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YOUNG DRIVERS
Promoting safety

Why 20 is plenty

PARENTAL INFLUENCE
Making the message heard
Road Safety Scotland is partnering with a number of organisations to take part in three national events this year. The first of these was the Scottish Motorcycle Show at Ingliston on 8-9 March.

Submissions
The next edition of Direction will be published in November 2014. If you would like to contribute an article, interview or news report, please email direction@resolve-creative.co.uk

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Further education... on cycling
Transport Minister Keith Brown announced new funding of more than £4.5 million while visiting Strathdevon Primary in Dollar at the beginning of May, to launch Cycling Scotland’s national ‘Give Me Cycle Space’ campaign.

The Minister said: “We recently allocated a further £4.5 million in grant funding to Cycling Scotland over two years for various projects, including this important campaign, which is in addition to the £20 million announced last September towards cycling infrastructure.”

The funding is the largest amount ever allocated to Cycling Scotland.

Provided by Scotland’s transport, environment and education departments it will be used to encourage more children to take up on-road cycle training through Bikeability Scotland and develop the first Cycle Friendly Campus.

The Cycle Friendly Campus award, to be launched in 2015-16, will specifically support universities and colleges in Scotland. Its aim is to encourage and enable students and staff to take regular journeys to and from, and around campus, by bike.

As part of the development process, Cycling Scotland will partner with campuses that demonstrate significant commitment to promoting cycling to students and staff. These campuses will form a pilot to establish award criteria and services, and will be used as case studies when the Cycle Friendly Campus Award is launched.

Ian Aitken, chief executive of Cycling Scotland, added: “From healthier, more physically active Scots to cleaner air and less traffic congestion, more people cycling means that the wider population and environment improves.”

• Investment in cycling and walking has increased by 47% since 2007
• £38 million has been invested in active travel since the 2011 Spending Review
• This additional funding includes the £3.6 million allocated to City of Edinburgh Council to improve cycling and walking facilities for students and staff. These campuses will form a pilot to establish award criteria and services, and will be used as case studies when the Cycle Friendly Campus Award is launched.
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First for Glasgow as city seeks to instil life-long habit
Every four-year-old in Scotland’s largest city will be taught to ride a bike as part of a unique project launched in May to encourage them to cycle for the rest of their lives.

The Play on Pedals scheme is the first in the UK aimed at getting every Glasgow child into the saddle before they start school, and organisers hope it will be repeated across the country if successful.

The initiative means 7,500 four-year-olds will be given cycle training at nurseries and other venues over the next two years. An annual bike swap will be staged to encourage cycles are reused as children grow, and a children’s cycling festival is also planned.

The scheme will be jointly run by cycle groups CTC, Cycling Scotland, Glasgow Bike Station – which recycles bikes – and Play Scotland, and will involve 50 community groups.

It has been funded by the People’s Postcode Trust’s Dream Fund.
**Active school travel**

Pupils in the Scottish Borders have been showing everyone the way forward by promoting ‘active school travel’. Scottish Borders Council (SBC) hosted its annual Active School Travel Awards at council headquarters in Newtown St Boswells in March.

The awards were presented to the ten schools with the highest percentage of pupils in their area who walk, cycle, scooter or ‘park and stride’ to school. Pupils and staff work closely throughout the year with local integrated police officers and SBC’s Safer Routes to School team, promoting different forms of active travel and highlighting road safety concerns.

The awards were presented to the pupils by councillor Gordon Edgar, SBC’s Executive Member for Roads and Infrastructure.

He said: “I would like to congratulate the children on their efforts throughout the year. By looking closely at how they travel, pupils can help to improve their health and road safety, as well as protect the local environment. This is the second annual awards and I’m pleased to see it becoming a regular fixture in the calendar.”

The winners were:
- Hawick High School
- Coldstream Primary School
- Cockburnspath Primary School
- Langholm Primary School
- Newcastleton Primary School
- Ancrum Primary School
- Braemount Primary School
- Walkerburn Primary School
- St Boswells Primary School
- Knoweview Primary School

Meanwhile, Yarrow Primary School pupils were also invited to attend the awards ceremony. This is because youngsters across the Borders were challenged to design a new Walk to School Week sticker and logo for use throughout the region. The Junior Road Safety Officers ran the competition within their schools in January. There was a fantastic response, with 42 schools taking part and over 2,600 entries received. After much consideration, it was decided that the winner was Madalene Cross, a P6 pupil at Yarrow PS. Madalene’s design will be used for the foreseeable future within Borders primary schools for Walk to School Weeks in May and October.

**ROAD SAFETY WEEK**

Employers, especially those with staff who drive for work, are being urged to sign up now to be part of Road Safety Week 2014 (17-23 November), the UK’s biggest road safety event.

The charity Brake, which coordinates the event, is encouraging organisations to go to www.roadsafetyweek.org.uk for ideas on using the event to promote safe driving to staff and the wider community, and to register for a free e-action pack.

Road Safety Week, now in its 18th year and supported by headline sponsors RSA and Specsavers, is a great time for employers to promote a safe driving culture internally and engage the community to raise awareness about road safety.

**A BIG WALKING BUS**

South Lanarkshire puts best foot forward for pedestrians

On Wednesday 11 June 2014 at 10am tens of thousands of children will march for road safety from their school gates in Brave’s annual Giant Walking Bus for primary schools. This brilliant event raises awareness of the dangers of traffic and how cool it is to walk, and raises funds for Brave’s work to improve road safety and care for road crash victims.

Children take part in this giant march for a giant reason: to say no to driving fast, and yes to walking!

The UK has a poor record for protecting children on foot compared to many of our European neighbours. Half are driven to school, increasing pollution and danger, and affecting health.

All schools taking part get a free resource pack to help them promote road safety.
As parents, most of us know that we have a strong influence over our children’s behaviour and attitudes. But when researching the groundbreaking ‘Parental Influence’ road safety campaign, in 2013, it quickly became clear that most parents didn’t believe their children were aware of their driving habits.

“Most drivers think they’re good drivers and most parents think that they are good parents, but while parents lead by example in most situations, it’s clear there is a disconnect from normal parenting behaviour when we get into our cars,” explains Katherine Goodwin from the Scottish Government’s Marketing department.

The long-term objective for the groundbreaking ‘Kids in the Car’ campaign – developed by Road Safety Scotland and the Scottish Government – was to raise awareness amongst parents of their role in modelling the future attitudes and behaviour of their children when they begin to drive.

A secondary, shorter-term objective was to influence the driving behaviour of parents now, so that they become safer drivers both with and without their children in the car.

So how did it perform?

The groundbreaking campaign – launched by Keith Brown, Minister for Transport, on 24 July 2013, ran initially until 6 September 2013. It was highly successful in meeting its objectives.

The target audience was parents of children aged 0-11, with a core focus on those with children of early primary school age (specifically, four to eight year-olds). It was supported with field marketing, PR and social media, including new content developed specifically around the campaign.

The results, as measured by independent qualitative evaluation conducted by TNS, are very encouraging:

- 62% spontaneous awareness amongst parents who drive
- Very high levels of motivation to change behaviour in the car (85% of total audience), with higher levels of motivation recorded amongst those who drive more frequently with children (91% of total audience)
- The majority of respondents claim they will change the way they behave in the car; this is most evident amongst those who already demonstrate more risk behaviours.

Available evidence clearly points to the importance of learned pre-driver behaviours and attitudes during a child’s formative years in establishing that child’s future road use and driving patterns. This message is endorsed by Police Scotland, who are on record saying: “Early intervention with road safety messages to target future road users is essential … attempting to change young road users’ opinions once they have reached driving age is extremely challenging.”

That precept also aligns with Scottish Government/CoSLA’s Early Years Framework (EYF), the broad aim of which is to give Scotland’s children the best possible start in all areas of life by recognising that future patterns are laid down from a very young age and support during these earliest years can improve prospects in adulthood.

“Our belief is that the ‘Kids in the Car’ campaign, which will run again this summer, has already gone some way towards helping make the young drivers of the future safer drivers,” adds Katherine.

**FOCUS FOR A RE-RUN**

The 2013 campaign has proved to be a powerful driver for behaviour change amongst parents.

The Road Safety Framework to 2020 is clear that road safety is everyone’s responsibility and that, as part of a “Drive for Life” culture, the message of “the responsibility of all road users for their own and other’s safety on the roads” should be reinforced at every opportunity.

The Framework also emphasises that “children are greatly influenced by our behaviour on the roads: and so (we should) keep them safe by showing them how to use roads responsibly. … As parents, relatives and carers who travel with young people, set a good example for them in our own driving behaviours and habits.”
PASSING ON THE BEST ADVICE TO NEW DRIVERS

Thanks to a Scottish Borders Council (SBC) backed scheme, young drivers are getting the chance to improve their driving skills and make the Borders’ roads safer.

SBC committed £48,000 to provide free of charge advanced driver training for 17 to 25-year-olds in the Scottish Borders through the Institute of Advanced Motorists’ (IAM) Skill for Life programme. It costs £139, but any young person who lives in the Scottish Borders will get their fee refunded upon successful completion of the course.

Over a two-year period it is hoped hundreds of 17 to 25-year-olds will take the opportunity to enhance their driving skills, cutting the number of young drivers killed or seriously injured on the region’s roads.

Statistics from Road Safety GB also show an 18-year-old is six times more likely to be involved in a crash than their parents, while 99 per cent of those who have completed the IAM course said it improved their driving.

Chief Inspector Kenny Simpson, who is also the Council’s Safer Communities Team Manager, said: “SBC is one of the first local authorities in Scotland to offer free sponsorship for 17 to 25-year-olds through IAM’s Skill for Life programme. This is a great opportunity to learn skills which offer long-term benefits not only to the driver but to the Borders’ community.

“Unfortunately young people account for approximately 20 to 25 per cent of people killed or seriously injured on our roads."

As well as improving skills, the programme also provides a potential reduction in car insurance and 12 months free RAC roadside and recovery assistance.

WEB SITE IS EXPERT MANOEUVRE FOR LEARNER DRIVERS

As a central pillar of Scotland’s first Family Safety Week, staged in March, RoSPA Scotland elected to focus on the specific needs of learner drivers. Because they are always under supervision, learner drivers have fewer accidents. But, as soon as they pass their test, the chance of crashing increases dramatically as they begin to drive unsupervised, especially in their first 12 months on the road.

The Scottish Parliament has backed calls for the introduction of Graduated Driving Licences in a debate staged in March. Scotland’s Transport Minister Keith Brown, said he wanted to press ahead with placing some restrictions on new drivers under a graduated driver licensing (GDL) scheme, but driver licensing is reserved to the UK government. A proposed UK Government Green Paper at Westminster has been withdrawn.

The debate centred around the Scottish government motion calling on Westminster “to develop and take forward proposals on GDL without further delay.”

Speaking in the debate, Mr Brown said: “The Scottish government has listened, gathered evidence and advanced plans to road safety for young and inexperienced drivers which includes some form of graduated drivers’ licence.”

CDL puts certain restrictions on newly qualified drivers and is already enforced in Australia, New Zealand and parts of the USA. Restrictions could include a ban on driving at night, lower maximum speed limits and limiting the number of passengers in the vehicle.

Labour backed the Scottish government’s call, and MSP Mark Griffin said: “Road accidents are the biggest threat to the lives of young people today. The licensing system would aim to enable novice drivers to build up experience through a structured and phased approach.”

Conservative MSP Alex Johnstone said: “I don’t think that we should be able to sit driving tests at any younger than 17, but I can see no harm in allowing drivers, under instruction, to drive at an earlier age – from 16 on a provisional licence, so guaranteeing… a full year under instruction … before they sit a test.”

Any 17 to 25-year-old qualified driver who lives in the Scottish Borders can sign up to skill for life by phoning 0845 126 8600.
The impact: a full 79% in deaths on Scotland’s roads between 1972 and 2012, despite an increase of 137% in the vehicles on the roads in the same period. A sobering message!

This year actually sees a number of other anniversaries for key road safety milestones. In 1904, the Motor Car Act came into force, requiring the registration of all motor vehicles. The first ever registration plate was A1. Eighty years ago, the Belisha Beacon (named after Transport Minister Leslie Hore-Belisha) made its first appearance, to mark pedestrian crossings. 30mph became compulsory in built-up areas the same year. Again in 1934, applicants to drive lorries were required to take a practical test and gain a licence, to prove they had the necessary skills for the job. 1934 was also the year an official invitation was made to the British School of Motoring (now part of the AA) to develop the official driving test (the first person to sit the test passed in 1935.)

More recently, in 1954, the first Highway Code published with colour illustrations had an expanded traffic signs section containing the first triangular warning signs. Back when we started, in 1964, a voluntary register of drivers complying. In 1964, applicants to drive lorries were again in 1934, applicants to drive lorries were required to take a practical test and gain a licence, to prove they had the necessary skills for the job. 1934 was also the year an official invitation was made to the British School of Motoring (now part of the AA) to develop the official driving test (the first person to sit the test passed in 1935.)

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ROAD SAFETY KNOWLEDGE CENTRE

The Road Safety Knowledge Centre provides a resource of materials submitted by local authority road safety teams and other organisations involved professionally in road safety across the UK. Check it out regularly. Did you miss…?

Adult Pedestrian Casualties
Croydon has launched a campaign to highlight the issue of adult pedestrian casualties and to encourage drivers and pedestrians to look out for each other.
www.roadsafetyknowledgecentre.org.uk/news/3297.html

How to implement a behaviour-based driver training programme (e-book)
Cranfield University – Drivermetrics (DOP: 1/14)
DriverMetrics® free e-book to help businesses to implement behaviour based driver training. Authored by Dr Lisa Dorn, the free e-book provides fleet managers, health and safety executives and others interested in improving occupational road safety, with a step-by-step plan to aid the implementation of a driver safety programme that focuses on the key contributing factor in over 90% of crashes – the driver. Topics covered include: safety goals and leadership; reviewing driver safety systems and policies; behaviour-based driver risk assessment; implementing a behaviour change programme; and fleet safety performance and evaluation.
www.roadsafetyknowledgecentre.org.uk/knowledge/1229.html

Driving in floods (video):
GEM Motoring Assist
GEM Motoring Assist (DOP: 1/14)
GEM Motoring Assist has produced a short video providing simple advice to help drivers stay safe on wet and flooded roads. The main message from the free three-minute video is for drivers to postpone journeys and not attempt to drive through floods. But if that’s not an option, the video provides information on driving in heavily flooded areas including: tips on maximum depths of water to drive through; paying heed to flood warnings and road blocks; how to reduce the risk of stalling; and what to do if you do stall in a flood.
www.roadsafetyknowledgecentre.org.uk/knowledge/1228.html

Advances in traffic psychology
Ashgate Publishing (DOP: 7/12)
The objective of this book is to describe and discuss recent advances in the study of traffic psychology, with a major focus on how the field contributes to the understanding of at-risk road-user behaviour. The intended readership includes road-safety researchers from a variety of different academic backgrounds, senior practitioners in the field including regulatory authorities, the private and public sector personnel, and vehicle manufacturers concerned with improving road safety.
www.roadsafetyknowledgecentre.org.uk/knowledge/1268.html

Road Safety and Public Health
RoSPA (DOP: 3/14)
RoSPA has published new guidance to help road safety and public health professionals to work together to promote opportunities for walking and cycling. The report says that a joined-up approach between public health and transport professionals can have a positive impact on issues such as heart disease, mental health and air pollution, as well as preventing injuries. The report concludes that road safety fits best with public health when both are seen together as ‘healthy transport’. It also includes a number of case studies where road safety and public health teams have successfully worked together.
www.roadsafetyknowledgecentre.org.uk/knowledge/1274.html

CONGRATULATIONS JESS!
Congratulations to Road Safety Scotland’s Jessica Milne, who accepted her Modern Apprenticeship certificate from Angela Constance, Cabinet Secretary for Training, Youth and Women’s Employment, in May.