

SUMMER 2018

DIRECTION

Hugh Gillies interview

MAN WITH A VISION



Road Safety
SCOTLAND

SCOTLAND'S AUTHORITY
ON ROAD SAFETY

WELCOME

NEW DOMAIN IS A SITE TO BEHOLD

Work continues on the new and improved Road Safety Scotland website, relaunched in May with a new domain – www.roadsafety.scot

Although it looks the same at first glance, the new site will eventually consolidate RSS's nine separate road safety learning sites into a more manageable solution.

And while the new site follows the same structure, look and feel as before, digital experts at The Gate have resolved historical issues relating to the visibility of key content.

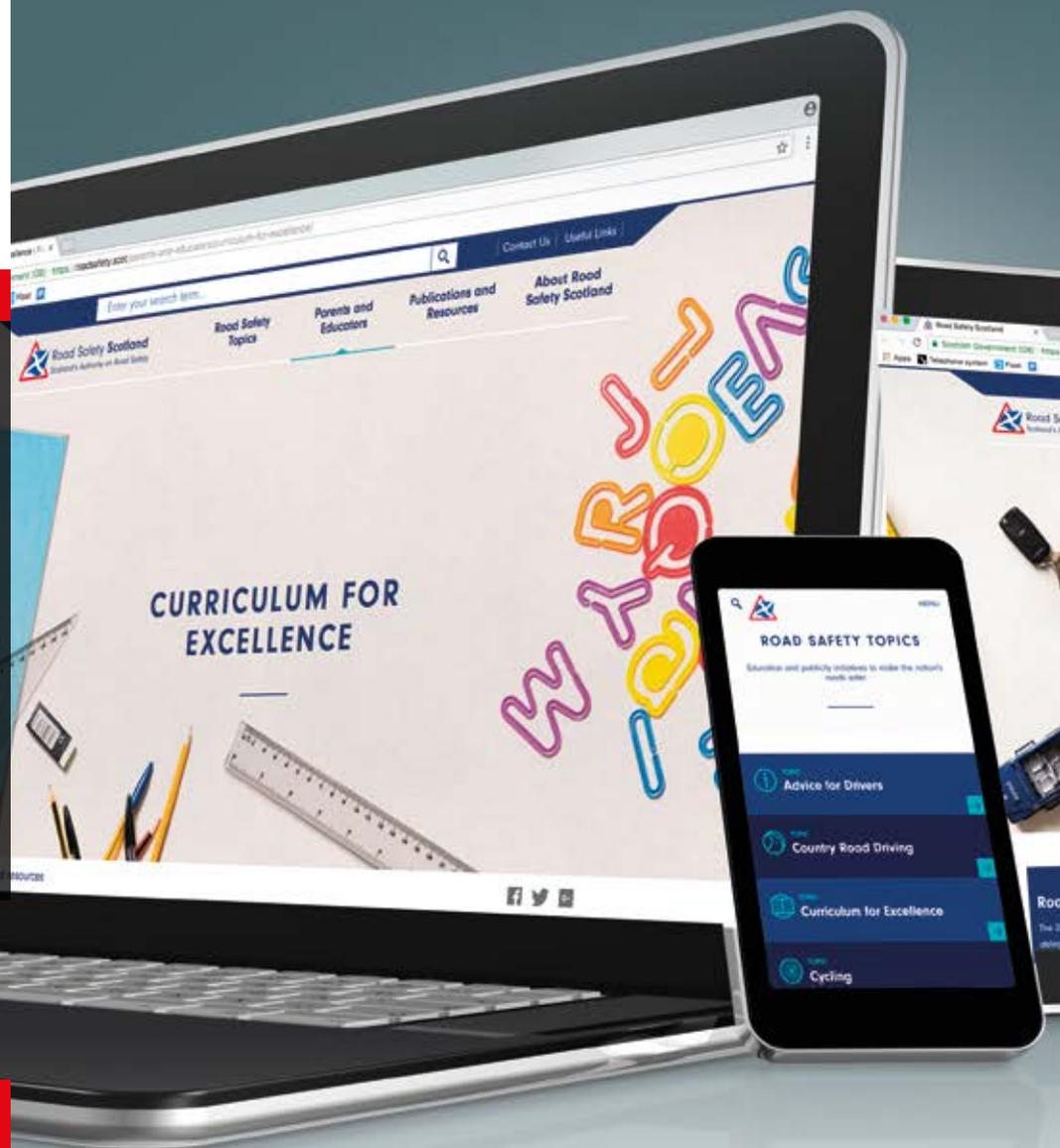
The single domain will strengthen, and increase awareness of, the Curriculum for Excellence-based Road Safety Learning Zone and act as a single point of online engagement for all RSS learning resources.

Work is still ongoing on some sections, with the Road Safety Learning Zone being developed to house the large amount of individual RSS learning content. Some inaccessible content is also being reviewed and repurposed.

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ENGAGEMENT IS EVERYTHING

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RSS STANDS OUT AT SHOW

Road Safety Scotland enjoyed a prominent presence at this year's Scottish Motorcycle Show, sharing a stand with Police Scotland that proved popular with visitors.

Enthusiasts flocked to see the operational police motorcycles and safety camera motorcycle, with police officers speaking to numerous bikers about keeping safe on

Scotland's roads. The show, at the Royal Highland Centre at Ingilston in Edinburgh, was originally scheduled to take place in March, but had to be cancelled and moved to 7 and 8 April due to the distinctly non-biker friendly weather.

For more upcoming road safety events, see our list on Page 11.



FOND FAREWELL

TO AUDREY

Road Safety Scotland is saying a fond farewell to Administrator Audrey Thomson, who is retiring after 15 years with the organisation.

RSS Director Michael McDonnell said: "Audrey told us recently that she had kept the first edition of *Direction* which had her photograph in it as a new-start with the Scottish Road Safety Campaign back in 2003.

"With 15 years under her belt, she is the longest-serving employee in what is now RSS and, over those years, has seen many changes take place in office location, colleagues and business practices.

"It is said that, inside the Scottish Government/Transport Scotland, the one constant is change and it's not always easy to manage. However, Audrey has been very much a constant within change going on all around.

"Her knowledge of the workings of the organisation are unparalleled and she has been the cornerstone of the business throughout.

"I came into post in 2004 and, since then, she has been a tremendous support to me in my role as director, as well as providing support to the publicity side of RSS activity.

"Audrey will be greatly missed by all of us in RSS, as well as the wider branch and colleagues both internal and external, with whom she came into contact in the course of her duties.

"However, we wish her health, happiness and peace from the many off-the-wall enquiries which have been part of her life since 2003.

"Goodbye Audrey, and thanks for everything. Without doubt, RSS is all the better for your presence and commitment over the years."

TRACK RECORDS

AND REACHING TARGETS

Transport Scotland's Director of Roads, Hugh Gillies, outlines his vision for the future of transport across the country

The country has come a long way, but we can go even further. That's the message on Scotland's road safety performance from Transport Scotland's Director of Roads, Hugh Gillies.

Hugh is responsible for the country's 3500km trunk road network. Its major arterial routes connect our major cities and outlying parts of the country.

These lifelines are essential to Scotland's economy and the health of its many and varied communities.

Speaking at the Traffic Scotland National Control Centre in South Queensferry, he said: "My job is to make sure the network is maintained and operates as safely as possible.

"I have responsibilities related to resilience – coping with instances of severe weather, landslides and so on. And I have oversight for major events. This summer we're working closely with authorities in Glasgow for the 2018 European Championships.

"I'm also responsible for oversight of the low emission zones being set up in Scotland."

In his revised role with Transport Scotland, Hugh is taking on all responsibilities for road safety policy as well as continuing with strategic road safety oversight. And Hugh, who has enjoyed a long career in road design and engineering, transport planning and consultancy, believes Scotland has a very positive track record on road safety.

"As a country, we set an ambitious and positive course in the Road Safety framework and made good choices which set specific targets to 2020," he said. "It emphasises that road safety is everybody's responsibility and has kept everyone

focused. It's heartening to see the progression we're making towards the 2020 targets, but there can be no complacency. The reality of transport networks is that there will be incidents – the aim is to reduce their number and severity. One fatal accident is one too many."

Key groups

A mid-term review of the strategy has helped identify harder to influence groups. These include motorcyclists. "We don't think every motorcyclist is irresponsible," Hugh said. "However, reducing casualties in that group is proving difficult. That may have something to do with the times of year we see lots of motorcyclists on the road, as well as the roads they select and the behaviour some exhibit."

An emerging issue is the increase in the number of cyclists on our roads and how that affects road safety.

Similarly, an aging population means an increase in the number of elderly drivers and pedestrians, while children are always a vulnerable group.

"In these groups the reduction in incidents and casualties is slower than others," said Hugh. "The challenge is bringing them into line with those who are showing improvement. There's no 'magic bullet'. We have to focus on the 'four Es' – engineering, education, enforcement and encouragement."

Success

Asked to identify a successful initiative, Hugh highlighted the introduction of average speed cameras on the A9, which he said had changed driver behaviour and helped cut fatalities and major injuries.

"Freeing roads of accidents or incidents enhances journey time reliability," he said. "That's something we've seen since introducing the cameras."

Although resilience challenges are demanding, Hugh believes that dealing with them can give a sense of fulfilment. He said: "For the closure of the Forth Road Bridge, I worked with colleagues to develop the short-term mitigation plan. That was tough, but very satisfying."

In that vein, the most recent major task was tackling the 'Beast from the East'. This brought dramatic snowfall and made it very difficult for people to get around.

Building on lessons learned since 2010's severe winter, Hugh said the guiding mantra was:

- **Prepare** – gather essential resources and get messages out to the travelling public
- **Respond** – to the situation you find yourself in
- **Recover**

"Among others, we worked closely with the Met Office and Police Scotland," he said. "That helped us come out of a tough situation pretty quickly.

"The reality is, we can't stop it snowing, but we now have better forecasting, resources and communications, including more than 250,000 followers on social media channels, roadside message sites, websites and access to print and broadcast media."

Looking to the future, Hugh said: "I've always been impressed by the people who work in road safety in Scotland and it's really exciting to get the chance to move forward with them and my colleagues in Scottish Government.

"We all want to drive towards existing targets, and then look at our next goals."

“We have to focus on the ‘four Es’ – engineering, education, enforcement and encouragement”

A ROAD WELL TRAVELLED: HUGH'S VARIED CAREER

“After leaving school I wanted to do some form of engineering, but was interested in geography and people too,” explained Hugh.

“My late father pointed out a course called transportation engineering at Napier University. It brought together my interest in people, land and transport, so I went off to Napier in 1984.”

The course introduced him to Edinburgh-based civil engineering consultancy, Fairhurst and Partners, who he subsequently joined following his graduation.

“Looking back, that was one of the best things that happened to me. I did some early design work for a major roads project near Cockburnspath in the Scottish Borders and got to see that through to completion two years later. That was extremely valuable.”

Hugh subsequently joined Nottinghamshire County Council, which saw him work closely with specialists in road safety education and intervention.

Returning to Scotland, he moved to transportation consultancy, MVA and then Renfrewshire and Glasgow City Councils. During the latter, he spent time with Nadics, the forerunner of Traffic Scotland, before joining the Scottish Government 14 years ago. Progressive promotions have culminated in his current role, which he took on two years ago.



SCOTTISH ROAD SAFETY TARGETS TO 2020

Target	2020 target % reduction*
People killed	40
People seriously injured	55
Children (aged <16) killed	50
Children (aged <16) seriously injured	65

*Compared with the average Scottish figures for 2004/08

PUTTING THE BRAKES ON

A new report says the time has come to step back and consider how pre-driver interventions can fit into the overall framework to have the most impact on improving road safety in Scotland

With no evidence to demonstrate that pre-driver interventions in Scotland are currently effective at improving road safety, the time has come to reconsider how they can be incorporated into supporting road safety. That's the message from a new report from the Transport Research Laboratory (TRL).

Commissioned by Transport Scotland, *The review and assessment of pre-driver interventions in Scotland* says no approach works better than another, and suggested a more coordinated approach could be helpful.

One of the report's authors, Dr Neale Kinnear, said: "From our research, we found that there's a high prevalence of pre-driver interventions in Scotland. But there's currently no robust evidence that any of them are effective at improving road safety on their own."

Transport Scotland commissioned the report to obtain a better understanding of how interventions contribute to the Road Safety Framework.

Out of the most common forms –

classroom, theatre or demonstration, expo-style and off-road – the report said the latter offered the most potential for meaningful impact. However, it said it also had the biggest potential for harm through adverse unintended consequences by promoting early licensure.

Neale said: "All these methods have pros and cons, but none specifically stand out as more effective than any other. However, that's not to say they should be completely devalued."

"Although we didn't uncover any evidence of an intervention that's shown to work on its own, what we did get was a level of detail that we hadn't had before."

"It's clear there are a lot of enthusiastic professionals with great ideas, and they are looking for greater support and guidance."

Evidence was gathered via reviews of pre-driver interventions and interviews with local authorities and stakeholders.

And Neale said: "We need to be realistic about what such interventions can achieve. They should be used to support a road

TRL RECOMMENDATIONS

> Long term

1. Use pre-driver interventions to support a road safety framework
2. Develop a consistent pre-driver intervention
3. Set realistic expectations
4. Put road safety into context

> Short term

1. Improve evaluation approaches for existing interventions
2. Encourage adoption of behaviour change techniques
3. Encourage targeting of appropriate risk factors
4. Re-design of theatre/demonstration based interventions
5. Consider theatre/demonstration 'plus' guidance
6. Investigate the impact of off-road pre-driver training

safety framework and strategy, not improve safety on their own.

"You're unlikely to change someone's behaviour in one classroom session. But you can use that session to get across key messages and information that support a wider strategy."

TRL has made 10 recommendations (see table above). And Neale said: "The enthusiasm and desire to do something within communities is really strong. Going out to meet the people designing, running and attending these schemes, it's obvious that the desire for something for pre-drivers is present. What that something *is* requires coordinated consideration."

A PROBLEM OF PERCEPTION

Neale said road safety education in schools could be losing out to other social issues that affect youngsters.

He said: "It's clear that in some school curriculums, road safety is battling for time against other social and public health issues."

"It isn't necessarily seen as the most pressing danger facing young people, when in fact, the biggest killer of young people is on the roads."

"Road safety should still be considered an important subject, but unfortunately at the moment it's not perceived as such."





AN ENCOURAGING DRIVER RESPONSE



Following her presentation at our 2017 Annual Seminar, Claire Wood gives a positive update on the RSS and University of Strathclyde pilot study into the possible influences on parental driving behaviour

For several years now, the University of Strathclyde has been involved in pioneering work to understand whether it's possible to modify driving behaviour, specifically with regard to excess speed, by use of a written commitment to change and the development of a behaviour-change plan. We heard about their latest studies from Mark Elliott, Senior Lecturer in Psychology, at the RSS Annual Seminar three years ago.

A few years back, Road Safety Scotland ran an advertising campaign prompting parents to reflect on how they drive when they're out with their small children.

The habits children learn from them in the car, just as in all other areas of life, will stay with them. RSS would like to ensure that these habits are good ones. So the Kids in the Car campaign showed children copying their parents' bad driving habits to positive effect.

Getting our heads together, we wondered whether we could apply the insights we learnt from the Kids in the Car campaign – that parents were motivated to change their behaviour when they realised that their children were clocking their bad habits – to the work Strathclyde had been doing to change behaviour. And discover an entirely different lever for behaviour change.

The pilot study

We conducted a pilot study to explore

whether parents were more likely to change their driving habits after being asked to form a behaviour-change plan and receiving information about the sorts of dangerous driving behaviours that their children disapproved of. We recruited two sets of schools – a set of control schools and a set of schools in which parents received the intervention.

“The data seemed to indicate meaningful reductions in reported risky driving over the course of the study”

In both sets of schools, parents received a questionnaire that explored their attitudes towards various risky driving behaviours – speeding, mobile phone use and driving through an amber traffic light.

The parents in the intervention schools were additionally told that recent road safety sessions, also delivered as part of this project by researchers at The Leith Agency, revealed that their children disapprove of these behaviours. These parents were also invited to specify behaviour-change plans. Parents were

asked to specify strategies to avoid speeding, mobile phone use while driving or driving through amber or red traffic lights in situations that tempted them to carry out these behaviours.

All the parents received another questionnaire a month later, to establish whether or not the intervention had made any difference to their driving behaviour.

Encouraging results

Researchers at the University of Strathclyde gathered the resulting data. Their analyses revealed that the response rates to the questionnaires were smaller than expected. That said, the results were still encouraging.

Even though the parents who took part in this pilot research reported that they were, on the whole, responsible drivers who rarely carried out the various risky driving behaviours, the data still seemed to indicate that there were meaningful reductions in reported risky driving over the course of the study.

These reductions were not statistically significant due to the small sample that was obtained, but they were large enough to recommend a further study.

The possibility of conducting the further study, involving a larger sample and ironing out the problems with the recruitment of parents to achieve higher response rates, is therefore currently being discussed with RSS in order to establish whether the interventions can generate genuine improvements in parents' driving behaviour.

Watch this space...

Claire Wood is an Associate Planner at The Leith Agency



FILM SHOWS REALITY OF RURAL PERIL

Another new immersive RSS awareness campaign encourages young drivers on country roads to slow down and give themselves time to anticipate hazards.

Launched at the end of May, and building on previously successful rural campaigns, it uses two powerful high-tech films with the strapline: *Prepare for the unexpected. Slow down on country roads.*

Elizabeth Rockley, Senior Marketing Manager at Safer Scotland, said: "The campaign is aimed at rural drivers aged 22-29 who drive too fast for the conditions and don't leave enough time to react to hazards. Research shows these men take more risks due to over-familiarity with the route and because they enjoy driving fast.

"So working with The Leith Agency, we developed two films, one using 360-degree technology, the other virtual reality.

"On the first, it feels like you're actually in a car with friends. As you drive round country roads, hazards like sharp bends, parked cars and wildlife appear to show the need to prepare for the unexpected.

"In the virtual reality version, if you look away from the road the film suddenly stops and you have to start again, knowing you need to be more focused this time."

The campaign will run over the summer, mainly on digital channels, supported by radio and petrol station advertising.

Liz added: "The audience we're targeting think they know these roads like the back of their hand. We hope these films will challenge that assumption."

115 DEATHS ON SCOTLAND'S RURAL ROADS IN 2016

To find out more, visit:
dontriskit.info/country-roads/

A BREATH OF FRESH AIR

The latest motorcycle safety campaign from RSS and the Scottish Government uses Scotland's breathtaking scenery as its backdrop – and uses skills, not sermons, to deliver its crucial message

Scotland's most iconic motorcycle routes take a starring role in a new campaign that aims to reduce deaths on our roads this summer.

Epic coastal rides, sweeping mountain journeys and stunning forest trails all feature in the series of Breathtaking Roads videos launched earlier this year.

Using drones, a series of short films were filmed on three different biking routes, with each one ending with the strapline: *Be aware on breathtaking roads. Don't let them take your breath away for good.*

But as well as the gorgeous scenery, the campaign from The Scottish Government and Road Safety Scotland stands out for another reason – its focus on improving everyday skills rather than just highlighting dangers.

Michael McDonnell, Director, Road Safety Scotland, said: "Each of these films deliberately weaves in a particular skill we know bikers welcome learning more about.

"These skills are the ones statistics

show are typically most challenging, such as overtaking, left and right-hand bends and junctions."

This focus on improving riders' technical ability was a deliberate one, and came about after a series of focus groups with bikers towards the end of 2017.

Elizabeth Rockley, Senior Marketing Manager at Safer Scotland, revealed: "It was really interesting because they all said, 'Anything that tries to kill the buzz of biking, or preaches to us, or sounds like a safety message, we've heard before. It doesn't matter who's saying it – we know the risks of biking'.

"Instead, these bikers told us they were always keen to improve their biking skills, and peer-to-peer learning was one of the most important things to them.

"They told us, 'When we go out, we look for someone who's a better biker than us and we're really happy to hear from him or her about what they have to say'.

"It was really interesting because they didn't care who that biker was – it didn't matter if it was a man or a woman, or





someone older or younger than them, they just had respect for someone who had good motorcycling skills.”

She added: “They told us where there’s good information about up-skilling, and it’s presented in that way, then they would be more open to hearing about it.

“So that’s why we decided to focus more on the technical skills, particularly on the hazards and roads which tend to cause the most challenging situations.”

Backed by Police Scotland and a number of Scottish biking groups, the campaign targets the most at-risk group, i.e. male bikers aged 40-54.

It’s also been designed to coincide with the months when accidents are typically at their highest, especially at weekends.

Elizabeth said: “We’re particularly targeting those bikers who take a break during winter, then go out again between Easter weekend and the end of September.

“Because they haven’t been out on their bikes for a few months, there’s maybe a bit of a skills gap they need to close as the season starts.”

Running until the end of September, the



40%
OF BIKER DEATHS
IN SCOTLAND
HAPPEN ON
LEFT-HAND
BENDS

campaign already has a strong social media presence, with viewers being directed to the **Live Fast Die Old Facebook** page, or dontriskit.info/breathtaking-roads.

It’s also being supported by outdoor advertising at popular meet-up spots along the routes themselves. Local biking ambassadors and influencers have also been recruited to share and amplify the message, giving it greater credibility.

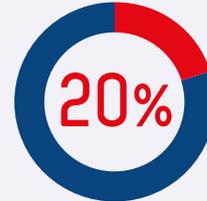
“The motorcyclists all told us, ‘Anything that tries to kill the buzz of biking, or preaches to us, we’ve heard before’ ”

Elizabeth added: “We’re very much looking to generate a two-way conversation with bikers and getting them to share their best skills tips too.

“The dontriskit.info site hosts all this content, and serves as a one-stop shop where they can download additional information about the routes.”

Inspector Ian Paul, who leads Police Scotland’s national motorcycle unit, has also added his support for the campaign.

He said: “At this time of year many bikers are planning weekend ride outs and trips



20%
OF SCOTTISH
ROAD DEATHS
ARE MOTOR
CYCLISTS

with their friends, to enjoy the magnificent scenery Scotland has to offer.

“We understand the thrill of motorcycling and why people want to do it, but we also want bikers to keep themselves safe especially when overtaking, approaching junctions and negotiating bends.

“This campaign encourages the biking community to enjoy Scotland’s roads, while following best practice too.”

After the campaign finishes later this year, independent evaluation will measure awareness, recall of best rider practices and claimed behaviour change.

Social media engagement, click-through rates, Google analytics and Police Scotland incident statistics will also be used to measure its impact.

Elizabeth said: “We’ve tried to give the whole thing a very distinctive flavour – and of course, to help get our message across, we’ve got some incredible shots of some of the most iconic biking routes in Scotland.”

**Now watch the video at:
bit.ly/breathtaking_roads**





FINDING THE RIGHT BALANCE

Balancing road safety with air quality was among the topics for discussion at this year's RoSPA Road Safety Conference, held at Coventry's Ricoh Arena.

Delegates from local authorities, research bodies, and police and fire services heard talks on 20mph limits and zones, speed humps and data collection.

And Naomi Baster, principal city planner for Transport for London, examined the problems faced trying to get people out of their cars to use other forms of transport.

In her presentation, *Developing healthy streets whilst reducing road danger*, she said: "We know that safety concerns are the main reason people give for not cycling or for not allowing their children to walk to school."

Other presentations included an update on car seat regulations and policy making in a "smarter world", delivered by Richard Cuerden, Director of TRL Academy.

After the conference, Sandy Allan, RoSPA's Road Safety Manager in Scotland, said: "It was interesting to hear open discussion on subjects relevant to road safety in Scotland."

"A lot of conversations focused on the implementation of 20mph limits and the resulting evaluations. Interestingly a number of 'new' interventions were highlighted as good practice which are already operating here in Scotland."

Download the presentations at bit.ly/RoSPA_18

MAKE AN ED START

Road safety experts are being urged to play their part in the upcoming Project EDWARD awareness campaign

Project EDWARD is currently gearing up for its third year, with one simple mission: A day without fatalities on Europe's roads.

European Day Without A Road Death this year falls on Wednesday 19 September, and groups and individuals are being urged to get involved by using the hashtag #ProjectEDWARD on their own social activity.

Previous events have seen massive presence on social media, and the day was trending globally on Twitter at one point in 2016.

TISPOL media advisor James Luckhurst – who dreamed up the event – said: "We really want everyone who's involved in road safety in any way to use the hashtag on all their activity.

"So if you're planning bike safety checks, teaching kids to cross the road, or even doing sight tests for pensioners, tag it #ProjectEDWARD to make it part of a much bigger thing."

James added: "We wouldn't dream of saying that we can stop crashes, injuries and fatalities with just a series of tweets or events, but the aim is to raise safety awareness on a massive scale."

Launched in 2016, the event is organised by the European Traffic Police Network (TISPOL) a group of 27 European countries working together to raise safety awareness and improve good practice in road policing and traffic enforcement.

It's supported by drivers and public and private sector partners across the continent, and other individuals and organisations are being urged to post a short video to say they're backing it too.

James said: "Last year the Scottish Transport Minister Humza Yousaf and

RSS Director Michael McDonnell were among the people who filmed videos for us to show their support.

"This year we want to continue that conversation, so people can post or upload them, send us a link, and we'll link to them via the Project EDWARD website."

He added: "We'll be tweeting twice daily between 1-15 September ourselves, then increasing it until the day itself. We're also hoping to organise some road trips to as many border points as possible to also raise awareness, with an interactive map tracking our progress.

"We're also hoping to deliver a webcast that can also be shared online, so no matter where you are you can tune in and interact with the day itself."



Project EDWARD was trending on Twitter last year



Find out more at projectedward.eu



ROAD POLICING SET FOR A BUSY SUMMER

By Chief Superintendent Stewart Carle, Head of Road Policing

With winter now a distant memory, Scotland's roads are busy with people on public transport, motorcycles, bicycles and horseback, in cars, HGVs and motorhomes, and towing caravans. There are myriad events and festivals in the tourist season – our roads give access to the best scenery in the world and are a vital part of the economy.

As ever, Police Scotland's Road Policing crews will be responding 24/7 to incidents, investigating collisions, pursuing criminals, escorting abnormal loads, supporting community events and engaging with the travelling public (and all hopefully with notebooks left in our pockets). Our goal is always to ensure that Scotland's road network is used safely – our only targets are to reduce road deaths and injuries.

Last year, 146 people were killed in road collisions, and while that toll is a significant reduction from a peak of nearly

1,000 road deaths in 1969, much remains to be done to stay on target to meet the Government's 2020 targets. There is a person behind every statistic as well as family and friends who are left grieving.

The Scottish Government's strategy, **Go Safe – It's Everybody's Responsibility**, promotes the 'neighbour principle', i.e. we all need to look out for each other on the road and no one has an absolute right over another to access these shared spaces.

As well as regular campaigns and operations such as drink and drug-driving, we are focusing on vulnerable road users. Plain-clothed officers are deployed in **Operation Close Pass** to protect cyclists by speaking to motorists who don't give cyclists safe space when overtaking. Similarly,

Operation Lose The Blinkers, in partnership with the British Horse Society, deploys plain-clothed officers to educate

motorists on how to safely pass those on horseback. In both operations, some motorists have been reported for road traffic offences and aggressive driving that endangered the cyclists and horse riders.

Motorcyclists still account for a disproportionately high number of road deaths and serious injuries. To complement our annual motorcycle safety campaign, we recently launched **Rider Refinement North**, a one-day course designed to give bikers advice and tips on how to ride more safely by recognising everyday road hazards.

Finally, when enjoying the roads this summer, please keep a lookout for busy farmers in slower, large agricultural vehicles, often with restricted views. When I'm out for a run – well, more of a slow jog – near my home by the glorious Bannockburn, the roads are busy with dog walkers, runners, cyclists and motorists all hurrying along past the green fields and sharing the space with those who work the land.

So wherever you are, please take care and **Go Safe** this summer.



DIARY DATES 2018

4-10 June – Child Safety Week, nationwide

As *Direction* went to press, Child Accident Prevention Trust was preparing events to raise awareness of the risks of child accidents.

capt.org.uk

15 July – The Scottish Car Show, Royal Highland Centre, Ingliston, Edinburgh

The new RSS stand will be among the many attractions, including live track action and 2,000 exhibitor cars.

scottishcarshow.com

19-20 September – The Scottish Learning Festival, SEC, Glasgow

RSS will also appear at the popular annual teaching event, which will be focusing on effective collaborations.

slfexhibition.com

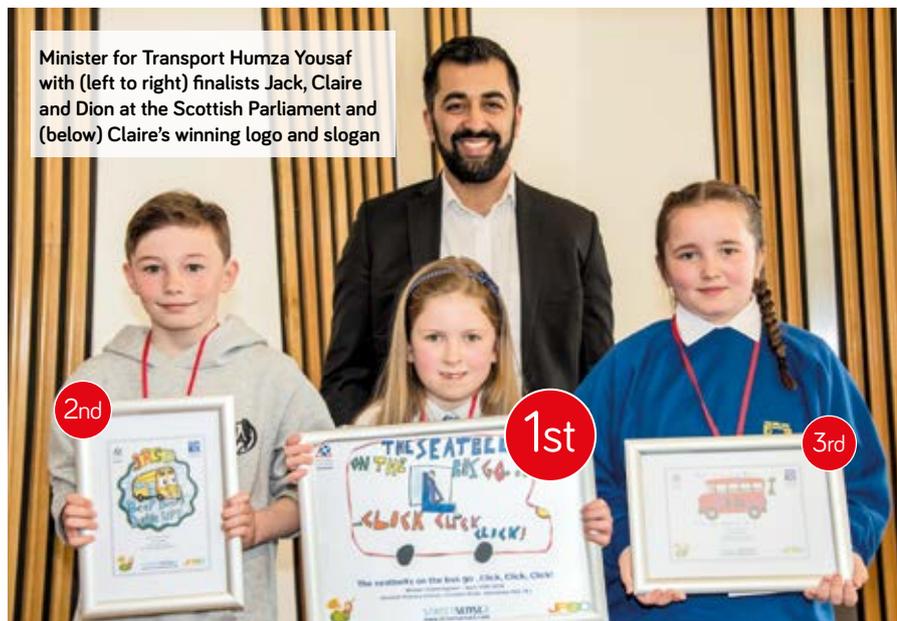
19-25 November – Road Safety Week, nationwide

This year's campaign will focus on safety on two wheels, encouraging road users to be Bike Smart through a range of activities.

roadsafetyweek.org.uk

CLAIRE CLICKS IN SEAT BELT CONTEST

Talented Renfrewshire pupil scoops first prize with her snappy logo and slogan, designed to encourage better safety on school transport



Schoolgirl Claire Ingram won a national Transport Scotland contest to help promote the wearing of seat belts on school transport.

The youngster, who attends Houston Primary School in Johnstone, Renfrewshire, beat the challenge of 250 other pupils with her colourful design.

Second place in the Seat Belt Design Competition went to Jack Parker from Law Primary School, North Berwick, while Dion Benson from Dalmilling Primary School in Ayr was third.

The contest invited primary school children to create a logo and slogan to spearhead a campaign to help fellow pupils understand the safety benefits of seat belts, instil positive lifelong habits around their

use, and promote good practice. Claire's logo and slogan will now be used to brand guidance and publicity materials, which will be sent out to schools across the country.

The three finalists were presented with framed versions of their artwork at the Scottish Parliament on 25 April, where they met Minister for Transport Humza Yousaf and Gillian Martin MSP.

The contest was created by Transport Scotland's Road Safety Framework team to help raise awareness of the new Seat Belts on School Transport (Scotland) Act which requires, for the first time, all dedicated school transport to be fitted with seat belts.

Mr Yousaf said: "It was important to run this competition. The Scottish Government is committed to achieving safer road travel

which is why we're urging pupils to wear a seat belt where one is provided on school transport.

"The Act will make sure one seat belt is provided per pupil as they travel to and from school. While it won't affect the law on the wearing of seat belts, which is a reserved matter, we've always been clear that it's an opportunity to promote successful approaches into seat belt wearing and wider awareness of this issue."



ZIGGY WINNERS A CLASS ACT

The winners have been revealed in Ziggy's BIG competition, which encouraged children to learn about road safety in a fun and creative way.

Organised by RSS, and open to all nurseries and primary 1 classes in Scotland, teachers were invited to take their children on a road safety walk, then submit photos and drawings about their trip. They were also asked to upload a video clip or recording of their class doing Ziggy's *Zab-a-Ding-a-Doo* safety song and dance.

Each winning class received a certificate and a Big-Point Recordable Button. The overall winner was the P1 class from Braehead Primary School, Aberdeen. The class will now receive a deluxe early years resource box and a personal visit from Ziggy, with their winning song and dance filmed and used to promote early level learning resources.

The other winners were as follows:

- **Aberdeenshire** – Nursery class, Hill of Banchory Nursery, Banchory
- **Angus** – Nursery PM class, Maisondieu Nursery Primary School, Brechin
- **Borders** – P1, Howdenburn Primary School, Jedburgh
- **Dumfries and Galloway** – Nursery class, Heathhall Early Learning and Childcare Centre, Dumfries
- **Dundee** – 3-5 years, Woodlea Children's Centre
- **East Ayrshire** – 3-5 group, Hurlford and Crookedholm Early Learning and Childcare Services, Hurlford
- **East Dunbartonshire** – P1, Meadowburn Primary School, Bishopbriggs
- **Edinburgh** – Nursery class, Prestonfield Primary School
- **Fife** – Nursery AM and PM class, Canongate Nursery, St Andrews
- **Glasgow** – Narnia class, Jimmy Dunnachie ELC, Arden
- **Highland** – P1p, Newton Park Primary, Wick
- **Inverclyde** – Inverkip Nursery class, Inverkip
- **North Lanarkshire** – Nursery class, Papillon Nursery Bellshill
- **Perth and Kinross** – 3-5 room, Footprints Nursery, Perth
- **Renfrewshire** – Pre-school class, 3 Bears Nursery, Renfrew
- **South Lanarkshire** – Room 3 primary 1/2, St Mary's Primary School, Hamilton

