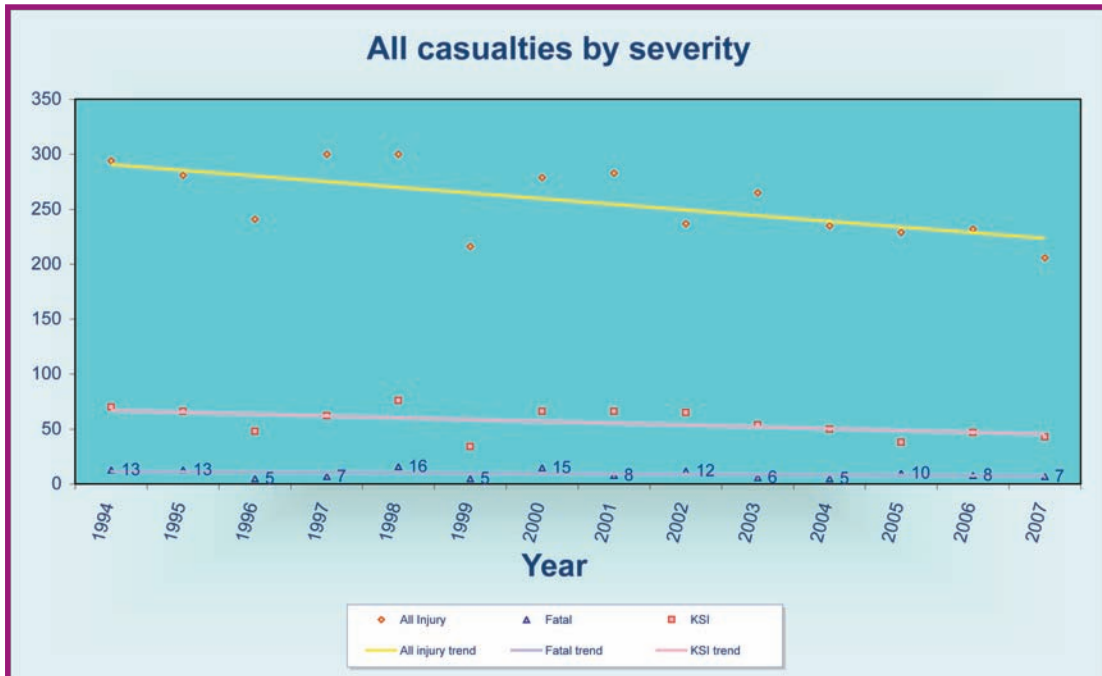
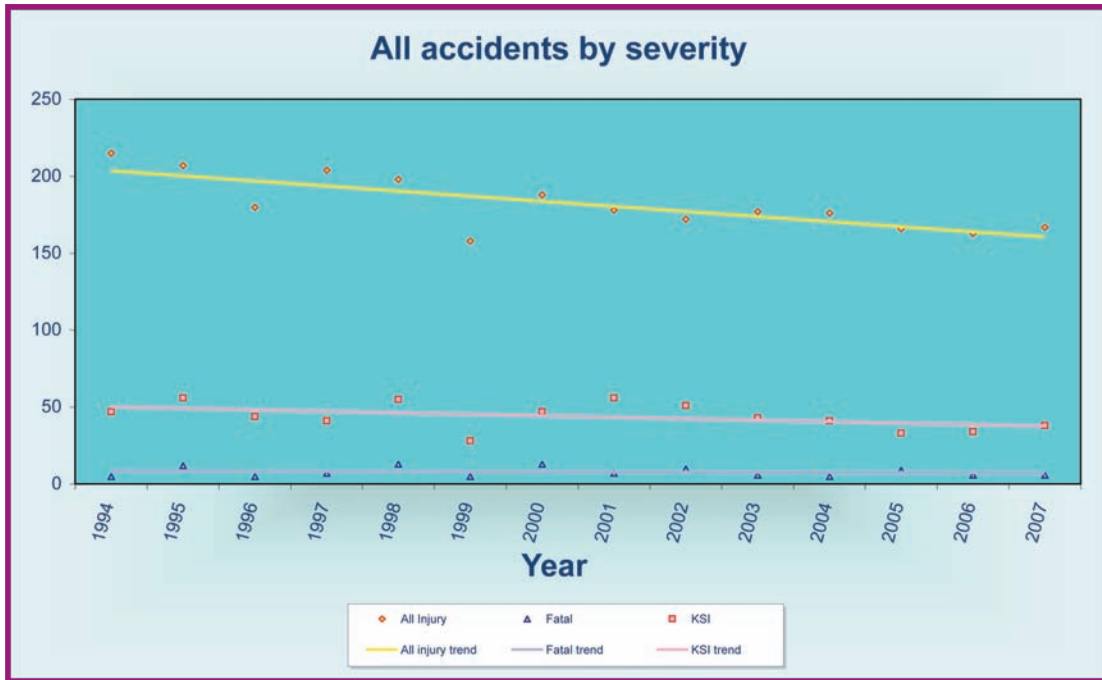
- Ⓜ 36 people being killed;
- Ⓜ 196 people being seriously injured; and
- Ⓜ 935 people receiving slight injuries.



¹ 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 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 Scotland², according to the severity of the injury.

Severity of accident	Cost
Fatal	£1,671,474
Serious	£197,885
Slight	£19,207

Over the past five years, the cost of accidents in Moray was nearly £97 million.

Figures from the Fire and Rescue Service indicate that over the past five years (2003-2007) they have attended 317 road traffic accidents in Moray. 100 of these accidents involved casualties that had been physically trapped, resulting in them being rescued by the use of specialised rescue 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 1366 incidents in the period 2005-2007. 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.

The Council is committed to improving road safety and has approved a programme of £120k in 2008/9 increasing by £10k per annum until 2012/13 to engineering improvements. Transport Scotland, through BEAR Scotland Ltd. 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.



² Road Accidents Scotland 2006, Table 10.



ACTION PLAN

GENERAL

The Moray Road Safety Group has continued since its inception in 2001 and supports the work of its constituent bodies and shared information. The group is chaired by Grampian Police and consists of representatives of Grampian Police; BEAR Scotland Ltd.; NHS Grampian; Grampian Fire and Rescue Service; The Scottish Ambulance Service, NESAMP (the North East Safety CAMera Partnership), several Council Departments (Transportation, Health and Safety) and local Driving instructors. The group and its work is enshrined in Community Planning, through the Community Safety Partnership.

Until April 2008 the majority of the work promoted by the group was funded through a ring-fenced Community Safety budget. Since the removal of ring-fencing, and the introduction of a business model in the work of the Community Safety Partnership, allocation of funds is at the discretion of the Council, based on their priorities and the strength of any business case made for funding the group's work. If the group continues to operate in a business-like manner, achieving positive outcomes for the people of Moray, there is no reason to fear these new funding arrangements. At the time of publishing this document, the group delivers the following initiatives and activities: Young Driver Advice Days, Over 55 Driver Advice Days, Driving Ambition – a project involving pre drivers within secondary schools, and various individual campaigns such as "Belt up in Moray" and drink-drive initiatives such as the production of a drink drive video – "2 Units R2 Much".

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:

- ⓪ Children
- ⓪ Cyclists
- ⓪ Disabled
- ⓪ Elderly
- ⓪ Motorcyclists
- ⓪ Pedestrians
- ⓪ Young drivers
- ⓪ Drink / drug drivers
- ⓪ Those who drive for work



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:

- ⓪ Education
- ⓪ Engineering
- ⓪ Enforcement
- ⓪ 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 have been targeted through funding grants from the Scottish Government. Once again this funding source is no longer ring fenced since April 2008, with the exception of Cycling Walking and Safer Streets which is being extended for one further year. This again has resulted in a significant reduction in the budget allocated to Road Safety measures when compared to the previous four years which has enjoyed funding of over £450k per annum, this year will be in the region of £300k.

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 three full years since the scheme was completed, there has been 2 slight and 1 damage only accidents recorded, an average of 1 per year. This pattern has continued in the subsequent 3 years (2005-2007) with 1 slight, 1 serious and 2 damage only accidents, an average of 1.3 per annum. This shows the profound effect analysing accident data can have on finding the most effective solution.

Transport Scotland's moving cursor programme (MCP) is a software tool for screening accident records of the entire Trunk Road network in order to identify accident cluster sites. The MCP identifies accident clusters by 3 elements; accident frequency, time period and length of road. The MCP is run annually and forms the basis of the programme of AIP works undertaken each year by BEAR Scotland on Trunk roads such as A95 and A96.

Transport Scotland also recognises certain elements of a road environment can create a hazard or provide a greater risk of injury should an accident occur. In seeking to reduce this risk to road users, Transport Scotland has developed a number of Mass Action Programmes across the network and these are being taken forward by BEAR Scotland along routes such as A95 and A96.

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 Teenagers³. This campaign is updated annually based on current information.

³ DfT website www.thinkroadsafety.gov.uk



ACTION PLAN

In Scotland, a similar organisation, Road Safety Scotland was launched in 1985 as The Scottish Road Safety Campaign, becoming Road Safety Scotland in 2005. It is funded by the Scottish Government and its remit is to develop and co-ordinate Scotland-wide road safety initiatives and campaigns. Road Safety Scotland (RSS) works closely with all local authority and police road safety units in an attempt to ensure co-ordinated approach to road safety across Scotland⁴.

RSS's work is based on research and evaluations of previous campaigns, **'Don't risk it'** is now used as an umbrella brand for all publicity campaigns. RSS works closely with ACPOS (the Association of Chief Police Officers in Scotland) and TIC (Tyre Industry Council) and links to many of the campaigns. The main areas of focus are:

Speeding

The Foolsspeed campaign was aimed at reducing the speed at which people drive. It also educated drivers about the concept of an appropriate speed for the road environment and conditions. Research on the effectiveness of the campaign would be published soon.

Drink Driving

The risks of drinking and driving are highlighted via a number of mediums. The 'Reality Bites' television advert, first aired in 2006, was nominated for a Scottish Advertising Award. The 'Morning After' campaign was intended to raise awareness in drivers about consuming alcohol and still being over the legal limit for driving the next day.

Drug Driving

Campaigns on both recreational drugs and ordinary medicines have been run in association with the Police and with pharmacists respectively. RSS is currently working with the Know The Score team at the Scottish Government to forge plans for the future.

Rural Roads

This is a long term campaign, with the message of the first phase being that rural roads are very often not as safe as you may think they might be.

Young Drivers

Research shows that, increasingly, young drivers are likely to be involved in road traffic accidents. In response to this trend, all of the above campaigns are targeted with a particular bias towards young drivers. The website www.getinlane.com provides information and advice on all issues relevant to learner and newly qualified drivers.

In-Car Safety

RSS is a key partner in the Scottish In-Car Child Safety Initiative. This is an ongoing campaign aimed at improving the safety of all children in vehicles. A major element of this is the provision of advice and information on the correct fitting of child car seats

RSS also produces educational material which is detailed later in this document.

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

⁴ Road Safety Scotland website www.roadssafetyscotland.org.uk

ACTION PLAN

The safety camera initiative NESCAMP is still ongoing following its inception during 2001. It is a partnership between Grampian Police, Aberdeen City, Aberdeenshire and Moray Councils and Transport Scotland. The partnership 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 reflect the rural nature of Moray. The majority of Speed Camera Enforcement is carried out on these routes.

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 SCOTLAND LTD./ TRANSPORT SCOTLAND)

To continue to support the North East Safety Camera Partnership (NESCAMP).
(POLICE, ROADS, BEAR SCOTLAND LTD. / TRANSPORT SCOTLAND, NHS GRAMPIAN)

To continue to support Road Safety Scotland.
(ROADS, POLICE, TRANSPORT SCOTLAND)





ACTION PLAN

CHILDREN

The Concerns

Child casualties accounted for 12% of all road accident casualties (12% of killed and seriously injured casualties) in Moray during 2003-07 (5 years). This is compared with over 13% for killed and seriously injured children in the whole of Scotland⁵ for all casualties for 2002-2006. This compares with children making up approximately 18% of Moray's total population.

The Government road safety targets are to reduce child fatalities and serious injuries by 50% before 2010, compared to the 1994-98 average. The Second three year review of Tomorrows Roads - Safer for Everyone published in 2007 indicates that compared to the whole of the UK, Scotland is doing marginally better at reducing Child KSI with a reduction of 56% to 2005 when compared to the 1994-98 average.⁶

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 42.0% to 2007⁷, i.e. between 4 and 5 in number. The actual number recorded during 2007 was 5, but in 2006 was 6 showing that a relatively small change in numbers can give rise to a huge impact in terms of quoting percentage changes.

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

- ⚠ Babies
- ⚠ Pre-school children
- ⚠ Primary school children
- ⚠ Secondary school children



⁵ Road Accidents Scotland 2006, Table 25,

⁶ Tomorrow's roads – safer for everyone The second three-year review

⁷ Road Accidents Scotland 2006, page 50

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 Road Safety Scotland 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. The CTCS is currently being updated.

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 lower than previously and is below the average for Scotland (41.0% up to April 2008. The average for Scotland is 44.6%) The principle of teaching children at a young age helps them grow into safety-conscious adults.

Primary school children

72 primary school age children were injured in road accidents during 2003-07, However, 69 were injured on a journey outwith their daily journey to or from school. This highlights the importance of road safety awareness at all times and is despite continuing increases in the number of children walking and cycling to school.

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.

In 2007, the Street Sense 2 road safety education resource for use in primary schools was launched. It was subsequently updated, following feedback and research in 2007. This is aimed at P1-P7 pupils and is linked to the school curriculum. In March 2008, leading Scottish safety organisations launched a national strategy for preventing accidents involving children and young people, including Road Accidents. The strategy launch highlighted that boys were twice as likely to be admitted to hospital with an unintentional injury than girls. With respect to road casualties in Moray this appears to follow the trend with over 60% of child casualties between 2003-2007 being boys.

The Junior Road Safety Officer scheme (developed by Road Safety Scotland) is being offered to schools in Moray. Pupils, generally from P6 and P7, are appointed as the JRSOs for their school and help promote road safety in the school. In most schools there are at least two and some



ACTION PLAN

schools have up to 10 JRSOs. Under the Junior Road Safety Officer Scheme children are supported by an adult in school and also by the Road Safety Adviser, this can be a lot of work for the adults involved! The JRSOs maintain a notice board and run road safety competitions throughout the year. The JRSOs are being encouraged to address road safety issues specific to their school.

The number of children under 16 years, injured in the past 5 years on cycles was 34, nearly 48% of all cycle casualties. Only two 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 support and 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.

Schools are also encouraged to take part in Moray Safe Team which is an annual event for P7 pupils which Moray schools are invited to on a rota basis and involves workshops/activities by the Red Cross, NHS Grampian, Grampian Fire and Rescue, Grampian Police Schools Liaison, Grampian Police Road Safety Unit and HM Coastguard.

School Crossing Patrols are provided by The Moray Council at 36 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 YoungScot card and Transport Scotland concession card enable reduced bus fares for Moray secondary school pupils using public transport within Moray. 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.



Mortlach School - Before.



Mortlach School - After.



Buckie High School - Before.



Buckie High School - After.

ACTION PLAN

All school children

3500 pupils in Moray are provided with free school transport by The Moray Council. A walking distance policy, in excess of the statutory walking distance criteria, 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.

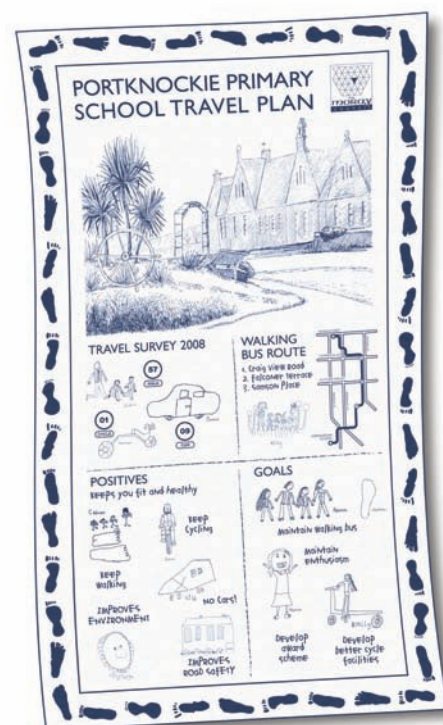
All schools in Moray are encouraged to produce a School Travel Plan to identify initiatives and infrastructure that will promote increased levels of active travel and reduce congestion associated with the 'School Run'.

Currently 15 (28%) of the 54 schools in Moray have an operational Travel Plan and a further 34 (63%) are engaged with the travel planning process, with Travel Plans in various stages of development. Many schools also take part in annual initiatives such as Walk to School Week, National Bike Week and Road Safety Week.

The School Travel Co-ordinator works with the schools to help deliver projects and to assist with the development of the Travel Plan. Many of the cross cutting soft interventions have benefited from a multi-agency approach, particularly working alongside the active schools, and health promoting schools programmes. There have been notable and sustained changes in travel behaviour at many of the schools that are implementing travel plans. In some cases these have not only halted the gradual decline in the number of children walking or cycling to school but have reversed the trend;

① New Elgin Primary School have implemented an 'Active Travel Zone' and encourage their pupils to walk, cycle, catch the bus or 'Park and Stride' to school. The 'Active Travel Zone' identifies an area around the school where parents are encouraged not to drop their children off. A booklet was produced by the children to support the project and incentives were provided to maintain the initial impetus. A year after the scheme was first introduced the school have recorded a 12% fall in the number of children being driven the whole way to school and a rise in the number of children walking or cycling to school.

① Portknockie Primary have maintained an active travel level at or above 85% for the period 2007/08 during which they have taken part in a number of initiatives to promote walking and cycling to school. A walking bus, run by parent volunteers, a high profile travel group and the recent production of a travel plan tea towel are some of the imaginative and effective ways that the message has been communicated.





ACTION PLAN

Some of the benefits of increased levels of active travel amongst school age children are:

- ❗ Walking or cycling to school provides a significant part of the hour a day of physical exercise that all children should receive
- ❗ Children who regularly walk or cycle to school have improved road safety skills.
- ❗ Congestion and air pollution outside schools is reduced
- ❗ Children concentrate better in classes
- ❗ Communities are strengthened and made safer
- ❗ Children are empowered and take responsibility as they begin to travel independently
- ❗ Positive travel habits are developed from a young age

Travel planning is ongoing and Moray Council is encouraging all schools to complete travel plans during the life of this RSP.

Additionally, the previous Scottish Executive made a commitment to providing 20mph zones outside schools in Scotland. It also made available grant funding for 20mph Zones, Safer Routes to Schools projects and Home Zones. This funding came to an end in April 2008 and 20mph speed limits are in place at 39 of the 54 moray schools at August 2008.

Specifically there are two 20mph part time speed limits to assist in the safety of pupils travelling to and from school on the A96 Trunk Road at Keith and Fochabers.

Over the past seven financial years and continuing till April 2009 additional funding for Cycling Walking and Safer Streets projects has also been available. This has complemented the work carried out through the 20mph funding, but has been able to tackle areas which would not have been a high priority for road safety funding but provides additional facilities which will encourage safer means of using sustainable transport modes.



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 appropriate traffic calming schemes and to promote the Safer Routes to Schools initiative.
(POLICE, ROADS, EDUCATION, NHS GRAMPIAN).



The Moray Council
2008 School Travel Awards





ACTION PLAN

ELDERLY

The Concerns

Nationally the over 60 male driver is at risk, this does not seem to be born out in the statistics for Moray with 11% of the total number casualties in Moray being age 60 or over, compared to over 22% of the population . Overall, the number of persons aged 60 or over who were injured as a result of road accidents in Moray in the past 5 years (2003-2007) was 147. Although this figure is slightly increased from the previous plan, this is set against an increase in the total number of people in Moray who are of pensionable age. It is predicted that the number of people of pensionable age is likely to increase by 15%⁹ 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 sessions in September 2007. 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 sessions were fully subscribed with a total of 36 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.

It is planned to continue with these sessions throughout the life of this plan.

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)



⁸ General Register Office for Scotland Table 2 Mid-2006 Population Estimates Scotland

⁹ General Register Office for Scotland Table 3 2006-based Population Projections for Scottish Areas

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.

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 12% of all road accident casualties in Moray during 2003-2007. This is compared with over 16% in Scotland¹⁰.

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 around 18% of pedestrian accidents happen at or near a pedestrian crossing¹⁰, and 95% happen in built up areas¹². In Moray during 2003-2007 approximately 82% of pedestrian accidents happened in built up areas. This is the same percentage as recorded in the previous two plan periods.

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)



¹⁰ Road Accidents Scotland 2006, Table 23, 2002-2006 average

¹¹ Road Accidents Scotland 2006, Table 35, 2002-2006 average

¹² Road Accidents Scotland 2006, Table 23, 2002-2006 average

ACTION PLAN

CYCLISTS

The Concerns

Casualties from cycling have reduced over the period from the baseline of 1994-98 average by around 35%. This reduction is across the board with reductions in child, elderly and other adult age groups. However when comparing the current 5 year average with that of 2000-2004 there is virtually no difference. This is against increasing levels of cycling

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 the Elgin to Lossiemouth Cycleway which is being continued into Elgin town centre;
- ① the signed leisure routes round Elgin, Lossiemouth, Fochabers, Forres and Buckie;
- ① the Forres to Kinloss and Findhorn Cycleway;
- ① the installation of cycle stands at various locations.

These and other routes are currently being considered as Core Paths within the Moray Core Paths Plan.

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)

To continue to take advantage of external funding opportunities to extend the dedicated cycle network.
(ROADS)





ACTION PLAN

MOTORCYCLISTS

The Concerns

Over the past 5 years there has been a levelling off in the average number of 2 wheeler (motorcycle / scooter / moped) casualties per year. Motorcycle casualties accounted for 8% of all road accident casualties during 2000-2003, but only accounted for 3.68%¹³ of the total number of registered vehicles in Moray. This is 0.62% 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 Road Safety Scotland (RSS), the Motorcycle Action Group (MAG), the British Motorcyclists Federation (BMF), the Institute of Advanced Motorists (IAM), RoSPA 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 involves a nominal fee to cover lunches and incidental expenses, 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 such as BikeSafe.

(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)



¹³ Scottish Transport Statistics, No 26, 2007 HMSO – Table 1.3

¹⁴ 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 27% of accidents in Moray and resulted in 519 casualties during 2003-2007. Over 65% 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 70% of the passengers injured in young driver road accidents. They are, therefore, a very vulnerable group.

29% of all driver and passenger casualties, during 2003-2007, happened to the 17-25 age-group. This compares to approximately 12% of all pedestrian casualties for the same age-group. In addition this age-group account for 25% 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. The Police Road Safety Unit; Driving Standards Agency; Grampian Fire and Rescue Service, local Driving Instructors and local mechanics, provide presentations. Since the inception of the initiative all eight of the Moray secondary schools now participate in the scheme.

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 continued until March 2008, latterly being supported financially by The Moray Council (Roads) and BEAR Scotland Ltd., however there has been national government research which suggest that its worth may be limited. It has therefore been decided to discontinue funding of the scheme until such time as it is replaced or research shows its worth.

The scheme offered newly qualified drivers the opportunity to undertake additional tuition after their test and receive a certificate. In the last financial year over 160 new drivers were supported to take the course.

As a result BEAR Scotland has decided to redirect its financial support for road safety initiatives in Moray away from the pass plus scheme to the young driver training days. Grampian Police are taking the lead on these events and are aimed at those aged 17-25 who have passed their test and a number are planned to be held across the Council area.

The Action Plan

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

To continue to support the young driver training days.
(ALL)



ACTION PLAN

DRINK / DRUG DRIVING

The Concerns

Alcohol or other drug was a factor in about 4.6% of all injury accidents between 2003 and 2007, 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 5.3% of all recorded accidents, slightly down on the 5.6% in the previous road safety plan.

This is still a worrying statistic and has also been identified by Grampian Police in the number of drink drivers they have been stopping. Over the past 4 years (2004-2007) the number of people charged with drink/drug driving offences have been rising each year with a total of 787 people charged, 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) undertook a 3 year (2005 – 2008) problem solving plan, one of the aims of which was to tackle the scale of and effects of drink/drug driving in Moray. That plan has now ended, and the Community Planning Partnership will continue to address the issue by supporting the work of the Road Safety Group.

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)



FUTURE TARGETS

THOSE WHO DRIVE FOR WORK

The Concerns

RoSPA has identified that those who drive for work are more at risk of being involved in a road accident than those who don't. They call this risk Occupational Road Risk (ORR). Nationally the data on the journey purpose of each driver involved in a road accident has only been recorded since 2005. In Moray for those journey purposes which are known, 25% of drivers were either on a journey as part of their work or commuting to/from work. The remainder was for another purpose or unknown.

The Action Plan

To continue to monitor the number of drivers involved in road accidents as part of their work.
(Roads)

To encourage the partner organisations to consider how they can reduce their employees ORR
(ALL)

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 2007	Actual for 2007
All killed and seriously injured	64	39	43	43
Child killed and seriously injured	8	4	4.5	5
All Child casualties	46	23	27	29

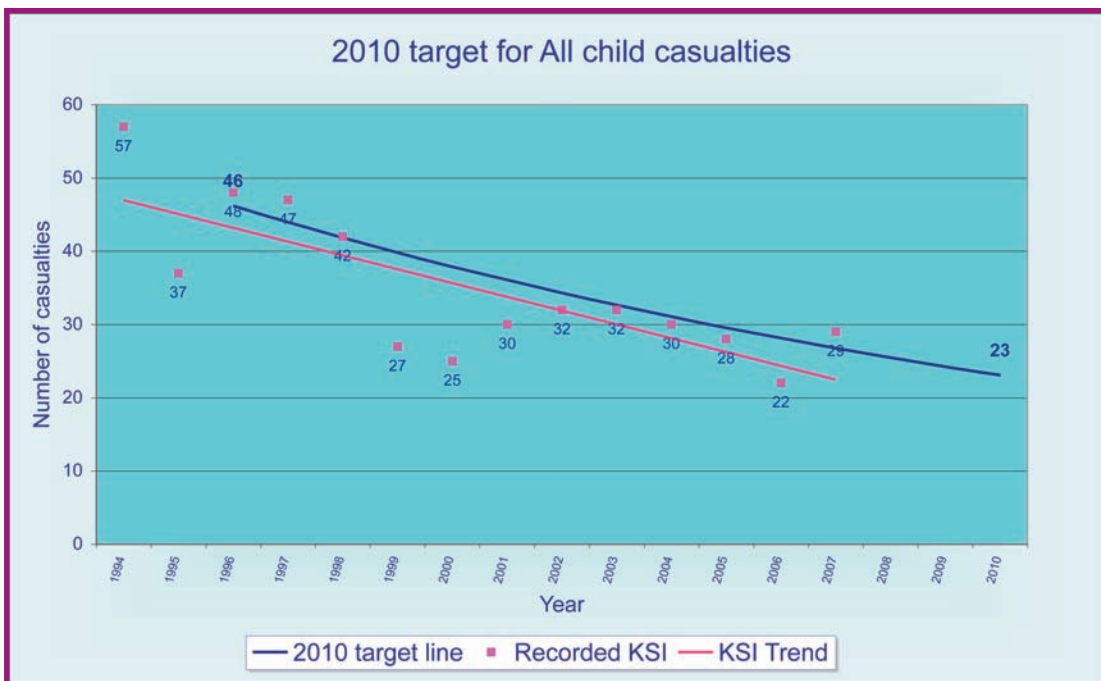
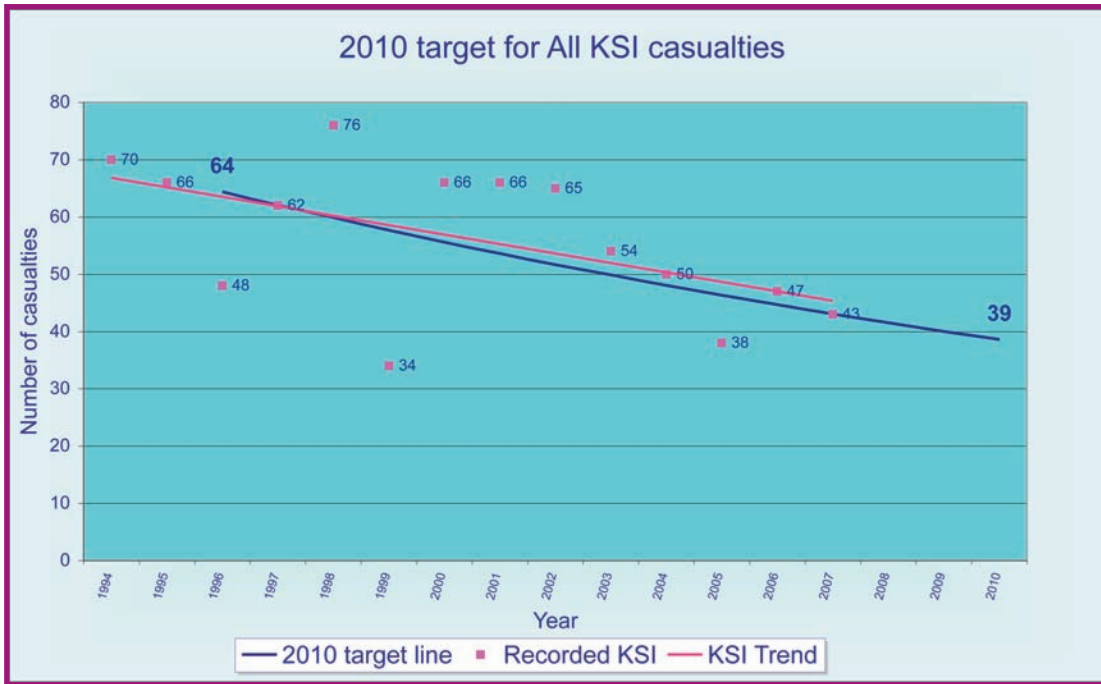
It is proposed, given the fluctuation in the number of children killed and seriously injured, that the target of 50% reduction also be adopted for all child casualties.

This plan will cover the final part of this period up to 2010.





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 2010/11 and it is hoped that by that time the initiatives arising from this plan will have made these targets a reality. Work is ongoing to look at the possible new targets for the period beyond 2010.

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

NESCamp

North East Safety Camera Partnership

RSS

Road Safety Scotland

ACPO(S)

Association of Chief Police Officers in Scotland

HiTrans

Highlands and Islands Transport Partnership

ORR

Occupational Road Risk

MCP

moving cursor programme



ORGANISATIONS INVOLVED



Roads

Mrs Elaine Penny, Traffic Engineer 01343 562515

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



Police

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Grampian Police, Traffic Department,
Moray Street, Elgin, IV30 1JL

PC Julia Bremner 0845 6005700

Grampian Police, Road Safety Unit,
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The Moray Council,
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Mr Leslie Harrold, Senior Road Safety Officer 01224 386732

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Education

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ORGANISATIONS INVOLVED



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Public Transport

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The Moray Council,

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NHS Grampian,

Spynie Hospital, Elgin



Fire and Rescue Service

Mr Kevin Lackie 01343 549060

Elgin City Fire Station

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ORGANISATIONS INVOLVED



Trunk Roads

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BEAR Scotland Ltd.

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Driving Instructors

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Scottish Ambulance Service

Mrs Jill Fletcher 01343 546392

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