

Road Safety Framework

# ACTION PLAN 2015 - 2020

DIRECTION

SCOTLAND'S AUTHORITY  
ON ROAD SAFETY SUMMER 16



# WELCOME

“Scotland’s drivers are being encouraged to play their part in reducing accidents and serious injuries on urban roads through a joint Scottish Government and Road Safety Scotland campaign, “In Town, Slow Down”. The initiative aims to address the increase in the number of pedestrians killed or seriously injured in Scotland over the past year. Recent stats show that 95 per cent of these casualties happen in built up areas. The ‘Slow Down’ campaign speaks to drivers and pedestrians, encouraging both to ‘look out’ for each other. **Drivers are seven times as likely to kill a pedestrian if they hit them at 30mph than at 20mph**, so it’s important to drive at an appropriate speed for the environment and the conditions, looking out for pedestrians at all times. Simple mistakes can have serious consequences.

IN T<sup>30</sup>OWN,  
SL<sup>25</sup>W D<sup>20</sup>OWN.



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### Submissions

The next edition of *Direction* will be published in **December 2016**. If you would like to contribute an article, interview or news report, please email [direction@resolve-creative.co.uk](mailto:direction@resolve-creative.co.uk)  
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Published by Resolve Creative Ltd, on behalf of Road Safety Scotland, Pentland House, 47 Robb's Loan, Edinburgh EH14 1TY

### Transport Minister

Humza Yousaf was appointed Minister for Transport and the Islands in the new Scottish Government.



Born in Glasgow in 1985, he was educated at Hutchesons' Grammar School and the University of Glasgow, graduating with a degree in Politics. He is also an alumnus of the US State Department's prestigious International Visitor Learning Programme.

He went on to work in the Scottish Parliament as an aide to the late Bashir Ahmad MSP before he was elected as an MSP for the Glasgow Region in May 2011. He was a Parliamentary Liaison Officer to former First Minister Alex Salmond MSP and was previously Minister for External Affairs and International Development, a post he held from September 2012.

# PROGRESS HIGHLIGHTED IN ANNUAL REPORT

Published in March, The Road Safety Framework Annual Report 2015 outlines progress towards the Scottish Government's road safety targets. It highlights the impact of initiatives such as drink drive legislation, introduced in December 2014; seatbelts on school transport; average speed cameras on the A9, and 20mph speed limits in city centre streets across Scotland.

Against the backdrop of these measures, the Report highlighted a rise in fatal and serious road accidents in Scotland in 2014, up from 1,589 in 2013 to 1,664.

Scottish Transport Statistics show that car traffic rose to 34.4 billion vehicle kilometres in 2014, up 600 million from the previous year, with 262,000 new vehicle registrations (of which 84 per cent were cars). This took the total of motor vehicles licensed in Scotland to 2.8 million.

The statistics also show that pedal cycle traffic saw a year-on-year rise of 3 per cent, to 339 million kilometres. Public transport journeys in 2014/15 topped 540 million: 77 per cent by bus, 17 per cent by rail, 4 per cent by air and 2 per cent by ferry.

Against the increase in traffic, the five-year average trend is still down, with 2,194 fatal and serious road accidents recorded in 2009. The underlying trend therefore reflects progress towards the Framework's vision for zero fatalities on Scotland's roads.

Scotland's Road Safety Framework was launched in 2010 and, in the summer of 2015, the Transport Minister Derek Mackay had called for a mid-term progress review. This is now complete and the Action Plan for the next five years has been published (see link). It will focus efforts to 2020 on three priority areas: speed and motorcyclists, younger and older drivers, and cyclists and pedestrians – with the Cycling Action Plan for Scotland targeting 10 per cent of all journeys by bike by 2020. The Scottish Government is investing more than £1bn annually in public transport and other sustainable transport options, to encourage people out of their cars and on to public transport, walking or cycling.

**> More than 3 million new vehicles were registered in Great Britain during 2015 – the highest figure in a decade.**

<http://bit.ly/1U7yPfm>



## AGE SHOULD BE NO BARRIER TO SAFE DRIVING

A new website – [www.olderdrivers.org.uk](http://www.olderdrivers.org.uk) – aims to help older people adapt to changes in their driving and stay safe on the road.

At last year's Road Safety Scotland Seminar, Dr Carol Hawley, Warwick Medical School, University of Warwick, highlighted that health and costs of motoring were the most cited reasons for drivers surrendering their licence; but almost half of women drivers who voluntarily gave up their licence (42 per cent) said they subsequently regretted the timing of that decision.

Launched by RoSPA, the new site gives tips on how people can maintain their freedom and independence. It aims to help drivers recognise whether and how their driving is changing, and offers advice for families or friends who are concerned about a loved one's driving.

Kevin Clinton, RoSPA's head of road safety, says: "There isn't an age at which we automatically become unsafe to drive. The aim of the website is to help older people to continue to drive for as long as they are safe to do so, and to provide advice on making the decision to retire from driving if they are no longer able to drive safely."

The site also helps older people understand

"There isn't an age at which we automatically become unsafe to drive. The aim of the website is to help older people to continue to drive for as long as they are safe to do so, and to provide advice on making the decision to retire from driving if they are no longer able to drive safely."

the law about health conditions and driving and explains how to renew their driving licence. Advice is also included on adapting cars; taking a driver assessment and what to consider when reviewing whether or not to retire from driving.

"The older we are, the more experience we have as drivers," adds Kevin. "This is one of the reasons why older drivers tend to be safer and more considerate drivers. However, eyesight, physical condition and reaction times may not be as good as they once were, and we may develop age-related conditions, or be taking medications, that can affect our driving."

[www.olderdrivers.org.uk](http://www.olderdrivers.org.uk)

TRAFFIC PLANNERS  
SHOULD STOP

SEEING RED

## OPINION: RICHARD WELLINGS

DR. WELLINGS IS DEPUTY ACADEMIC AND RESEARCH DIRECTOR AND HEAD OF TRANSPORT AT THE INSTITUTE OF ECONOMIC AFFAIRS.



**My proposition is simple: not only is a high proportion of traffic regulation detrimental to road safety, the economy and the environment, but it also imposes huge costs on road users, taxpayers and communities.**

In January, I co-authored a report entitled *'Seeing red: traffic controls and the economy'* with Martin Cassini. In it, we show that all too often traffic regulation in the UK has been introduced without analysing the full cost to road users and that policymakers approve schemes even when costs outweigh benefits.

From 2000 to 2013 the length of the entire road network in Britain increased by 1.3 per cent, but the number of traffic lights increased by some 25 per cent. (Precise national level data on the number of traffic lights is difficult to obtain.) In the same period, the number of junctions controlled by signals rose to about 15,000, with a further 18,000 pedestrian crossings.

The road network is vital for the UK economy. We estimate, using 2014 DFT webTAG estimates adjusted to 2015 prices, that just a two-minute delay to every trip by road equates to a loss of approximately £16bn a year. There is therefore a strong economic case for strategies that harness voluntary cooperation among road users.

This alternative approach is best known as 'shared space', which is about integration rather than segregation. 'Shared space' schemes show the transformational benefits of this unregulated, design approach.

The UK's first 'fully functioning shared space scheme' was introduced in 2008, in Ashford in Kent. The town's ring road was redesigned, which led to a 41 per cent drop in injury accidents in the three years following completion. Early evidence suggests that congestion has also fallen, despite a small increase in traffic flows.

Conventional traffic infrastructure such

as traffic lights, road markings, railings and bollards, has no place in shared space. Drivers behave differently once freed of vexatious regulation. They see pedestrians and cyclists as fellow road users, and make common cause: it becomes a case of 'After you' instead of 'Get out of my way!'

The top-down approach applied to traffic management nationally does not reflect diversity of circumstance and preference, and a high proportion of traffic lights should be replaced by filter-in-turn or all-way give-ways. Culling such infrastructure would deliver substantial economic and social benefits.

<http://bit.ly/1UFDNmw>

# CELEBRATING SCHOOL CROSSING SAFETY

**'Toucans and Lollipops', a major new display at Riverside Museum in Glasgow, tells the story of road safety since the 1950s, using one element that has remained constant throughout – the lollipop person.**

The curators opted to celebrate these unsung heroes, officially known as school crossing patrol workers, because they are crucial to the safety of children. By speaking with a number of serving lollipop people, and presenting their stories alongside iconic objects including their uniform and stick, the display will instantly appeal to the primary school children it is targeting.

Lollipop lady Betty Martin, and children from Elmvale Primary in Glasgow, were given a sneak preview in May, as they feature in the new display.

"I love the job," said Betty. "I love seeing the children grow up. Some I took across the road in Primary 1 are up in the Academy now; some are even at college. It's always nice to see them. And the mothers are so, so kind; they appreciate what we do."

Glasgow has 360 school crossing patrol workers. "I think of us as the guardians of the road," added Betty. "I'm delighted to see this new display celebrate the work we do, and I think children will love it too. If it helps them take care while crossing the road, then it's done its job."

In a unique move for Riverside Museum,

the display structure has been adapted to create a miniature roadway, complete with a fully functional Toucan Traffic Light Crossing System, which visitors can cross courtesy of Siemens Plc.

Adding to the atmosphere is an audio soundscape between a Glasgow lollipop lady and some local schoolchildren, accompanied by the sounds of busy traffic and car horns, to remind young visitors that the road is a dangerous place. It is hoped that this hands-on, interactive interpretation, will engage pupils.

Alongside Betty's uniform, the display features items such as a poster from the 1930s, a 'Teddy Tells You How to Be Safe' booklet (1952), a much-loved 'How Tufty Crosses the Road' leaflet (1974) and a 'Road Sense' Early Learning Ladybird book (1977). These are complemented by popular contemporary road safety objects, including a 'Go Safe With Ziggy' soft toy.

An activity pack on road safety has been produced by Riverside Museum, in partnership with Go Safe Glasgow and the exhibition now features in the museum's Learning and Access programme.

"Road safety is a deadly serious issue, especially for our children," said Councillor Archie Graham, Chair of Glasgow Life and depute leader of Glasgow City Council. "This engaging, hands-on display is an innovative way to tackle a very important subject."

[www.glasgowmuseums.com](http://www.glasgowmuseums.com)



95 per cent of crashes involve driver error. The Volvo XC70, demonstrated at last year's Seminar, can override the driver to stop safely if required.

## THE FUTURE WILL BE DIFFERENT

**Motoring always innovates: but the next few years look likely to bring some truly fundamental changes – with the arrival of autonomous vehicles being perhaps the most profound shift of all. Would you be happy for a driverless taxi to run you home from a restaurant? Or a driverless delivery van to bring your pizza or a new dishwasher to your door?**

Much of the technology for this is already available: indeed in his 2016 budget speech, George Osborne confirmed funding for a trial of driverless lorries on British roads, which is likely to take place within months rather than years. It follows a successful trial staged last year on public roads in Germany. A stretch of the M6, close to Carlisle, is one of the proposed test sites.

The UK Government has said it wants the UK to be “a global centre for excellence in connected and autonomous vehicles,” (CAV) and the Transport Research Laboratory has launched a real world ‘Living Lab’ environment where CAV services and processes can be safely developed, evaluated and integrated within the local community. The UK Smart Mobility Living Lab @ Greenwich now enables vehicles and technologies to be tested in real-world scenarios.

In a recent report, The Institution of Mechanical Engineers (IMechE) stated: “removing the drivers from our vehicles should ultimately mean there are less crashes on our roads.” Philippa Oldham, head of transport at the Institution, and lead author of the report, adds: “The benefits to this sort of technology are huge, with estimates that the overall UK economic benefit could be as much as £51bn a year, due to fewer accidents,

improved productivity and increased trade.

“Currently 95 per cent of all crashes happen due to driver error, so it makes sense for Government, industry and academia to redouble efforts to look at how we phase out human involvement in driving vehicles.”

In June of this year, a conference organised by PACTS – the Parliamentary Advisory Council for Transport Safety – focused on good practice in the design and operation of safer vehicles, with speakers including Matthew Avery from Thatcham Research, who spoke on the subject at the 2015 RSS Seminar (see last issue) and brought a Volvo XC70 demonstrator – for delegates to experience.

The PACTS conference covered buses, cars, HGVs and even motorcycles, with an emphasis on reducing vulnerable road user casualties. It sought to identify opportunities to promote the development and uptake of safer vehicles through public policy at UK, EC and international level.

Proponents argue that autonomous fleets of lorries could bring economic and environmental benefits, as well as improving safety. Worldwide, the European truck industry leads the field in terms of smart driving and the Dutch government promoted a European Truck ‘Platooning’ challenge in 2015. It saw a dozen self-driving trucks cover 1000 miles, crossing several European borders. Research firm TNO estimates that trucks use 15 per cent less fuel when they are ‘platooning’, and deliveries can be made faster as the fleet has no need for sleep/rest stops.



## STEEP LEARNING CURVE FOR NEWLY-QUALIFIED DRIVERS

**A study from Co-op Insurance suggests that one-in-three young drivers in the UK believe the driving test “doesn't fully prepare them for driving”.**

Of the 1,000 young drivers interviewed, aged 17-25, 35 per cent felt only 'partly prepared' to drive on their own after passing their test.

75 per cent want motorway driving added to the test, and 57 per cent want night driving included. Half support a mandatory number of lessons before being able to take a test, and 39 per cent believe that using sat-nav should also be included.

That said, 98 per cent of those questioned consider themselves to be safe drivers. In contrast, when asked to rate their peers' driving, 70 per cent agreed with the generalisation that young people are more dangerous than other age groups.

James Hillon of Co-op Insurance, said: "It's extremely

important for road safety that anyone who passes their driving test, regardless of age, feels comfortable and equipped to drive on the roads unsupervised. Insurers have a key role to play in keeping the UK's roads safe, with telematics technology playing an important role. We believe that educating people about their own driving styles, and where improvements can be made, is an invaluable tool in combating bad driving behaviours."

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<http://bit.ly/1S9t0x0>



## MOBILE PHONE MESSAGE GETS THUMBS UP

**Getting drivers to switch off their mobile phone is a key safety message. More than a decade after their use was made illegal without appropriate hands free equipment, research for Transport Scotland in 2014 found 1.6% of drivers still using a mobile while driving (either held to their ear or in their hand).**

This year, the second My Red Thumb campaign sought to encourage people to change their habits, and offered behavioural change techniques to help.

#MyRedThumb used Thunderclap, a crowdspeaking platform, to propel its message to an initial audience of more than 400,000 users on 12 May.

The campaign was created in 2015 by the road safety team in Devon and takes its inspiration from an American campaign that encourages drivers to paint their thumb red to resist the temptation to text while driving.



[myredthumb.com](http://myredthumb.com)



# 6 PRIORITIES FOR CAMPAIGN

Across the UK, five people are killed every single day by something we already know how to cure. Britain's roads are dangerous places, where hundreds of deaths and serious injuries take place every week.

But by changing our own driving behaviour, we can each help to make our villages, towns and cities safer places to be. Every action that we take as a driver, or as a passenger, can change the outcome of a journey and the future of a family.

That's why the Brake Pledge for Road Safety Week 2016 (21-27 November) covers six elements: Slow, Sober, Secure, Silent, Sharp and Sustainable.

Show your own commitment to saving lives and keeping our roads safe by taking Brake's Pledge: anyone can join in – individuals, businesses and community organisations. Non-drivers too can take the Pledge, promising to help drivers stick to the six Pledge points.

So take action, make a difference, and Pledge to do six simple things to save lives this November. Register now to be part

of Road Safety Week 2016 and get a free electronic action pack.

### Brake's 6 Priorities:

- **Slow:** Breaking the speed limit or travelling too fast for the conditions is recorded by police at crash scenes as a contributory factor in more than one in four (27 per cent) of fatal crashes in Great Britain and speed is one of the three priorities for Scotland's Framework Action Plan over the next five years.
- **Sober:** Having even one drink before getting behind the wheel can affect your ability to drive. In 2013, 11 per cent of drivers/motorcycle riders killed in a crash had alcohol present in their body, even though they weren't over the legal blood-alcohol limit. In the UK, one in seven road deaths are at the hands of someone who has driven while over the limit and Scotland's lower limit is making a difference to driver behaviour.
- **Secure:** Seat belts are still seen as an inconvenience by some drivers, yet

using one reduces the chance of dying in a crash by 50 per cent. Car seats for younger children are also vital and proper fitting can be checked through the annual clinics from [goodeggcarsafety.com](http://goodeggcarsafety.com).

- **Silent:** Drivers who perform a complex secondary task while at the wheel, like using a mobile, are three times more likely to crash than non-distracted drivers.
- **Sharp:** Booking a regular eye test should be at the top of every driver's to-do list. Road crashes caused by poor driver vision are estimated to cause 2,900 casualties and cost £33m in the UK per year.
- **Sustainable:** By minimising the amount we all drive and instead choosing to walk, cycle or use public transport, we are each making our communities safer places, and doing the best we can for the environment and our individual health.

[www.roadsafetyweek.org.uk](http://www.roadsafetyweek.org.uk)

## DELIVERING A CLEAR MESSAGE ACROSS EUROPE

**Project EDWARD - or 'European day without a road death' - will take place on Wednesday 21 September.**

Launching the initiative, Ruth Purdie, general secretary of TISPOL, the European Traffic Police Network, said: "We believe Project Edward has the potential to generate significant interest – from policymakers, road safety professionals, politicians, police officers, manufacturers and the general public.

"It offers an excellent

opportunity to re-energise everyone's efforts to work towards the 2020 casualty reduction targets, as well as offering to raise the profile of road safety significantly.

"Of course, we know that there is a great deal of excellent road safety and casualty reduction work going on across Europe every single day. One of our aims is to highlight that work and its vital importance to the safety of European citizens."

Earlier this year, TISPOL organised a 24-hour 'Speed

Marathon' across Europe.

The initiative, on 21 April, formed part of a week-long enforcement operation that focused on preventing speeding, which is the single biggest factor in fatal road collisions.

"We wanted drivers to think about the speeds they choose," said Aidan Reid, TISPOL president. "By doing so, they reduce the risks they face and the risks they pose to other road users. Speeds must be both legal, and appropriate for the conditions."



# TOUR DE FORCE PROMOTING JUNIOR CYCLING

**Cycling is cheap, healthy, efficient, environmentally-friendly and fun. As a mode of transport, what's not to like?**

While cycling has increased in popularity year-on-year, the Scottish Government's Cycling Action Plan targets 10 per cent of all journeys being made by bike by 2020. Bikeability Plus is a suite of activities and extra training, announced in March, which helps more children cycle more often. It is based around the on-going national Bikeability programme.

Bikeability Scotland is managed by Cycling Scotland and the national cycle training scheme aims to give children the skills and confidence needed to cycle safely on the roads, and to encourage them to carry on cycling into adulthood. Under

Bikeability Plus, the government funded five additional pilot initiatives this spring, with support from local authorities.

Bikeability Start targeted pupils in P1- P4, and aimed to get them involved with bikes. The trial, with Bankier Primary in Falkirk, used games-based learning to get the pupils active. "Some had a bit of experience, but many were completely new to cycling," explained Joe Shaw, education development officer with Cycling Scotland. "Whatever their level of experience, the games helped build bike-handling skills in a safe environment and the feedback was that everyone really enjoyed the day."

The first session was run with pupils in P4, and a follow on session ran for P2: "that allowed us to compare how the sessions work with different year groups."

Bikeability Fix focuses on basic maintenance and repair skills. It was trialled at Barassie Primary, in South Ayrshire, and both Goodlyburn and Pitlochry primaries in Perth & Kinross. Sessions delivered by tutors from Perth Bike Station and Glasgow Bike Station addressed a barrier that

prevents many children cycling. "In this case, it gave them the confidence to get out an old bike, which might be languishing in the garage, and get it back on the road."

Bikeability Recycle also addressed access to a suitable bike. Running at St Mary's Bannockburn, it saw Recycle Bike Stirling offer to fix any bikes brought into school during the offer period, for free. The bikes were then returned to their owners or donated to the school.

Bikeability Parents engaged parents with the cycling agenda. "We ran sessions at Newton Primary, Dunblane on Sunday afternoons, and invited parents and their children from P4 up, which proved very successful."

May also saw three primary schools in South Lanarkshire organise bike rides to celebrate the confidence children had gained in cycling. One group rode to their feeder secondary school, one went on an outing to a local castle and the final group went to a local park. The message was clear: anytime and anywhere, cycling is a fun way to travel.

[www.bikeabilityscotland.org](http://www.bikeabilityscotland.org)

Pupils from South Lanarkshire – left – were happy to show that cycling is a fun way to travel in May.



# THINK BIKERS!

Motorcyclists make up one per cent of Scotland's road traffic, but account for 15 per cent of fatalities. This summer, Police Scotland will be actively engaging with bikers to promote safe riding: "Events like the British Superbike Championship Races Challenge, at Knockhill in June, and Thunder in the Glen in August, offer us a chance to speak to riders," says Inspector Ian Paul, Head of Motorcycle Unit, Police Scotland. "We understand the appeal, but if something goes wrong on a bike you rarely get a second chance. That's why the message to slow down on left hand bends in particular remains vital in order to 'live fast and die old'.

The Live Fast, Die Old campaign, launched in 2015, will again focus on how to keep safe throughout the season, while not taking away from the enjoyment. It is aimed primarily at 40 to 49 year-old male riders. 2015 data from Police Scotland highlights that male bikers in this age group are most at risk.

Last year, 27 per cent of all fatal crashes happened whilst overtaking and the campaign offers tips for safe overtaking:

- Always be patient and leave a margin of safety to allow for errors
  - Don't overtake when you can't see far enough ahead
  - Avoid causing other vehicles to alter position or speed
- Always ensure you can move back to the nearside in plenty of time
  - Always be ready to abandon overtaking if a new hazard comes into view
  - Don't overtake in situations where you might come into conflict with other road users
  - Make sure there is a safe gap in front of the vehicle you are overtaking



<http://livefastdieold.scot>

## EVIDENCE BACKS INCREASE IN CYCLING INFRASTRUCTURE

Investment in cycling infrastructure has clear economic value. That is the finding of an independent evidence review conducted recently for the DfT. Based on national and international evidence, the review highlights:

- high density, cycle friendly urban design can support economic growth
- subsequent infrastructure maintenance costs reduce
- cycle parking allows 5 times more retail spend than the same space for car parking
- cycle friendly neighbourhoods can have greater retail spend

A second Evidence Review also identified a clear preference by potential cyclists for cycle lanes to be separate from busy or fast motor traffic. The proposition that creating such routes can increase overall cycling levels is supported in other intervention studies. It appears women, and older cyclists generally, are more likely to have a preference to cycle if cycle lanes are separated from motor traffic.

A related Co-Benefits Model (CBM) and Transport and Health Assessment Tool (THAT) provide evidence on the health, mode shift, and carbon impacts, if the number of regular cyclists or e-bikers increases. It indicates that if non-cyclists had the same propensity to cycle as current cyclists there would be a 6% reduction in years of life lost due to premature mortality.

<http://bit.ly/1qJbZTC>

## DRIVERS COULD SAVE LIVES AS FIRST RESPONDERS

With the backing of the British Red Cross and St John's Ambulance, The Driving Licence (Mandatory First Aid Training) Bill was tabled before the House of Commons on 8 March.

If successful, it will require prospective drivers in the UK to undergo a four-hour practical first-aid course, to be run by an approved provider, before they can be granted a driving licence.

A recent survey conducted for St John Ambulance found that 59

per cent of people would not feel confident enough to save a life, while 24 per cent said they would do nothing at the scene of an accident until an ambulance arrived. However, the World Health Organisation claims that 50 per cent of deaths from road collisions occur within a few minutes of the crash, leaving no time for paramedics to intervene.

Countries including Germany, Switzerland, Czech Republic and Austria already have similar laws in place.





# CHILD SAFETY WEEK HIGHLIGHTS RISK OF TECHNOLOGY

This year's Child Safety Week ran from 6-12 June, organised by the Child Accident Prevention Trust, and the theme was 'Turn Off Technology'.

The campaign is not specific to road safety, but Safer Scotland is an official sponsor and Road Safety Scotland supported the campaign. Its timing did help focus attention on road safety at a key point of year. A recent survey by the RAC Foundation found that more children are killed or seriously injured (KSI) during the summer than in winter.

Their findings were based on average UK figures for the five year period 2010-14, which show that the highest number of KSIs among children (0-15 years) occurred in July (227) – considerably higher than the figure for December (122) or January (142). More than half (57 per cent) of all KSIs happened in the six months from April to September.

In Scotland, the 2014 Annual Statistics published last October, show that child casualties of all severities halved on Scotland's roads between 2004 and 2014, falling from 2,395 to 1,034. But in 2014 three child pedestrians were killed on Scotland's roads, and 116 were seriously injured.

The RAC Foundation says the summer peak in child casualties is likely to be down

to better weather and longer days, meaning more young people play outside with their friends and cycle or walk to school. Other findings revealed that 40 per cent of all child road casualties in the UK are pedestrians.

Technology distractions can include mobile use by drivers, but other risks include the increasing use of headphones by pedestrians or cyclists. A campaign to highlight that risk was launched in the Spring. 'Stop Pause Look Listen' is designed to raise awareness of the importance of concentration by all road users, and the driving force behind the campaign is Dona Unsworth. She lost her 18-year-old son, Jack, in January 2015, after he was hit by a truck, when crossing a road in Manchester. Jack was wearing headphones at the time and Dona hopes a film, produced in association with media students from Salford University, and the site [stoppauselooklisten.com](http://stoppauselooklisten.com) will highlight the specific dangers of headphones and mobile phone technology.

In 2015, Child Safety Week activities reached more than 9,000 children, young people, parents and carers across Scotland. Nine in ten parents said they learnt something new and did something different as a result.

[www.childsafetyweek.org.uk](http://www.childsafetyweek.org.uk)

## UPCOMING EVENTS

### MAKE A DATE

Road Safety Scotland will be attending events throughout the summer. Please come and say hello.

### ROAD SAFETY SEMINAR

26 October, Stirling Court Hotel. A one-day only event this year. The keynote address will be delivered by Transport Scotland's new chief executive Roy Brennan.

### SCOTTISH GOOD EGG IN-CAR SAFETY

Summer 2016  
This annual campaign continues to raise awareness of the dangers of transporting unrestrained or incorrectly restrained children in vehicles. Find a local clinic near you this summer and discover if your child seats are fitted correctly, for free.

[www.goodeggcarsafety.com/scotland/incar/car\\_clinics](http://www.goodeggcarsafety.com/scotland/incar/car_clinics)

### SCOTTISH CAR SHOW

18 July, Royal Highland Centre  
[www.scottishcarshow.com](http://www.scottishcarshow.com)

### IGNITION FESTIVAL

5-7 August, SECC Glasgow  
[www.ignitionfestival.co.uk](http://www.ignitionfestival.co.uk)

### THE SCOTTISH LEARNING FESTIVAL

Registration is open for SLF 2016, which will take place on 21 and 22 September. Keynote speakers will include Scotland's new Education Minister, John Swinney, MSP.

"WHAT OUR CHILDREN LEARN NOW, COULD LAST THEM A LIFETIME"

RSS will be exhibiting once again, promoting road safety learning resources from early level through to senior phase. Last year, more than 3,000 practitioners attended from across a wide range of educational settings, including early years, primary, secondary, colleges and community learning and development.

[www.educationscotland.gov.uk](http://www.educationscotland.gov.uk)

### CHILDREN IN SCOTLAND

2-3 November, Cumbernauld  
This annual conference, held in partnership with North Lanarkshire Council, will focus on best practice, partnership working and current research across key areas including: Childcare and Early Education, and Education and Attainment.

[www.childreninscotland.org.uk](http://www.childreninscotland.org.uk)

## ROAD SAFETY KNOWLEDGE CENTRE

### ROAD TRAFFIC LAW ENFORCEMENT (REPORT):

This report into the enforcement of UK road laws concluded that the falling number of recorded crimes on Britain's roads does not represent a reduction in offences being committed. The report concludes that engineering and education "must be backed up by effective enforcement".

<http://bit.ly/1ONcRgB>

Increasing the length of time traffic lights are on amber has the potential to improve road safety, according to new research.

<http://bit.ly/1WGo3TI>

### AWARENESS FOR RIDERS:

New statistics published by the British Horse Society.

<http://bit.ly/1reCBwa>

### PARTNERSHIP WORKING

At the 2016 First Car Young Driver Awards the partnership scheme award went to Fife Council for Safe Drive Stay Alive, an annual multi-agency road safety event.

<http://bit.ly/1VaatB>

### ACTIVE COMMUTING AND OBESITY IN MID-LIFE (REPORT):

This study of more than 150,000 UK adults aged 40 years and over revealed that those who walk, cycle or use public transport for their journey to work tend to be slimmer than commuters who travel by car. The study identifies cycling as the best means of keeping in shape.

<http://bit.ly/1XUCMtN>