



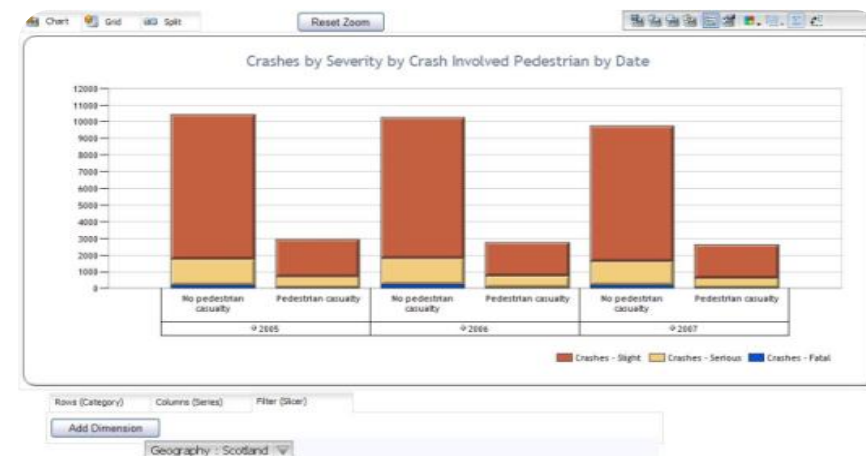
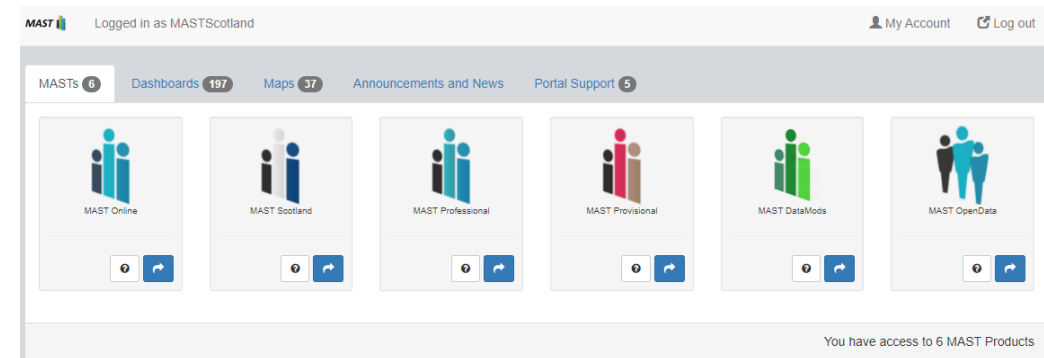
MAST ONLINE FOR SCOTLAND

A COMPLETE DATA PLATFORM FOR ANALYSIS AND INSIGHT



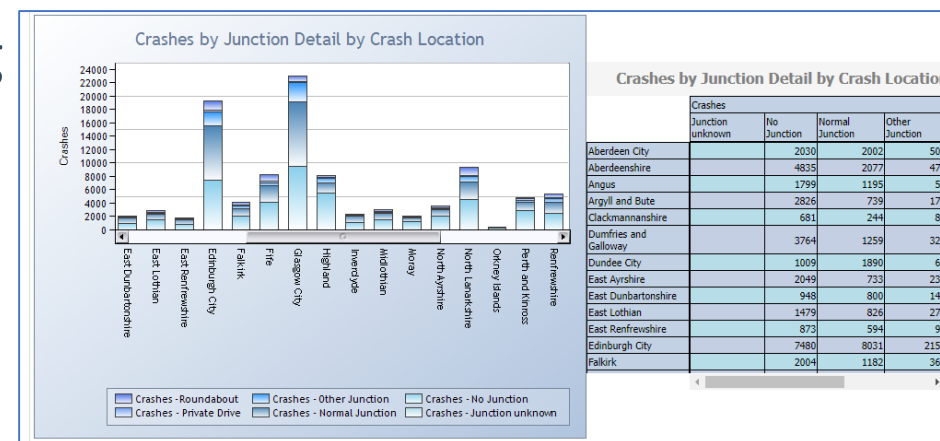
WHAT IS MAST?

- Flexible online data platform
 - Full STATS19 for Scotland and GB
 - Integrated with other datasets
- National membership
 - free access for all
- Simple user interface
 - Dashboards and maps for fast answers
 - Data cubes for flexible analysis
 - Unlimited download
- Award winning



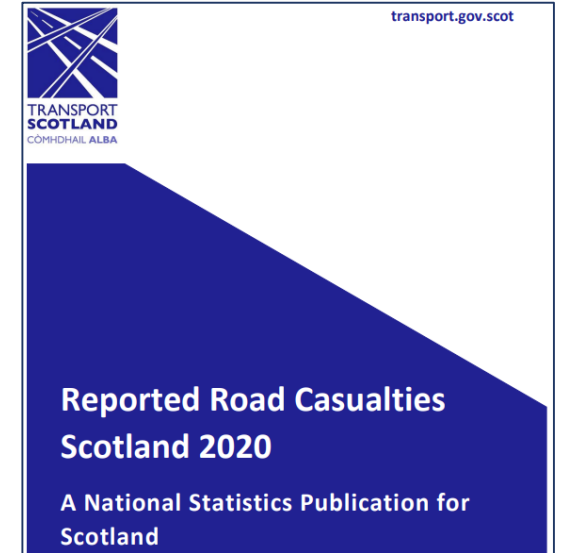
WHAT IS MAST FOR?

- **Trend analysis**
 - Local, national and comparative
 - Allows for severity adjustments
- **Management information**
 - **Insight** for improved targeting
 - **Intelligence led** intervention planning
 - **Route analysis**
- **Reports the way you want them**
 - Both fast access and total user choice
 - Fully **downloadable**



WHAT IS IN MAST?

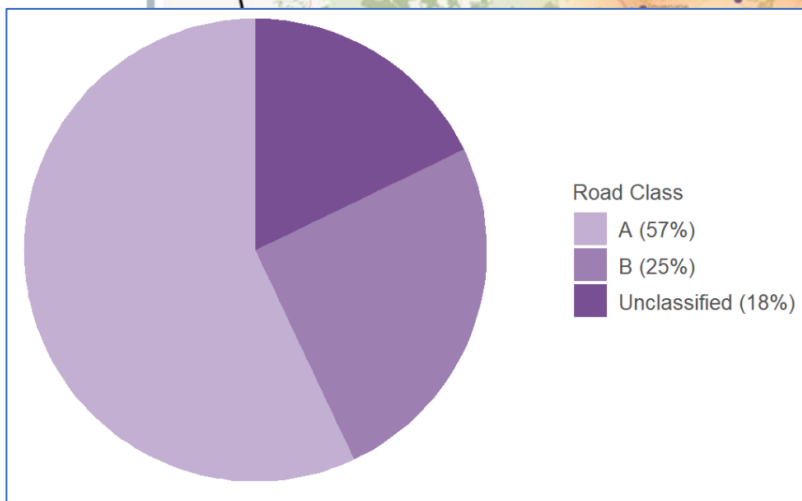
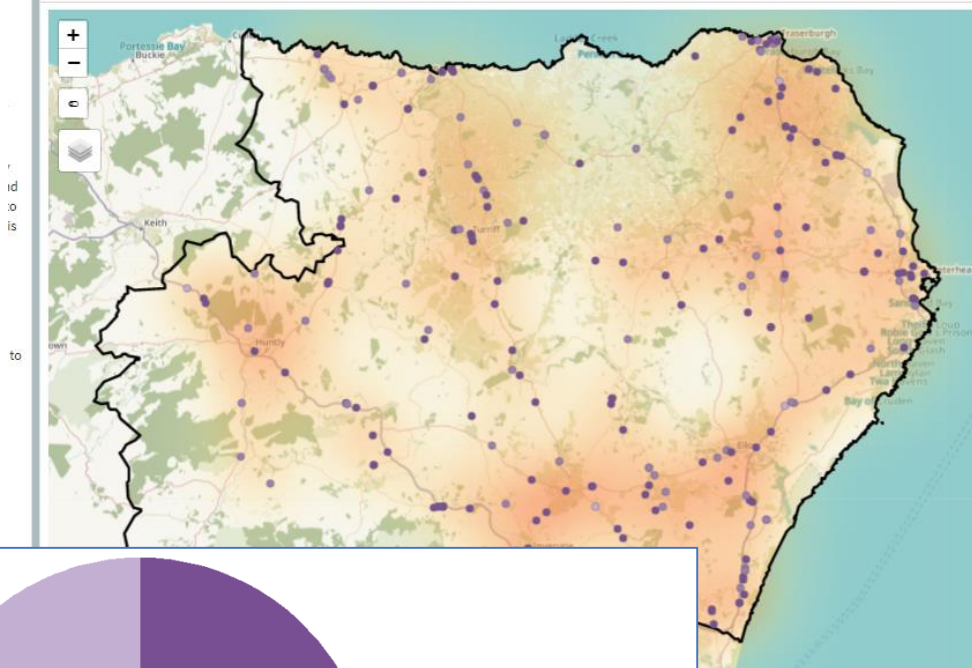
- Full data from **Road Casualties Scotland**
 - Updated annually
- Full data from **Road Casualties GB**
 - Updated biannually
 - Statistical severity adjustments
- Contributory factors
- Driver and casualty **demographics**
 - Residency
 - Deprivation
 - Rurality
- **Socio demographic** classification
 - Mosaic 7



HEADLINER DASHBOARDS

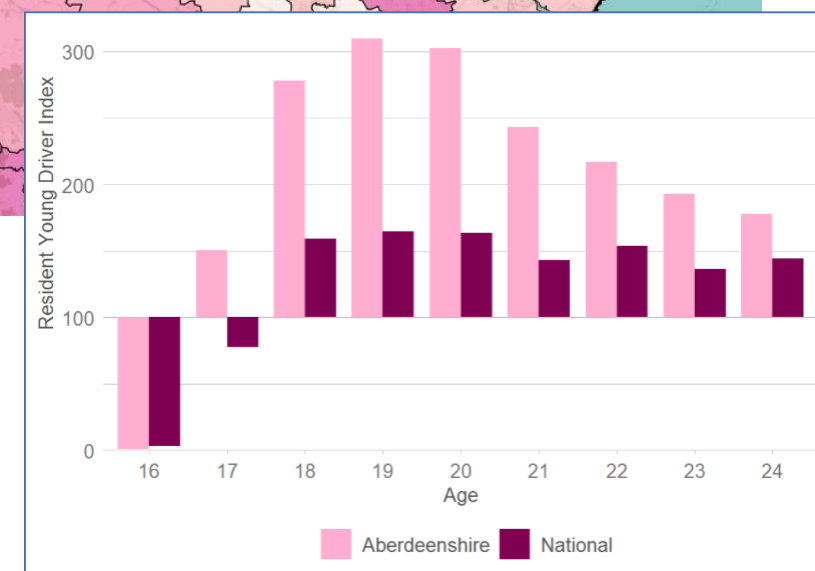
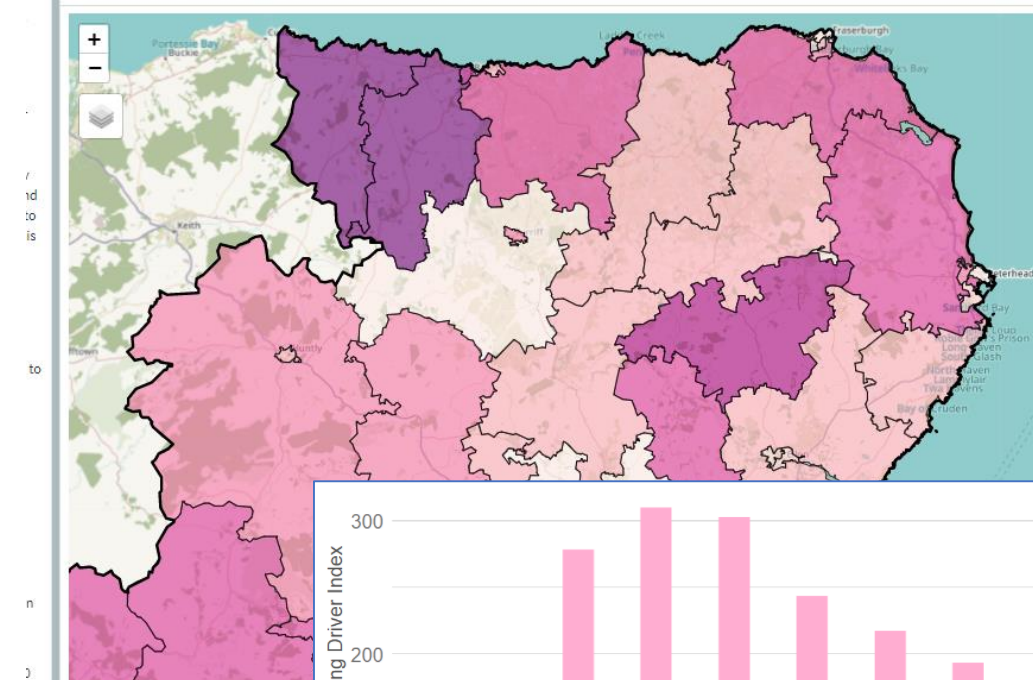
Aberdeenshire Young Drivers Dashboard Summary What Where When How Who Data Quality

Fig. 7 Young driver-involved collisions

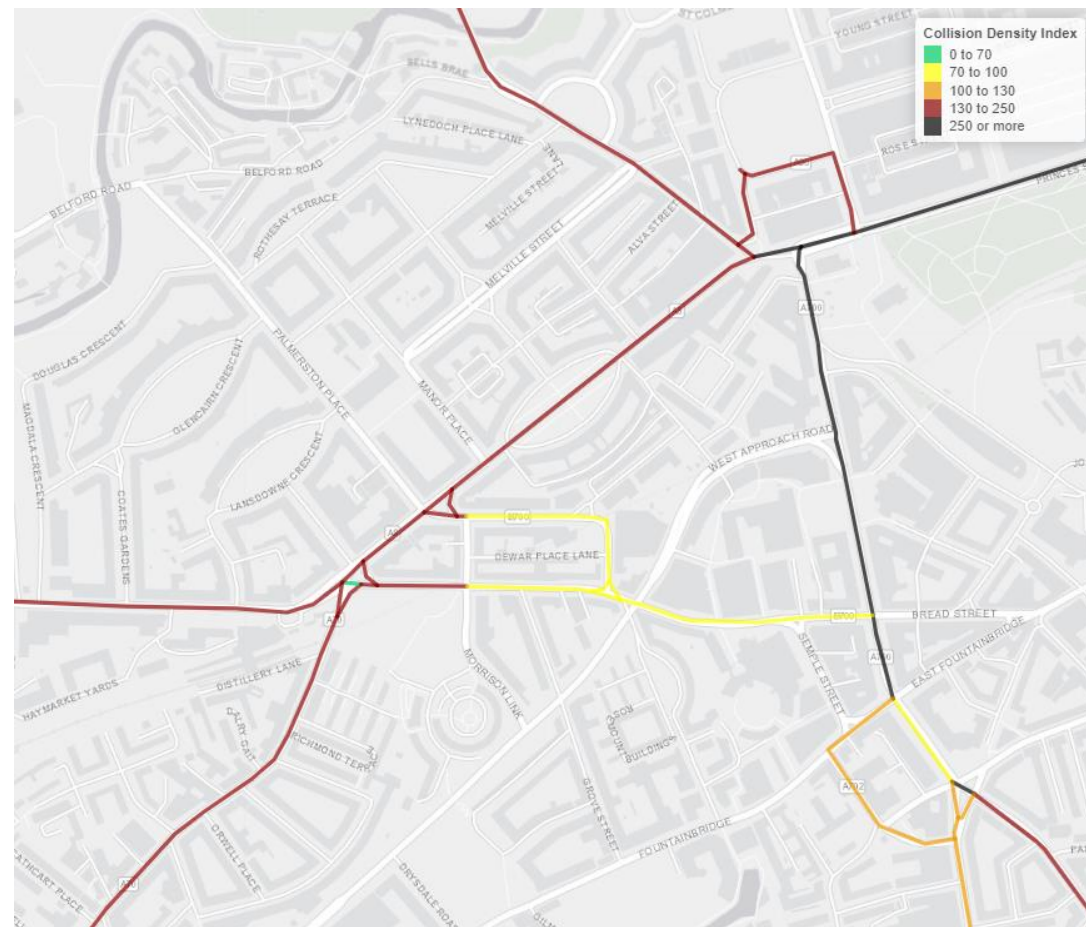


Aberdeenshire Young Drivers Dashboard Summary What Where When How Who Data Quality

Fig. 3 Collision-involved resident young drivers per 100,000 population by MSOA



MAPS



MANY MASTS

- **Single login provides full and unlimited access**
 - <https://roadsafetyanalysis.org/>
 - Scotland public sector new users: email membership@roadsafetyanalysis.org
- **MAST Scotland**
 - Matches Road Casualties Scotland
- **MAST Online**
 - Matches Road Casualties GB
- **MAST DataMods**
 - Statistical severity adjustment for injury-based reporting
- **MAST Professional**
 - Contributory factor analysis
- **MAST Provisional**
 - GB biannual updates



ABOUT MOSAIC

- Socio demographic classification system
 - Created by Experian
- Defines communities
 - 15 Groups
 - 66 Types (3 to 7 in each Group)
 - By dominant Type in each postcode
- Based on hundreds of different sources
- Updated annually
 - Recent complete revision of segmentation



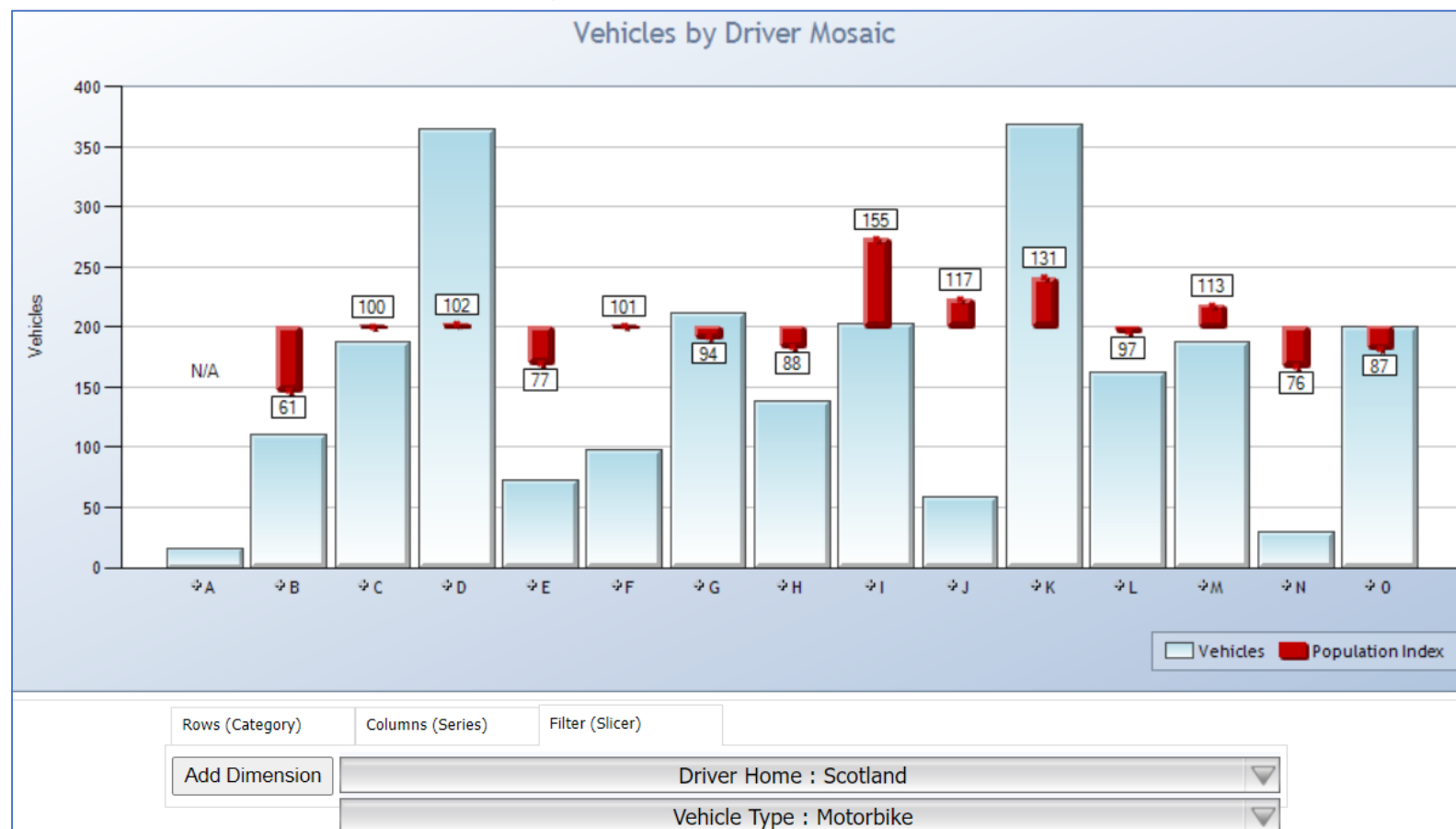
Mosaic | UK

K Municipal Tenants	K44	Inner City Stalwarts
	K45	City Diversity
	K46	High Rise Residents
	K47	Single Essentials
	K48	Mature Workers

ABOUT MOSAIC

- Mosaic Profile - Groups

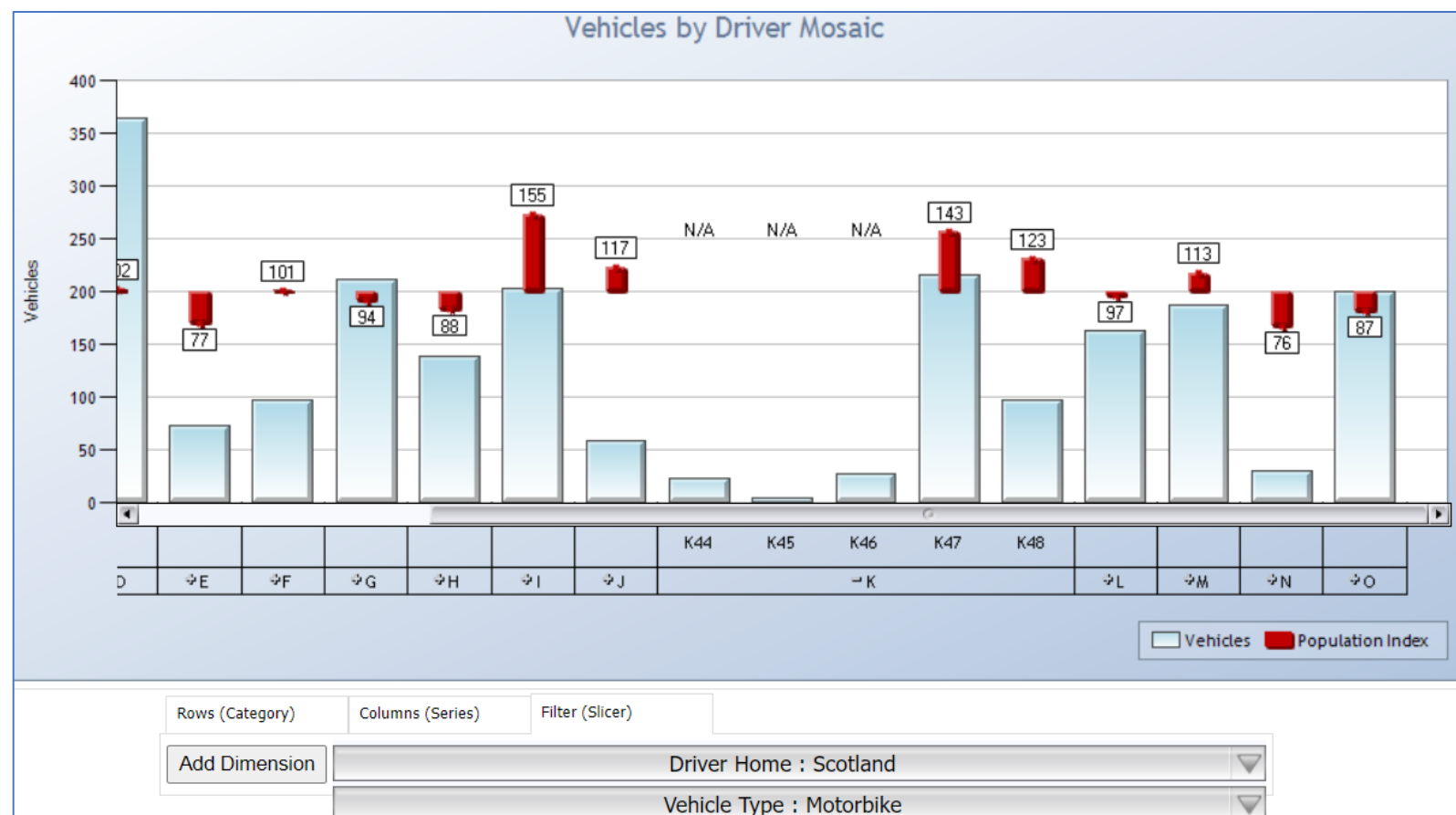
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ABOUT MOSAIC

- Mosaic Profile - Types

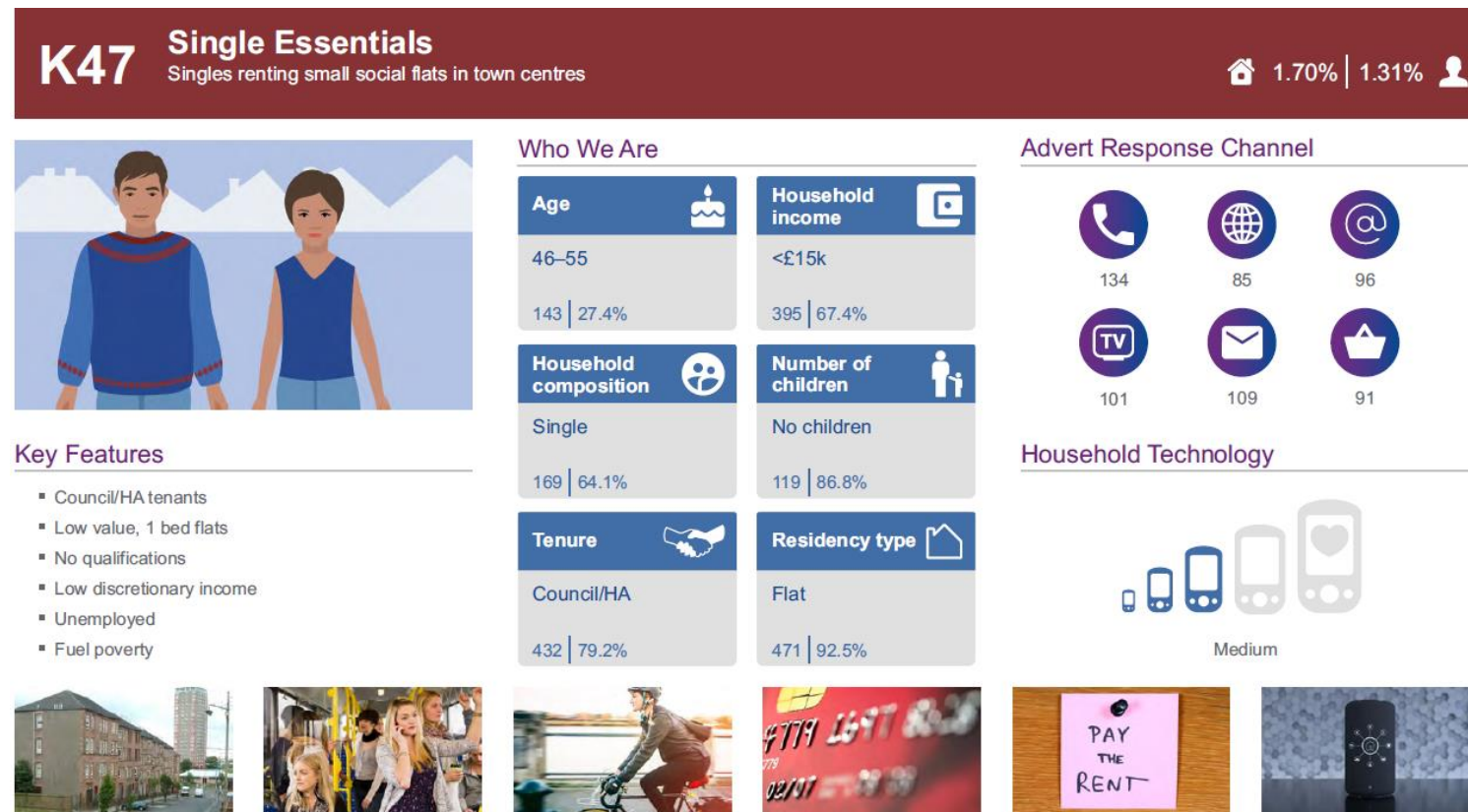
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	K45	City Diversity
	K46	High Rise Residents
	K47	Single Essentials
	K48	Mature Workers



ABOUT MOSAIC

- Detailed profiles
 - Key features
 - Housing
 - Deprivation
 - Education
 - Best channels

Age		
Mean age of heads of HH		44 Yrs
Median age of adults		42 Yrs
Mean age of adults		42 Yrs
18-25		7.2%
26-35		26.0%
36-45		25.1%
46-55		27.4%
56-65		12.5%
66+		1.8%



BESPOKE ANALYSIS

- **Residency**
 - Intermediate DZ

Vehicles by Crash Severity Detailed by Driver Home

	Vehicles								
	KSI						Slight	Total	
	Fatal	Serious				Total			
		Serious_Vr	Serious_Md	Serious_Ls	Serious_NK				Total
Glasgow City_Blairdardie East					2	2	2	11	13
Glasgow City_Pollok North and East	1						1	12	13
Glasgow City_Nitshill				1	5	6	6	6	12
Glasgow City_Mosspark				1	2	3	3	8	11
Glasgow City_Springburn					5	5	5	5	10
Glasgow City_Battlefield					3	3	3	6	9
Glasgow City_Carntyne					2	2	2	7	9
Glasgow City_Craigend and Ruchazie					5	5	5	4	9
Glasgow City_Govan and Linthouse								9	9
Glasgow City_Govanhill West					1	1	1	8	9
Glasgow City_North Barlanark and Easterhouse South					2	2	2	7	9

Rows (Category)

Columns (Series)

Filter (Slicer)

Add Dimension

Crash Location : G_ScotGlas

Vehicle Type : Motorbike

BESPOKE ANALYSIS

- Detailed injury

				Casualties			
				2018	2019	2020	Total
- KSI	+ Fatal				1	4	5
	- Serious_Ls	Leg_Fract		4	5	9	
		Arm_Fract		1	5	6	
		Head_Oth			1	1	
		Total		5	11	16	
	- Serious_Md	Pelvis_Sev		1	1	2	
		Chest_Oth		1	1	2	
		Penetrate		1		1	
		Total		3	2	5	
	- Serious_Vr	Neck_Break			1	1	
		Chest_Sev			1	1	
		Total			2	2	

Rows (Category)

Columns (Series)

Filter (Slicer)

Add Dimension

Crash Location : G_ScotGlas

Casualty Class : InVehicle

Casualty Related Vehicle Type : Motorbike

BESPOKE ANALYSIS

- Contributory factors

Filter (Slicer)
Crash Location : G_ScotGlas
Crash Involved Motorcycle : MC_Involved

			Crashes Count															
			2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
+	No	+ No	65	54	52	59	39	43	52	42	41	51	46	40	45	35	18	
		+ Yes		1														
	Yes	+ No	5	2		2	1	1	1	1	2	4	3	4	3		2	
		+ Yes																
+	Yes	+ No	2	2	2	1	2					1		2	3	1	1	

Rows (Category)

Columns (Series)

Filter (Slicer)

Add Dimension

Crash Involved CF 301 DriverDisobeyATS

Crash Involved CF 302 DriverDisobeyGWay

Crash Involved CF 303 DriverDisobeyLines

BESPOKE ANALYSIS

- Deprivation
- Rurality

Casualties by Crash Year by Casualty IMD Scotland																			
	Casualties																		
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total	
+ MostDeprived10%	229	227	193	171	180	148	127	107	142	104	120	123	118	97	82	82	65	2315	
+ MoreDeprived20%	95	99	77	79	78	63	56	42	63	53	42	51	45	29	34	42	21	969	
+ MoreDeprived30%	57	41	45	41	39	37	31	18	44	17	31	25	21	24	33	20	17	541	
+ MoreDeprived40%	47	37	48	43	42	37	32	22	29	22	23	19	27	28	15	18	7	496	
+ MoreDeprived50%	36	25	32	20	24	21	17	8	22	10	25	14	18	14	13	17	8	324	
+ LessDeprived50%	33	27	19	27	32	18	12	15	16	11	13	15	14	11	21	10	6	300	
+ LessDeprived40%	12	15	15	17	12	19	7	11	16	7	11	9	8	15	8	8	2	192	
+ LessDeprived30%	20	27	20	22	19	19	13	7	22	17	17	14	16	16	13	8	7	277	
+ LessDeprived20%	17	18	27	19	23	18	19	14	11	23	10	18	17	12	6	10	4	266	
+ LeastDeprived10%	22	20	13	16	14	15	9	12	7	5	12	20	14	8	5	2	7	201	
+ Unmatched	118	139	140	136	110	73	75	117	39	78	68	45	61	30	31	45	18	1323	
Total	686	675	629	591	573	468	398	373	411	347	372	353	359	284	261	262	162	7204	

Rows (Category)

Columns (Series)

Filter (Slicer)

Add Dimension

Crash Location : G_ScotGlas

Casualty Class : Pedestrian

TRAINING OPTIONS

- <https://roadsafetyanalysis.org/support/>
- 'Bitesize' demo videos
- MAST Wiki
- MAST Curriculum
 - CPD Accredited
- Email questions
 - support@roadsafetyanalysis.org

Intro: MAST Reports

MAST Online reports have been designed to provide quick and easy access to important numerical information for road safety professionals.

Contents [hide]

- 1 How do users view reports?
- 2 How are reports created and saved?
- 3 What elements make up a report?
- 4 Optional report elements
- 5 Indexed Reports
- 6 Examples of MAST Reports

How do users view reports?

The MAST [Select Report](#) page, which is the first page users see after login, list all the reports available to them.

The [Edit Report](#) page displays the current active report, and allows the user to edit, save, print and download report results.

How are reports created and saved?

To create new reports, users click the [thumbnail](#) for a [blank report](#) on the Select Report page, then use the [Save Report](#) link on the Edit Report page to save it under a name of the user's choice.

To use a [public report](#) as a template, users click its [thumbnail](#) on the Select Report page, then use the [Save Report As](#) link on the Edit Report page to save it under a name of the user's choice.

What elements make up a report?

Every report has two essential components, which are necessary to return useful results:

- A **Measure** to indicate what the numbers represent (for example, [crashes](#) or [casualties](#))
- A **Category** to specify how the data is organised (for example, by [date](#) or by [severity](#))



MAST SCOTLAND USER GROUP?

IDENTIFYING USER PRIORITIES AND FUTURE DEVELOPMENTS



THE ONLINE GEOSPATIAL ANALYSIS TOOL

[HTTPS://AGILYSIS.CO.UK/PORTFOLIO-ITEM/CRASHMAP-PRO/](https://agilysis.co.uk/portfolio-item/crashmap-pro/)



Area Profiles

Riskmap

A RANGE OF SERVICES

[HTTPS://AGILYSIS.CO.UK/ACUITY/](https://agilysis.co.uk/acuity/)

active
streets
ASSESSMENT TOOL



BRUCE WALTON ROAD SAFETY ANALYSIS AGILYSIS



BRUCE@ROADSAFETYANALYSIS.ORG

BRUCE.WALTON@AGILYSIS.CO.UK

01295 731818