



Road Safety Plan

2011 – 2020



West
Dunbartonshire
Council

Version 1.0, August 2011

Contents

Foreword	Page 1	
Introduction	Page 2	
Our Priorities	Page 8	
Being Responsible on the Roads.....	Page 12	
Driving for life	Page 20	
Reducing Risk on the Roads	Page 24	
Designing for Human Error on the Roads	Page 32	
Appendices	Page 35	

Foreword

The publication of this, the third, West Dunbartonshire Road Safety Plan demonstrates the Council's continued commitment to road safety and achieving the Scottish targets for reducing death and serious injury on our roads.



West Dunbartonshire has exceeded the targets set for 2010, but we cannot be complacent. The new road safety targets are challenging and, against the background of financial restraint that currently exist, we will have to ensure that we continue to deliver an effective, high quality, best value service to our stakeholders. The way forward is for us to continue to work with our partners within the Council, the West of Scotland Road Safety Forum and nationally.

The Council gives road safety a high priority and we will continue to pursue our goal of casualty reduction through education and engineering improvements, and by encouraging everyone who uses our roads to make a contribution towards reducing road casualties through being responsible road users.

Councillor Jim McElhill, Spokesperson for the Environment and Economic Development

As Chief Constable of Strathclyde Police I am encouraged by the achievement of each of the local authorities in the Strathclyde Police area in exceeding the casualty reduction targets set by the Government in 2000. I genuinely believe that the co-ordination of effort and co-operation by partner members of the West of Scotland Road Safety Forum has made a significant contribution to safer roads in our communities.



There can be no room for complacency where lives are concerned and we must continue to aspire to greater reductions in road casualties and be clear in our vision of what we want to achieve. I am confident that, by continuing to work in partnership towards shared goals, we can rise to new challenges set out in Scotland's Road Safety Framework to 2020 and make the roads safer for all the communities we serve. Safer roads in Strathclyde are everyone's responsibility – Go Safe.

A stylized, handwritten signature in black ink. The signature is cursive and appears to read 'S. House'.

Stephen House QPM, Chief Constable, Strathclyde Police

Introduction

Section 1 :

- 1.1 What we have achieved
- 1.2 What we want to achieve





Introduction

This is West Dunbartonshire Council's third Road Safety Plan and aligns with *Scotland's Road Safety Framework to 2020* (published by the Scottish Government in 2009).

This Road Safety Plan, covering the period to 2020, will: report on the road casualty reduction targets for 2010; set out the Scottish road safety targets to 2020 contained in *Scotland's Road Safety Framework to 2020 (Go Safe on Scotland's Roads: It's Everyone's Responsibility)*; and focus on how West Dunbartonshire Council plans to achieve these targets at a local level and contribute towards the achievement of the national targets.



1.1 What we have achieved

Our second Road Safety Plan, published in 2002, set out our action plan on how we aimed to progress towards achieving the casualty reduction targets for 2010.

In 2000, the GB Government's 10 year road safety strategy (Tomorrow's Roads – Safer for Everyone) set out the casualty reduction targets. By 2010 we wanted 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 100 million vehicle kilometres.

Our record on achieving the 2010 targets is set out in the Table 1.

Table 1: West Dunbartonshire Council - 2010 road casualty reduction targets

	People killed or seriously injured	Children killed or seriously injured	Slightly casualty rate (People slightly injured)
1994-98 average	86	20	58 (319 casualties)
2010 target	51 (40% reduction)	10 (50% reduction)	52 (287 casualties) (10% reduction)
2009 figure*	28	8	29 (188 casualties)
2010 figure**	25	4	Rate not available (174 casualties)
2010 % change on 1994-98 average	71% reduction	80% reduction	50% reduction in rate (on 2009 figure) (45% reduction in casualties)

*Figures from Reported Road Casualties Scotland 2009

**Figures from Strathclyde Police on 18th February 2011. Figures for 2010 may be subject to amendment and should be treated as provisional.

Based on these road casualty figures, West Dunbartonshire Council has exceeded the casualty reduction targets for 2010.



1.2 What we want to achieve

The Scottish Government set new Scottish road safety targets to 2020, set out in *Scotland's Road Safety Framework to 2020 (Go Safe on Scotland's Roads: It's*

Everyone's Responsibility), and these commenced on the completion of the GB targets at the end of 2010.

Table 2 shows what the new targets aim to achieve by 2015 and 2020, compared with the average Scottish figures for 2004-08.

Table 2: Scottish road safety targets to 2020, with milestones at 2015

Target	2015 milestone % reduction	2020 target % reduction
People killed	30	40
People seriously injured	43	55
Children (aged < 16) killed	35	50
Children (aged < 16) seriously injured	50	65

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

The Scottish road safety targets are aimed at reducing death and serious injury, with separate targets for each. This is because, in recent years, serious injuries have shown a steady fall but deaths have not achieved the same rate of decline.

The new targets are challenging, with an especially ambitious target for child deaths (50% reduction). This target has been set because Scotland's record for children killed on our roads is proportionately worse than that of England and Wales. The target for child deaths will be monitored using a 3 year rolling average due to the small numbers involved.

The Scottish Government is asking partners to contribute to the overall achievement of the Scottish targets and West Dunbartonshire Council has responded positively to this by

adopting these national targets in this Road Safety Plan. We will also include the new Scottish road safety targets within the Single Outcome Agreement between West Dunbartonshire Community Planning Partnership and the Scottish Government. This agreement identifies areas for improvement and sets out how the Community Planning Partners and the Scottish Government will deliver better outcomes for the people of West Dunbartonshire and Scotland.

We are also aligning our plan with the vision in *Scotland's Road Safety Framework to 2020*, and so our road safety vision for West Dunbartonshire is **"a future where no-one is killed on our roads and the injury rate is much reduced"**. This vision is on-going and aspirational, and one that can be shared by everyone living and working in and visitors to West Dunbartonshire.

This next decade of road casualty reduction is crucial and this road safety plan highlights the important contribution

that the Council, its partners and every road user can make towards the vision.

Our targets for road casualty reduction, compared with the average for 2004-08, are set out in Table 3.

Table 3: West Dunbartonshire Council road safety targets to 2020, with milestones at 2015

Target	2004-08 average	2015 milestone*	2020 target*
People killed	4.2	3 (30% reduction)	3 (40% reduction)
People seriously injured	34.2	19 (43% reduction)	17 (55% reduction)
Children (aged < 16) killed	0.2	0 (35% reduction)	0 (50% reduction)
Children (aged < 16) seriously injured	7	4 (50% reduction)	2 (65% reduction)

*Figures rounded to nearest whole number

Scotland's Road Safety Framework to 2020 highlights national priorities, however there is flexibility for local circumstances and to allow for changing trends and advances in technology. The Framework acknowledges that there will also be local priorities that will contribute towards achieving the Scottish road safety targets.

West Dunbartonshire Council's *Road Safety Plan 2011-2020* contains our priorities to help achieve our local

targets and work towards our vision, and these align with the national priorities. We also set out our commitments to deliver our Road Safety Plan, and these mainly fall within the traditional 'three Es' of road safety – Education, Engineering and Enforcement. We have also included two additional Es: Encouragement (encouraging road users to take responsibility for their own and others' road safety) and Evaluation (to ensure that actions are effective in helping to reduce road casualties).





Commitments

We will:

- Continue our support to deliver the new Scottish road safety targets.
- Adopt the new Scottish road safety targets as targets for West Dunbartonshire, with a vision of “a future where no-one is killed on our roads and the injury rate is much reduced”.
- Include the new Scottish road safety targets within the Single Outcome Agreement.
- Report on progress towards achieving the targets.

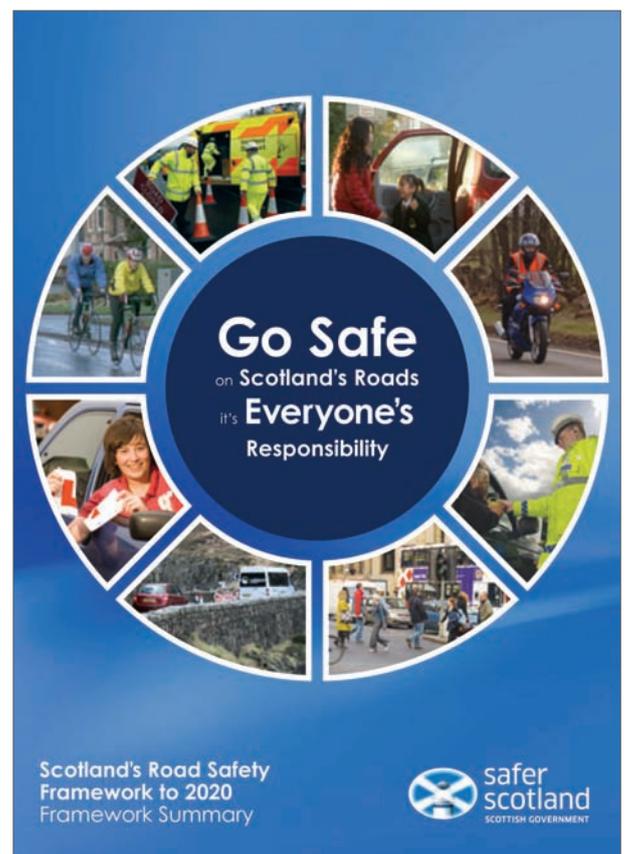


2.1 Leadership

As members of the West of Scotland Road Safety Forum, West Dunbartonshire Council have been signatories of the European Road Safety Charter, which acknowledged our commitment to the role of the European Union in working to half the number of deaths on our roads by 2010.

We acknowledge that a co-ordinated effort from all partners is the most effective way to reduce deaths and injuries on our roads. The Association of Chief Police Officers in Scotland published their *Scottish Road Policing Framework 2009 – 2012* in September 2009 and the Chief Fire Officers Association Scotland launched its *Road Safety Framework 2010 – 2013* in November 2010, outlining the commitment of both these Associations to road safety.

May 2011 will be the official launch of the *United Nations' Decade of Action for Road Safety 2011 – 2020*, which aims to reduce road deaths and injuries across the world. This is an opportunity for Scotland to promote our best practice in road safety around the world.



Sharing intelligence and good practice

What we do now

We work closely with partners both within West Dunbartonshire (Community Planning Partnership, Community Safety Partnership) and beyond to share relevant statistical data, share good practice and get best value from resources.

West Dunbartonshire Council is an active member of the West of Scotland Road Safety Forum. Forum members are the 12 local authorities in the west of Scotland, Strathclyde Police and Strathclyde Fire & Rescue, and Forum partners are Strathclyde Safety Camera Partnership, Strathclyde Partnership for Transport and Transport Scotland. Forum members and partners coordinate and cooperate in relation to road safety and work jointly, where practicable, towards achieving road safety casualty reduction targets. Evidence indicates that this partnership working, and sharing and pooling of resources and activity across the Forum, has resulted in the west of Scotland area achieving over 10% better results, in relation to the 2010 road safety casualty reduction targets for deaths and serious injuries, compared to Scotland as a whole.

We also work closely with national partners, including Road Safety Scotland, Society of Chief Officers of Transportation in Scotland (SCOTS), the Royal Society for

the Prevention of Accidents (RoSPA) and Road Safety GB, to ensure that we keep up to date with current guidelines, good practice and research.

Strathclyde Police provide quarterly reports on road crash statistics to the West of Scotland Road Safety Forum, outlining progress towards national targets and highlighting any emerging trends. The Forum also uses these statistics to plan its publicity campaigns.

In addition to the statistics provided by Strathclyde Police, we will also use the new web based data analysis tools that are available to inform road safety measures and programmes, ensuring that resources are targeted effectively and efficiently. The Department for Transport's Road Casualties Online provides detailed statistics about the circumstances of reported personal injury road accidents in Great Britain, including the types of vehicles involved and the resulting casualties. MAST Online also provides national crash data along with access to a socio-demographic database that can then be used to help communicate messages more effectively with the target audience with the aim of promoting positive road user attitudes and behaviour.



Commitments

We will continue to work with partners within West Dunbartonshire, the west of Scotland, nationally and globally to share intelligence and good practice.



Being responsible on the roads

Section 3 :

- 3.1 Children
- 3.2 Pedestrians
- 3.3 Motorcyclists





3.1 Children

Children and young people are among the most vulnerable road users. Because of their age, many do not have the ability to make accurate judgement about safe road use, while lack of experience also means that they are at greater risk. Children are often impulsive, easily distracted and unpredictable, facts that other road users must take into account.

The number of casualties increases as children move from primary to secondary school, and the number of child casualties occurring on the journey to/from school peaks around the age of 12.

Research has shown that children from areas of deprivation are at significantly greater risk of being killed or seriously injured as pedestrians than children from better off areas and the risk of pedestrian injury is over 50% higher for children of single mothers compared with those in two parent families.



Although the number of children (under 16 years of age) killed and seriously injured has fallen in the past 10 years (in 2010, 4 children were killed or seriously injured in West Dunbartonshire's roads, this is a 80% reduction on the 1994-98 average), Scotland's record for child deaths and children killed and seriously injured is proportionately worse than that of England and Wales.

The Scottish Government has therefore set deliberately challenging road safety targets for child deaths and children seriously injured (50% reduction in children killed and 65% reduction in children seriously injured).

Road Safety Scotland along with partners, including West Dunbartonshire Council, is implementing an overarching strategy for road safety education that aims to ensure that a planned and progressive core of road safety is taught to children with links across curriculum areas.

Research suggests that children who have road safety education from an early age make safer drivers in later life. As many as one in five younger drivers aged 17-25 will be involved in a crash in their first six months of independent driving, and crashes involving young drivers often include young passengers. Beginning with effective early years road safety education, providing children with learning experiences that will equip them with this vital life skill can



West Dunbartonshire Council Road Safety Plan

contribute towards positive attitudes and behaviour when they become drivers and passengers in cars with young drivers. So focusing on our children and young people now will help to ensure sustained success in the future.

What we do now

We work closely with Educational Services to encourage a planned, incremental, progressive and coordinated road safety education programme within Curriculum for Excellence, providing children and young people with opportunities to develop skills for learning, skills for work and skills for life. These skills are developed through learning and teaching across the curriculum (interdisciplinary learning), with a focus on health and wellbeing.

The road safety education and training projects delivered by our educational establishments provide relevant, challenging and enjoyable learning experiences and stimulating contexts to meet the varied needs of children and young people. Interdisciplinary learning in road safety ensures progression in both road user knowledge and skills, deepens understanding and makes road safety education more coherent and meaningful from the learner's point of view. Current road safety education and training projects are listed in Appendix 2.

We have developed a new pack that sets out the curricular links across different curriculum areas for the extensive range of road safety education and training projects delivered by our educational establishments. The *Interdisciplinary Learning in Road Safety: Curricular Links* pack, launched in 2010, assists educational establishments in planning and



delivering effective learning and teaching in line with Curriculum for Excellence. The pack was the first of its kind in Scotland and has been recognised as an example of good practice, with other Councils being encouraged to follow our lead.

To support the effective delivery of road safety education and training projects we have an ongoing programme of continuous professional development (CPD) for educational establishments' staff. When Road Safety Scotland launched its new approach to early years road safety, *Go Safe! Ziggy's Road Safety Mission*, we organised a series of CPD sessions to explain the rationale and research behind its development and describe how to use this new approach in order to develop positive road user attitudes and behaviours in young children. We will organise further CPD sessions for this new approach, as well as the existing road safety projects and any new projects or resources, as required.

We provide short, tailored inputs on 'Road Safety within Curriculum for Excellence' to students studying for NC Early Education and Childcare and NC Education Support Assistant qualifications at Clydebank College to highlight the important role that educators play in children's development of positive road user attitudes and behaviours.

In addition to classroom based learning, we also implement *Kerbcraft*, a practical child pedestrian training scheme, in schools in our most disadvantaged areas. The scheme is unique in that parents, grandparents and carers are recruited as volunteer trainers and, after receiving training, they then train the children.

As part of an active and healthy lifestyle, we want to encourage walking and cycling on the school journey. Currently one in five vehicles on our roads at the morning and afternoon peak times is on the 'school run'. By promoting active travel we aim to improve children's health and wellbeing as well as reduce congestion around schools and reduce CO2 emissions.

Our *Travelling Green* project encourages parents to allow their children to walk part or all of the way on the school journey and our *Step Forward* project aims to encourage children to maintain or increase their physical activity levels during the transition from primary to secondary school.



We invite all our primary schools to participate in the *Scottish Cycle Training Scheme (Bikeability Scotland Level 2)* and, in partnership with Cycling Scotland, we will encourage schools to carry out some of the training on-road. To increase multi-stage cycle training, we will work closely with the Council's Active Schools Team to develop opportunities for 'after school' cycle skills sessions (*Ready Steady Bike / Bikeability Scotland Level 1*) delivered by volunteers. We encourage our schools to apply for Cycling Scotland's *Cycle Friendly Schools Award* as part of promoting active school journeys.





We work closely with schools to encourage them to produce a *School Travel Plan* to promote more sustainable travel choices for all members of the school community and visitors, improve

safety on the school journey and reduce the volume of traffic on the school run. A School Travel Group may be set up to develop the plan and set out the aims and targets, and the measures designed to achieve these. A *School Travel Plan* will reflect the good practice already undertaken by schools.

We have also introduced measures to protect child pedestrians including implementing mandatory 20 mph speed limits around our schools and parking regulations that make it illegal to stop or park on 'School Keep Clear' markings outside our schools.

We were the first Council in Scotland to undertake school bus pick up and drop off assessments (PUDO) and to date we have carried out assessments at over 400 PUDO sites.

Other specific improvements and maintenance measures have also been undertaken to address the concerns about children. Further details are contained in **Section 5: Designing for human error on the roads.**

Our School Crossing Patrol (SCP) service helps ensure the safety of children, crossing at designated points, on the way to and from school and provides assistance to adults when required. We train our School Crossing Patrollers in the safe operating procedures for crossing children and have a programme of retraining at two yearly intervals. The SCP service is a non-statutory function and the responsibility for ensuring the safety of children travelling to and from school remains a parental one.

Commitments

We will:

- Update our Interdisciplinary Learning in Road Safety: Curricular Links pack as required and continue to assist educational establishments in planning and delivering effective road safety learning and teaching in line with Curriculum for Excellence.
- Continue to provide CPD sessions for our educational establishments' staff as required and have input to relevant courses at Clydebank College.
- Continue to facilitate road safety education and training programmes that encourage walking and cycling as part of an active and healthy lifestyle.
- Continue to maintain 20mph speed limits around schools and prohibit parking at school entrances.
- Continue to assess school bus pick up/drop off points as required.

3.2 Pedestrians



In 2009, 26% of all road casualties in West Dunbartonshire were pedestrians and although there has been a decrease in pedestrian casualties (40% reduction on the 1994-98 average) pedestrians are almost twice as likely as car occupants to be killed or seriously injured when involved in a road accident. The most vulnerable pedestrian groups are children and older people (particularly the over 70s).

What we do now

Since the introduction of 20mph zones in 1997 there is a considerable body of evidence that supports the positive accident prevention and casualty limitation benefits for

individuals and the community as a whole. Even a one mile an hour reduction in vehicle speeds can result in a 5% reduction in accident frequency, and research has shown that at speeds below 20mph, 9 out of 10 pedestrians will survive while at speeds between 30mph and 40mph, 9 out of 10 pedestrians will be killed.

As well as 20mph speed limits around schools, we have introduced advisory 20mph speed limits (*Twenty's Plenty*) in most residential areas throughout West Dunbartonshire. However, as the *Twenty's Plenty* initiative aims to encourage long-term changes in drivers' attitudes, success is dependent on the support of local communities in encouraging residents and others to reduce their speed

in residential areas. In 2010 West Dunbartonshire, in partnership with the West of Scotland Road Safety Forum, ran a publicity campaign (including radio advertising and community packs) to remind drivers of the benefits of driving below 20mph outside schools and in residential areas. The campaign was supported locally in West Dunbartonshire through enforcement activity by Strathclyde Police.

The *Twenty's Plenty* publicity campaign followed on from an earlier West of Scotland Road Safety Forum publicity campaign targeted specifically at older (60+) pedestrians, *Stepping Out Safely*.

We actively promote keeping our footways clear for pedestrians to use safely, and we have updated our information leaflet *Clear the Way* to inform road users of their responsibilities to keep footways safe for pedestrians and the measures we take to enhance pedestrian safety on footways.

Other specific improvements and maintenance measures have also been undertaken to address the concerns about pedestrians. Further details are contained in **Section 5: Designing for human error on the roads.**



Commitments

We will:

- Continue to work with the West of Scotland Road Safety Forum to encourage drivers to take responsibility for reducing their speed in residential areas and outside schools.
- Promote the message that 20mph is the maximum speed where there are pedestrians about.
- Continue to undertake walking route assessments to ensure our footways are safe for pedestrians.

3.3 Motorcyclists

motorcycle pic?

Motorcyclists are proportionately more at risk of being killed or seriously injured in a road accident than any other road user. The access roads to some of the most visited and scenic biker routes in Scotland run through West Dunbartonshire.

informal basis. Similarly, motorcyclists can refer to *Around the Corner*, a Lothian & Borders Police led initiative to educate those who ride motorcycles for leisure.

What we do now

Bikesafe Scotland is a police led initiative which aims to decrease the number of crashes involving riders of all powered two wheeled vehicles and increase the riding skills of participants. It is free and open to all holders of full motorcycle licences.

In addition to the provision of this initiative, personnel from Strathclyde Police Road Policing Department regularly perform high visibility patrols of the 'summer biking routes', particularly during the holiday weekends. During these patrols on marked and unmarked police motorcycles, officers attend at popular meeting places and provide advice and encouragement about riding more safely on an

Commitments

We will:

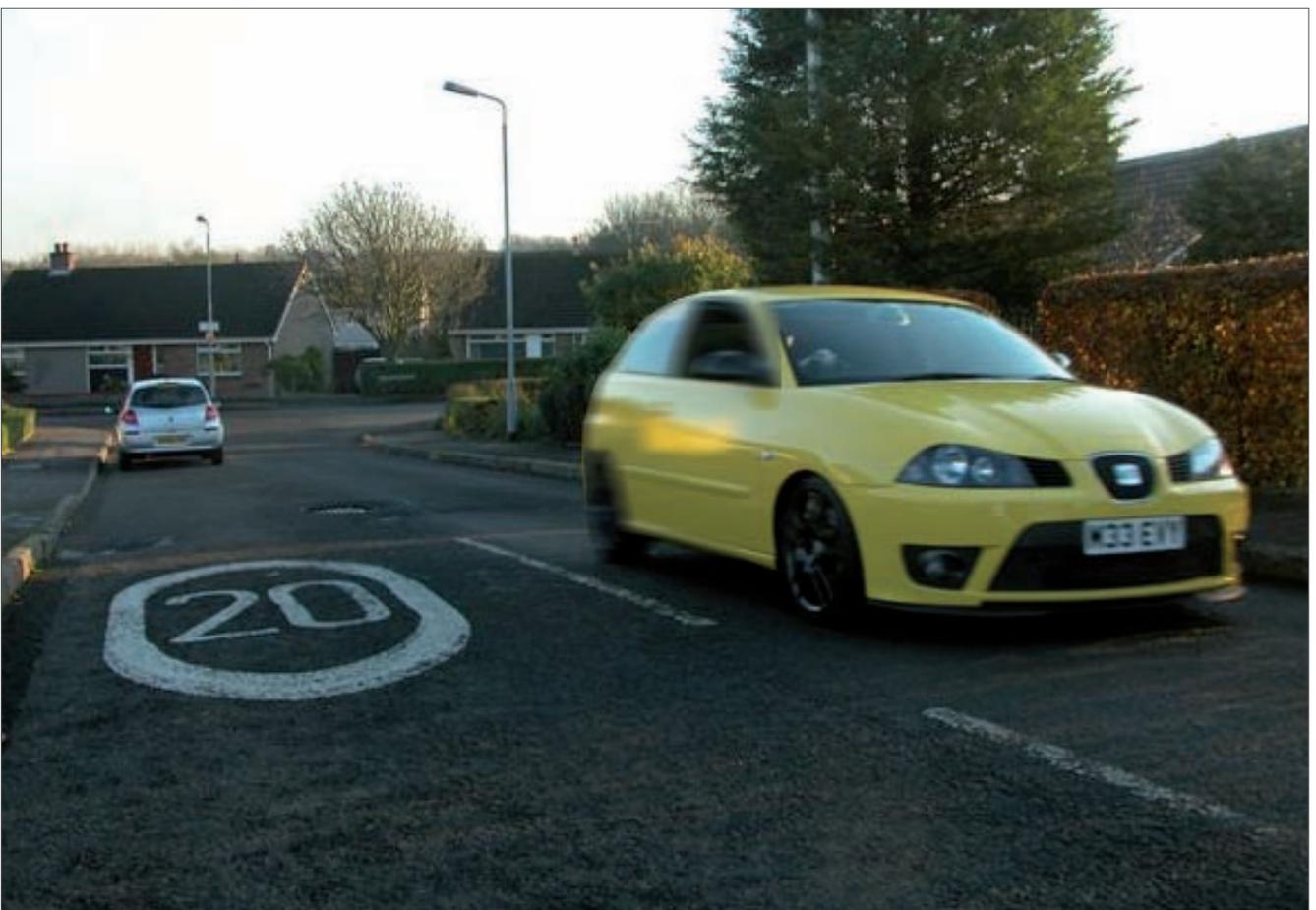
- Through the West of Scotland Road Safety Forum, we will continue to encourage training, education and support for motorcyclists.



4.1 Drivers aged 17-25

Every year around 24,000 younger drivers pass their test in Scotland and as many as 1 in 5 will be involved in a crash in their first six months of independent driving, mainly due to

inexperience. Young drivers (17-25 year olds) account for 10% of licence holders but over 20% of the accidents.





What we do now

As mentioned before, research suggests that children who have road safety education from an early age make safer drivers in later life. Effective early intervention as part of a planned, incremental, progressive and coordinated road safety education and training programme within Curriculum for Excellence, as outlined in the section on children, promises a move towards accident prevention as children learn this vital life skill from an early age.

As part of this road safety education programme, our secondary schools deliver curricular based projects, such as *Your Call and Crash Magnets*, within health and wellbeing that are designed for pre-drivers with the aim of encouraging them to make the right decisions for themselves and have responsible attitudes to both driving and being a passenger.

Secondary schools also have the opportunity to involve their senior students in a number of 'Young Driver Interventions', including interventions such as *Cut it Out and Safe Drive Stay Alive* delivered by our emergency services partners and Community Safety Partnership.

West Dunbartonshire Community Safety Partnership provide financial support for young drivers resident in West Dunbartonshire to do further training within one year of passing the standard driving test. This training course, *Pass Plus*, aims to help new drivers become better drivers by giving them experience of driving in a range of conditions they might not have encountered while preparing to sit the standard driving test, building on their skills and knowledge and helping them to become more confident drivers. The subsidy is awarded on completion of the training course.

The West of Scotland Road Safety Forum has run publicity campaigns (*Hero to Zero, Don't Let This Happen To You / Numpty*) with the aim of tackling the unacceptable number of deaths and serious injuries among young drivers and their passengers. The campaign activity has included radio and online advertising, competitions, posters and beer mats in pubs, clubs and universities, school washroom stickers and special promotions using Bluetooth technology.

In 2010, Road Safety Scotland commissioned a 'Think Piece' to look at '*The public health benefits of road safety education for teenagers*'. This challenging study argues that without sound evaluation there is little evidence to suggest that many existing interventions for pre and young drivers have any lasting effect.

Increasing and improving the evaluation of road safety education, training and publicity initiatives and interventions has gained more focus, especially as declining resources means that it is increasingly important to understand where those resources can be used most effectively and to be able to measure which initiatives and interventions deliver best value in terms of getting the right road safety message across to the right people. The Department for Transport and RoSPA, together with local authority representatives, developed the *E-valu-it toolkit* which provides tailored recommendations on how to evaluate specific education, training and publicity interventions.

Commitments

We will:

- Continue to facilitate road safety education programmes that encourage responsible attitudes to driving.
- Continue to provide financial support for young, newly qualified drivers living in West Dunbartonshire to complete Pass Plus. N.B. Funding from April 2011 is yet to be confirmed.
- Continue to work with the West of Scotland Road Safety Forum to target young drivers in the promotion of positive road user attitudes and behaviours.
- Work with our partners to increase and improve the evaluation of pre and young driver interventions with the aim of improving the efficient use of road safety education, training and publicity resources.

Reducing risk on the roads

Section 5 :

- 5.1 Rural Roads
- 5.2 Drink Drive
- 5.3 Seat Belts
- 5.4 Speed





5.1 Rural Roads

Nine out of ten Scottish drivers regularly drive on country (rural) roads and although they are quieter than town roads, and therefore perceived to be safer, they claim more lives than any other type of road in Scotland (3 out of 4 fatalities happen on country roads). 55% of those killed or seriously injured in country road incidents were travelling at an inappropriate speed for the conditions and 40% of crashes involve a single vehicle. There are also a disproportionately high number of deaths and serious injuries involving drivers aged under 25 years occurring on country roads.

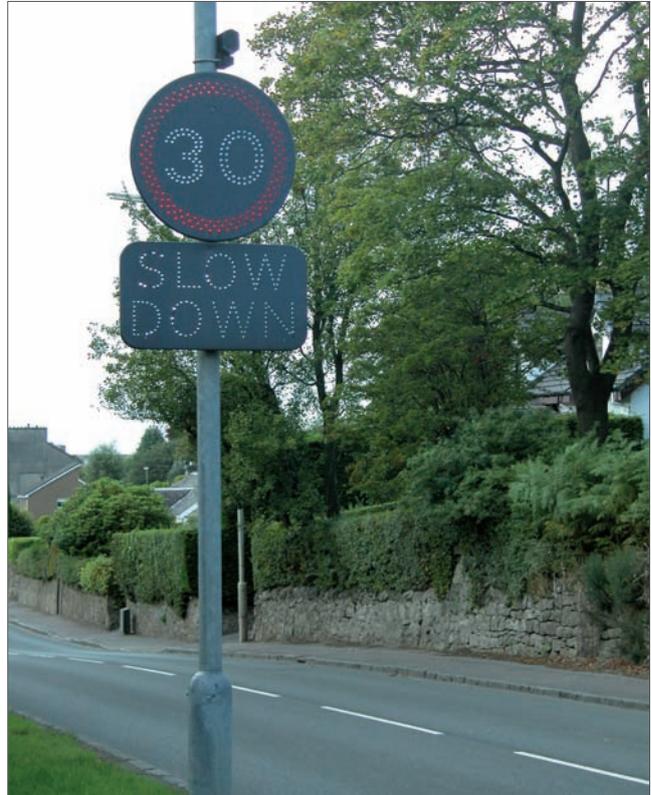
In the Strathclyde Police area, an average of 5 drivers or passengers are killed or injured on country roads every day.



What we do now

The West of Scotland Road Safety Forum, working in partnership with Road Safety Scotland, launched a publicity campaign in 2010 to raise awareness of the specific hazards drivers face when driving on country roads. The campaign used radio advertising to target drivers when they are actually using country roads, and was supported by posters and promotional activity in public areas to directly engage with the public and raise awareness of the issue. The campaign used the imagery from Road Safety Scotland's successful television and cinema campaign to reinforce the message that country roads are unpredictable and that you don't have to be speeding to be driving too fast.

Other specific improvements and maintenance measures have also been undertaken to address the concerns about rural roads. Further details are contained in Section 5: Designing for human error on the roads.



Commitments

We will:

- Continue to work with the West of Scotland Road Safety Forum and Road Safety Scotland to raise awareness of the risks of rural roads with the aim of changing the culture of driving at the wrong speed for the conditions on country roads.
- Undertake, where appropriate, route assessments
- Maintain all necessary warning signs and road treatments to enhance road safety on rural roads.

5.2 Drink Drive

Approximately 1 in 7 deaths on Scottish roads involve drivers who are over the legal limit, and the risk of being involved in an accident increases rapidly when alcohol and/or drugs are consumed.

In 2009, a tougher line on drink-driving was introduced in Scotland. Led by the Association of Chief Police Officers in Scotland (ACPOS) and supported by the Scottish Government, Road Safety Scotland and the Crown Office and Procurator Fiscal Service, the new enforcement initiative means that drivers caught drink-driving for a second time can have their vehicle taken away for good because the authorities are using their powers to seize and forfeit vehicles.

What we do now

West Dunbartonshire supports national drink-drive campaigns by distributing campaign resources locally and working with West Dunbartonshire Community Safety Partnership we distribute campaign beer mats and posters to local pubs and clubs.

Commitments

We will:

- Continue to work closely with partners to support national drink-drive campaigns at a local level.
- Support the Scottish Government and ACPOS in their efforts for a reduction of the legal alcohol limit to 50 milligrammes of alcohol in 100 millilitres of blood.



5.3 Seatbelts



Seatbelts and child restraints save lives and reduce the severity of injuries and yet every year, on average, police in Scotland detect 27,000 seatbelt offences (people wearing their seatbelts).

It is estimated that 1 in 3 people who are killed in vehicles are not wearing seatbelts, and about half of them could have been saved if they had worn them.

What we do now

We supported Road Safety Scotland's year of specific focus on seatbelts (2010-11) and distributed the 'Have You Clicked?' resources for the campaign.

As part of the Scottish In-Car Child Safety Campaign we run child car seat clinics to give practical assistance and advice to parents and carers with the aim of reducing the number of incorrectly fitted child car seats.

Commitments

We will:

- Continue to support campaigns to promote an increase in the use of seatbelts and child restraints.

5.4 Speed

In 2009, 72 people were killed and 814 seriously injured in collisions on roads in the west of Scotland. Speed was a significant factor in many of those collisions, contributing to needless heartache for victims and families and increasing the strain on hard-pressed NHS resources. One of the measures taken to deter drivers from travelling at excessive speeds at recognised crash locations is the use of safety cameras.

What we do now

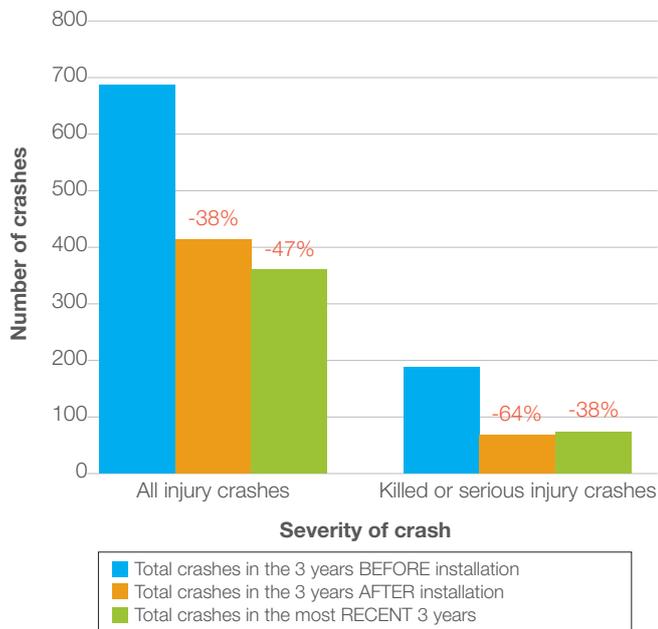
West Dunbartonshire Council has been an active partner in the Strathclyde Safety Camera Partnership since April 2003. The Partnership, which was set up originally in April 2000 as a 'pilot project' between Strathclyde Police and Glasgow City Council, now encompasses all the local authorities in the Strathclyde Police area and is regarded as an important road safety measure for the west of Scotland.

Driver behaviour is seen to be the over-riding cause of crashes, with actions such as lack of attention, driving too close and bad overtaking all being common faults. Speed, however, remains a major contributory factor in crashes and the link with excessive speed increases in line with the severity of injuries sustained by the people involved. Safety cameras have a clear role in discouraging drivers from speeding in areas where there has already been a history of crashes involving death or serious injury.

This can be seen by looking at the camera sites in Strathclyde that have been introduced since the Partnership first started in 2000 and where there is collision data available for both three years before and after the camera was installed.



Change in number of crashes at camera sites introduced between 2000 and 2008



Given that the purpose of the speed enforcement cameras is to curb excessive speeds, these statistics strongly reinforce the view that speed plays a major part in accident severity. While it would not be claimed that cameras are solely responsible for the improvement in accident reduction at these sites, there can be little doubt that they are having a significant effect on road safety.

There are four safety camera sites in West Dunbartonshire, all of which are approved for periodic speed enforcement by mobile camera unit.

These locations are:

- A814 Glasgow Road, Clydebank
- B814 Duntocher Road, Clydebank
- A814 Cardross Road, Dumbarton
- A82 Dumbarton Road, Milton

In addition, a number of vehicle activated signs have been installed through the Partnership at all of these sites to give a permanent reminder to drivers who may speed through these areas at any time of day.

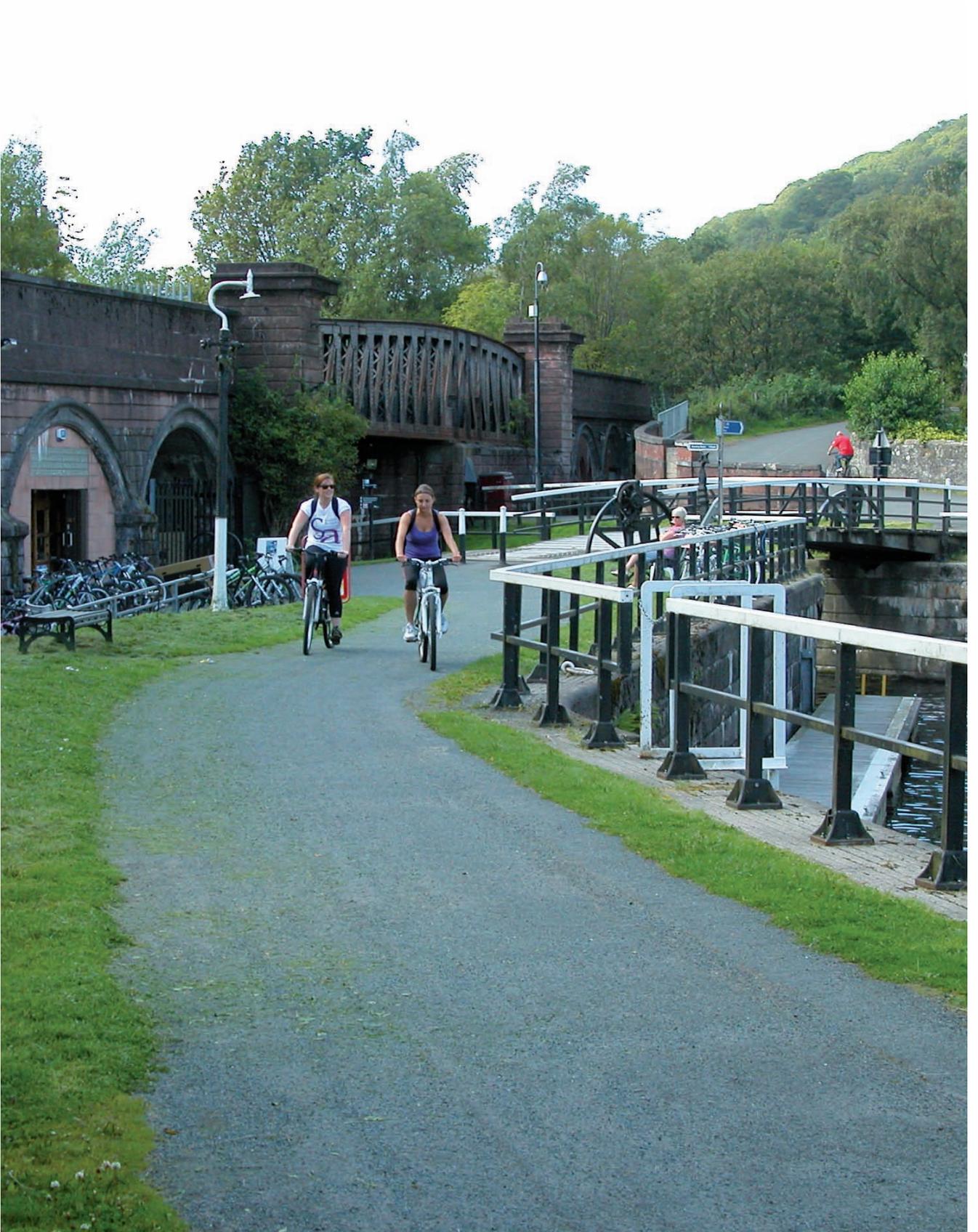
Commitments

We will:

- Continue to be an active partner in the Strathclyde Safety Camera Partnership.
- Undertake speed limit reviews and amend existing speed limits as appropriate.

Other specific improvements and maintenance measures have also been undertaken to address the concerns about speeding. Further details are contained in **Section 5: Designing for human error on the roads.**





Designing for human error on the roads

Section 6 :

6.1 Designing, Improving & Maintaining





6.1 Designing, Improving & Maintaining

In Scotland, in 2009, 92% of all reported crashes indicated contributory factors involving driver or rider error or reactions.

Only 4% of all reported crashes had contributory factors directly associated with the road layout or design and 1% had maintenance factors recorded.

So, while the Council improves and maintains the road network in order to directly reduce the number of crashes affected by the road, in terms of road safety the main purpose of improvements and maintenance is actually to indirectly reduce or mitigate crashes caused by poor driver behaviour. The individual benefits are small but on a cumulative basis they contribute effectively to our overriding requirement to reduce casualties. It is also for this reason that road safety measures are not normally directed at individual incidents but to assessed problems and new infrastructure.



It is important that improved and new road design communicates effectively, consistently and without ambiguity to all road users. That communication has to be obvious to work with road users of hugely varying degrees of ability and knowledge, so allowing them to interact clearly and safely.

Where there is discrepancy between intended use and actual use of the road, then further measures might also be required to facilitate safety, such as signing and provision of high friction surfacing.

National and Council standards, policy and legislation are all intended to help achieve these aims. Furthermore, it is then important to ensure that the road infrastructure is maintained as it was intended to be used.

What we do now

Since the last road safety plan we have undertaken a considerable increase in works with these aims in mind. In particular, we have targeted improvements to help the most vulnerable road users who are often at risk of more severe incidents.

An indication of improvement schemes since the last road safety plan and therefore typical works that can be used to maintain or improve road safety are listed in Appendix 3.

We have also undertaken the government requirement to review all our A and B class speed limits. Consequently we have identified and prioritised various areas for further monitoring, investigation and possible improvement due to speed compliance or accident issues.

In addition we have improved our safety inspection regime with a 'find and fix' operation for more immediate repairs. We are also introducing asset management processes to improve the reliability of our maintenance procedures.

Commitments

We will:

- Support the possible change to national speed limits.
- Undertake, where appropriate, route and zonal safety assessments to enhance road safety throughout our road network.
- Continue to introduce appropriate traffic calming and road improvement measures throughout our road network.
- Introduce asset management processes to enhance the future maintenance of all road related infrastructure.
- Continue to target road improvement measures to help the most vulnerable road users.
- Review current traffic regulation orders to ensure they are fit for purpose.

Appendices

Appendix 1

Useful websites

Around the Corner (Motorcycling)	www.aroundthecorner.org.uk
Bikesafe (Motorcycling)	www.bikesafe.co.uk
Child Car Seats (RoSPA)	www.childcarseats.org.uk
Crash Magnets	www.crashmagnets.com
Cycling Scotland	www.cyclingscotland.org
Department for Transport (DfT)	www.dft.gov.uk
DirectGov (information on Pass Plus)	www.direct.gov.uk
Don't Risk It (Road Safety Scotland's marketing campaigns)	www.dontriskit.info
EU Road Safety Charter	www.erscharter.eu
Mast Online	www.roadsafetyanalysis.org
Protect Child (child safety initiatives in the car and home)	www.protectchild.co.uk
Road Casualties Online (DfT)	www.roadcasualtiesonline.org
Road Safety Evaluation (E-valu-it toolkit)	www.roadsafetyevaluation.com
Road Safety GB	www.roadsafetygb.org.uk
Road Safety Scotland	www.roadsafetyscotland.org.uk
Royal Society for the Prevention of Accidents (RoSPA)	www.rospa.com
Scottish Accident Prevention Council	www.sapc.org.uk
Society of Chief Officers of Transportation in Scotland (SCOTS)	www.scotsnet.org.uk
Strathclyde Fire and Rescue	www.strathclydefire.org
Strathclyde Police	www.strathclyde.police.uk
Strathclyde Safety Camera Partnership	www.strathclydecameras.com
Sustrans	www.sustrans.org.uk
Think! Road Safety (Department for Transport)	www.dft.gov.uk/think
United Nations' Decade of Action for Road Safety	www.decadeofaction.org
West of Scotland Road Safety Forum	www.roadsafetywestscotland.com

Appendix 2

Road Safety Education and Training Projects

Streetsense is a comprehensive resource that is an important part of the national strategy for road safety education in Scotland. There is also a core version of the resource and a website, Streetsense2.com, that incorporates engaging and interactive learning approaches which can be delivered on an interactive whiteboard. The website can also be accessed at home and provide more opportunities for involving parents.

Go Safe! Ziggy's Road Safety Mission is a completely new approach to Early Level road safety. Instead of focusing solely on knowledge and understanding, this new approach also aims to develop positive attitudes and behaviours. The main aim is to engage and inspire young children and the adults around them to go on their own road safety learning journey. Road safety learning at Early Level should be a partnership between child and adult. The Ziggy website has all the e-books as well as games and videos, along with image and sounds galleries and lots of other useful information.

Kerbcraft is a practical child pedestrian training scheme. Parent volunteers are recruited and trained to teach 3 pedestrian skills (Choosing safe places and routes to cross the road; Crossing safely at parked cars; Crossing safely near junctions) to Primary 1 and 2 pupils over a 12 to 18 month period.

Streetfeet is an interactive resource that gives children the opportunity to role play crossing the road in a safe environment.

Exploring Speed through Active Learning pack encourages an active learning approach with learning opportunities for children across the curriculum. The pack aims to help develop children's positive attitudes to safety and social responsibility in relation to speeding and to enable children to develop literacy and numeracy skills in a range of meaningful experiences.

Travelling Green is an inter-disciplinary project that promotes and encourages pupils to walk on the school journey. The project develops a partnership with parents through involvement in target setting and enabling children to become independent road users.

My New Challenge follows on from the Travelling Green project by encouraging and challenging children to continue to walk on the school journey.

Step Forward is a pedometer based project that encourages pupils to examine how active they are on the school journey and during their own leisure time. The aim is to increase pupils' physical activity levels and to encourage them to continue to maintain/increase physical activity levels when they move to secondary school.

Scottish Cycle Training Scheme (Bikeability Level 2) is a practical and classroom based project that aims to develop the skills and knowledge required for riding a bike as a vehicle. The resource is designed to help delivery of cycle training on-road, off-road or in a combination of environments.

JRSO: All Together for Road Safety (Junior Road Safety Officer) encourages and empowers pupils, through peer education, to highlight and address road safety issues relevant to their school, and also promotes partnership working within the whole school community.

Primary Public Speaking Competition aims to improve literacy and English through the development of public speaking skills and to challenge pupils to address a range of road safety issues pertinent to them and their environment. This competition develops language skills for learning, life and work.

Safer, Fitter, Greener is an interactive 'hands-on' learning resource that encourages children to discuss various issues, relating to road safety, health, physical activity and the environment, through active and cooperative learning.

Your Call is designed to engage young people (12-15 years) by using a social networking setting to highlight issues related to being a pedestrian, cycling, distractions and being a newly qualified driver. The resource supports the ethos of Curriculum for Excellence as learning is pupil centred, active and discussion based allowing for the delivery of both content and skills relevant to the individual.

Crash Magnets is designed to engage young people (+ 15 years) in issues related to being a passenger and becoming a driver. All the classroom activities encourage critical thinking skills, discussion and debate raising issues related to the responsibilities of being a passenger, preparing to learn to drive and being a driver. The resource is supported by a dedicated website, crashmagnets.com.

Theatre-in-Education provides opportunities for delivering road safety education in an emotionally engaging manner and is targeted at the transition from primary to secondary and young drivers/passengers.

a2bsafely.com is an interactive, multi-media road safety education website designed for young people aged 10 to 16 years with mild to moderate additional learning needs, but can also be used in a wider context, for example learning English as a foreign language. The resource supports pedestrian training, offering young people the opportunity to explore real life journeys in a safe setting.

Classroom Calendar Competition is run annually to find a winning design for the Road Safety Calendar.

School Travel Plan identifies local issues relating to the school journey and promotes more sustainable travel choices for all members of the school community and visitors. It sets out a strategy of agreed aims and targets, and identifies a package of measures designed to achieve these aims and targets. The targets are reviewed and updated on a regular basis.

Appendix 3

Design, Improve and Maintain

Since the last road safety plan was published in 2002, the following initiatives have been undertaken:

Introduction of 20mph School Zones at all schools in West Dunbartonshire. This included various different measures for each site depending on circumstances such as traffic calming and full time and or part time 20mph speed limits.

Approximately 22 new speed activated signs have been introduced, 6 of which were funded by and located at speed camera sites. Most rural/urban transitional areas are covered by such signs as well as other areas with poor speed compliance that do not suit other measures, or at difficult locations such as steep gradients e.g. Mountblow Road. We also utilise 2 new portable speed indication signs to encourage compliance with our *Twenty's Plenty* initiative.

Upwards of 34 new pedestrian crossings, including signal control crossings, zebra crossings and pedestrian refuges, have been installed.

Over 70 major developments involving Road Construction Consent and numerous other minor developments have been approved to Council and Government standards which enhance road safety.

Renewal and enhancement of traffic signal junctions, often from development works.

Introduction of enhanced speed limit gateways to encourage better discipline, especially at transitions between rural and urban areas.

All suitable residential areas now have *Twenty's Plenty* introduced.

Approximately 25 new traffic calming schemes in areas with particular problems or concerns such as accidents, speed or other issues. Some have been funded or part funded by developers and or other partners.

Various cycle and footway improvements, often in partnership with associated bodies such as Sustrans or Strathclyde Partnership for Transport, including Dumbarton Town Centre footways, National Cycle Route 7 (NCR7) improvements and new cycle path links such as between NCR7 and the Erskine Bridge cycleway.

Numerous new traffic regulation orders to enhance safety and cooperation, such as parking controls, movement restrictions, speed limits and legal protection of all 'School Keep Clear' markings.

Numerous street lighting renewals and enhancements including the provision of white light to enhance the perception of public safety.

Numerous walking route improvements for restricted mobility access such as footway links to community areas e.g. shopping areas, health centres, etc.

Renewal and enhancement of route accident reduction plans (RARP) measures such as signs or antiskid surfacing on the rural A811 and A812. There is currently a marked reduction in the level of accidents on these roads since these schemes were first introduced.

Address details