

Road Safety & Culture in Scotland

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Road Safety Framework to 2030

- Safe System approach is international best practice
- Developed with the road safety community and our key stakeholders
- World leading 2030 vision
- Supported by a long term goal to 2050
- Five outcomes around the components of the Safe System



Road Safety Framework to 2030

- Aligned with Government's national outcomes & indicators
- Raise the profile of road safety
- Safety should be a priority in all of these areas



Consultation and Strategic Actions

- We consulted on 10 strategic actions
- We took on board the comments raised through the consultation
- Added in two strategic actions to better draw out engineering and inequalities
- These strategic actions are delivered through individual initiatives within annual delivery plans

Speed: 1 We will deliver a range of speed management initiatives to support the Safe System. 	Climate: 2 We will deliver road safety initiatives that positively impact the climate emergency and we will mitigate the negative impacts climate change may have on road safety. 	Funding and Resourcing: 3 We will improve funding streams for national and local road safety delivery. 
Change In Attitudes and Behaviour: 4 We will engage in partnership working to enable all road users to understand their road safety responsibilities, allowing them to improve their attitudes and behaviours for the safety of themselves and others. 	Technology: 5 We will research, implement and evaluate technologies for use within the Safe System and promote them as appropriate. 	Active and Sustainable Travel: 6 We will ensure road safety remains a key focus of active and sustainable travel in Scotland. 
Knowledge and Data Analysis: 7 We will ensure our actions are evidence-led to support the delivery of the Safe System. 	Enforcement: 8 We will optimise enforcement to encourage good road user behaviour to support the Safe System. 	Health: 9 We will strengthen the relationship between health and road safety, reduce the likelihood, number and severity of collisions and improve the post-crash response. 
Education: 10 We will provide opportunities for all road users to gain the knowledge, skills and experience required to become safe and responsible users. 	Engineering: 11 We will improve road infrastructure and maintenance. 	Inequality: 12 We will reduce road safety inequality due to socio-economic disadvantage of people living in areas of deprivation. 



Targets

- The framework sets out a compelling long-term goal for road safety, Vision Zero, where there are zero fatalities and injuries on Scotland's roads by 2050.
- The journey to achieving this goal also includes ambitious interim targets where the number of people being killed or seriously injured on our roads will be halved by 2030.
- For the first time, mode and user specific targets for key priority groups such as pedestrians, cyclists, motorcyclists and over-represented age groups have been created to focus attention by partners on our priority areas.
- These are backed up by Intermediate Measures, KPI's and a number of other indicators that will be monitored at the governance groups

Our Targets

Interim Targets to 2030

- 50% reduction in people killed
- 50% reduction in people seriously injured
- 60% reduction in children (aged <16) killed
- 60% reduction in children (aged <16) seriously injured



Intermediate Outcome Targets

- 40% reduction in pedestrians killed or seriously injured
- 20% reduction in cyclists killed or seriously injured
- 30% reduction in motorcyclists killed or seriously injured
- 20% reduction in road users aged 70 and over killed or seriously injured
- 70% reduction in road users aged between 17 to 25 killed or seriously injured
- Percentage of motorists driving/riding within the posted speed limit
- The casualty rate for the most deprived 10% SIMD areas is reduced to equal to the least deprived 10% SIMD areas.

Intermediate Measures

- Casualty rate per 100 million vehicle kilometers for cyclists killed and seriously injured
- Casualty rate per thousand population for pedestrians killed and seriously injured
- Number of people killed and seriously injured in collisions where at least one driver/rider was driving for work, not commuting



Governance



- Three tiers of Governance
- The SPB continues on from previous framework
- The OPG has had it's membership revised with affiliate members joining us to discuss pertinent issues
- New local partnerships forums have been introduced to improve communication between the national and local level
- Work alongside existing road safety groups, share best practice and disseminate information across Scotland
- A review of knowledge and skills of partners was undertaken

Strategic Partnership Board

Operational
Partnership Group

Local Partnership Forums

Key Priority Groups

Age, Motorcycles, VRU's and Driver Behaviour & Enforcement



The Challenge



The Challenge

- The Pandemic followed by a cost of living crisis & restrictions on spending in some areas
- Undertook organisational and partner analysis of their Safe System knowledge
- Safe System Approach - Theory and Principles in the RSF2030
- Assessed Safe System Manuals and reached out to high performing countries
- Partner organisations with limited budget, resources and apprehensive about the challenge of a new way of delivery
- A decline in road safety performance



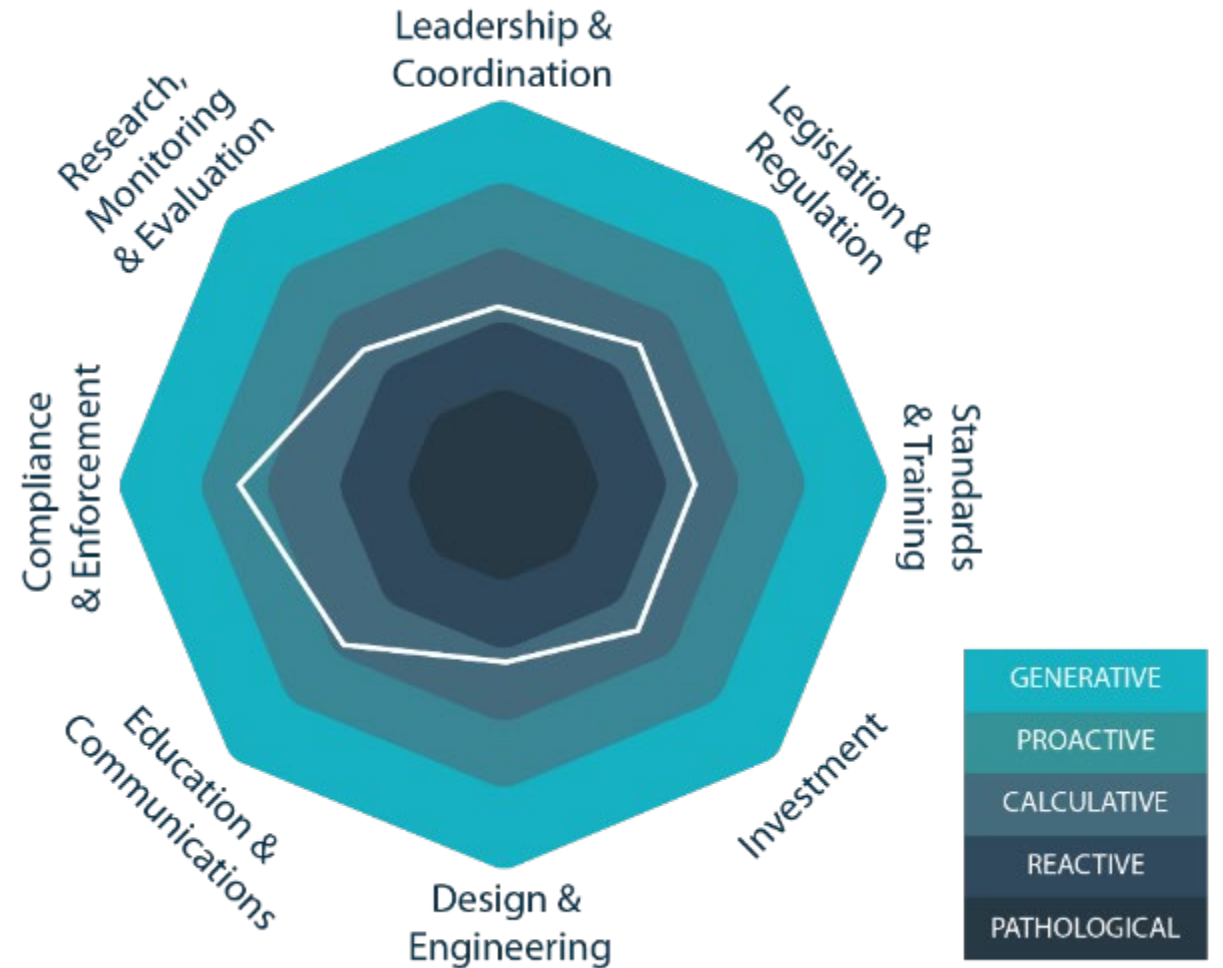
We need cultural change



Understanding the model



Comparative by System Operator

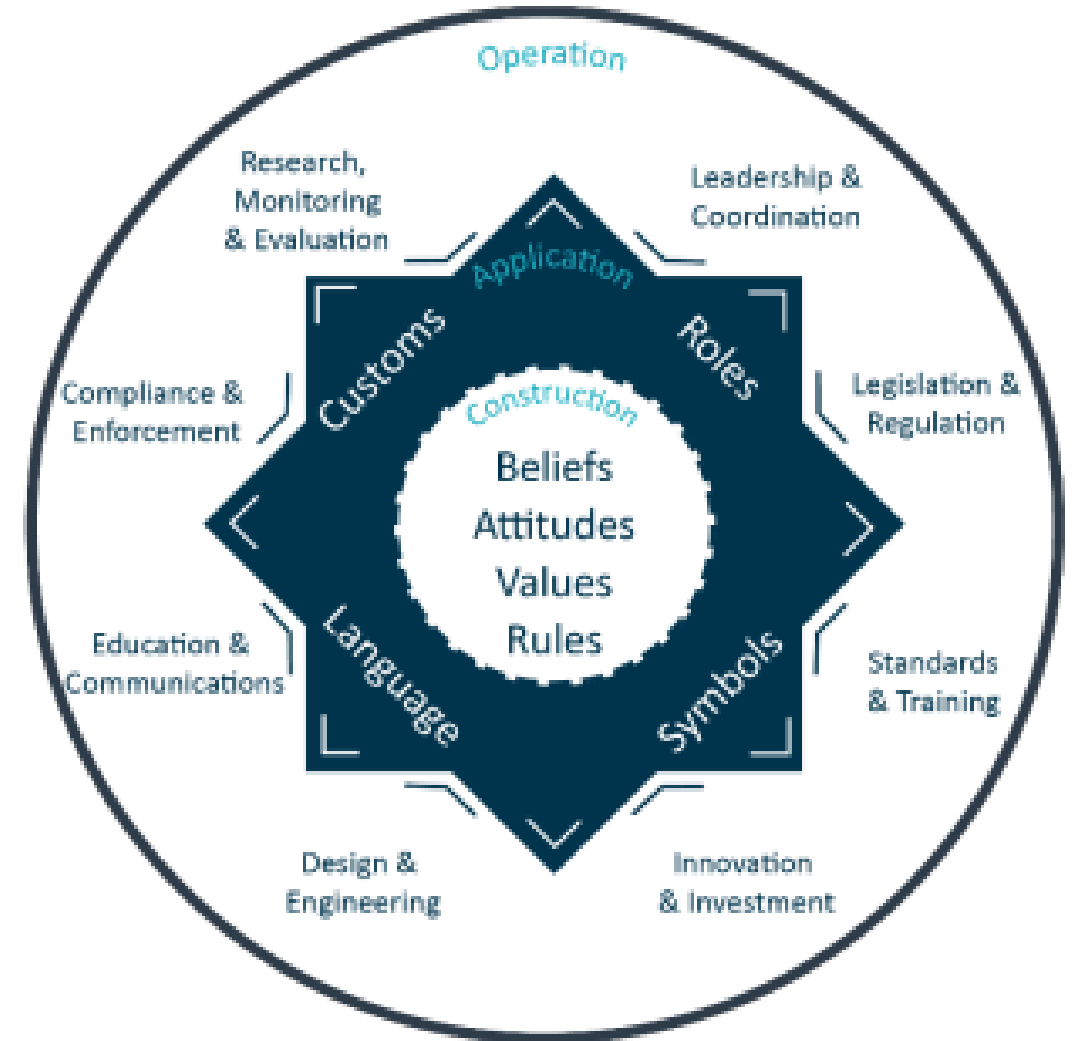
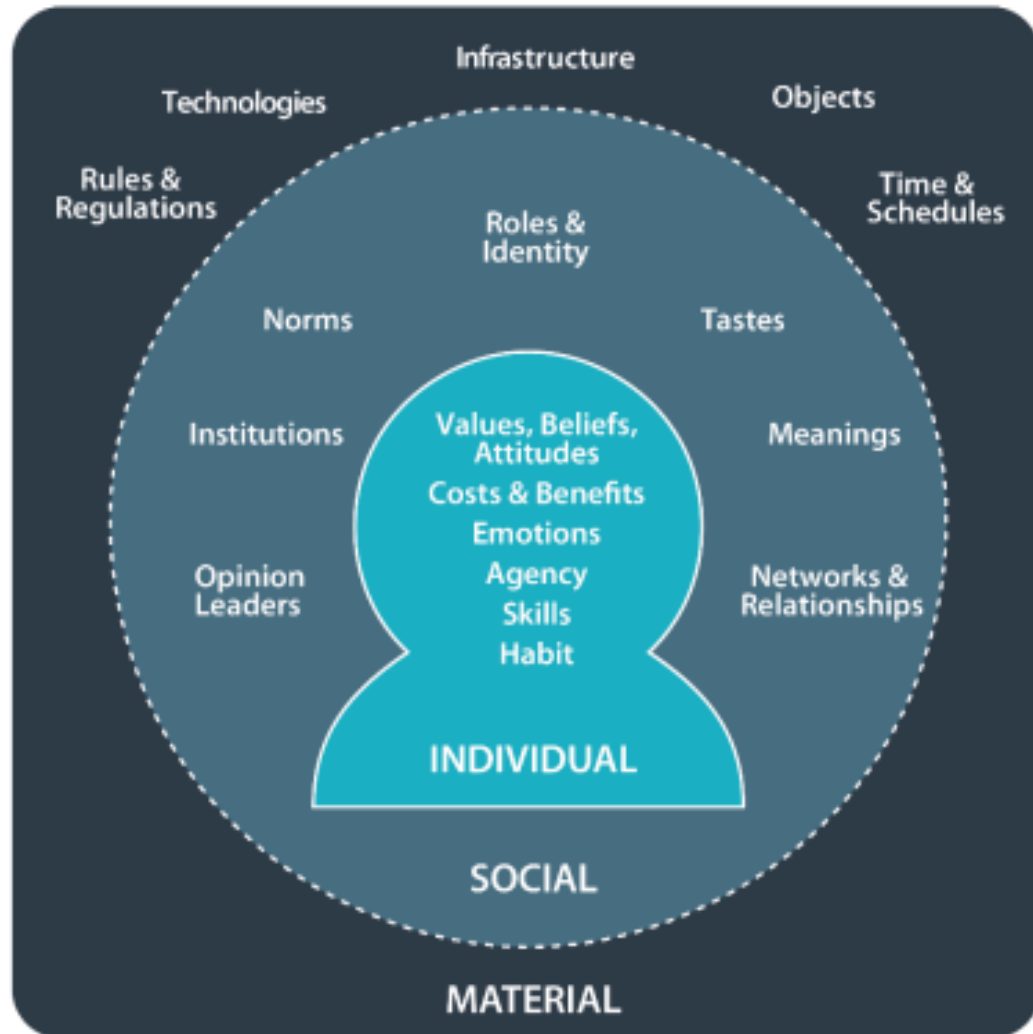


Cultural Maturity Playbook

- This playbook, a global first for any road authority, introduces a new approach to investing in the kind of culture that will support our road safety ambitions.
- It is called a playbook rather than a strategy because we want it to reflect the dynamic nature influencing culture.
- This is a creative process that needs to balance both ambition (for where we want to get to) with flexibility (in how we get there).
- It includes a set of guiding principles and a collection of tools and techniques that will help organisations to develop the right sort of culture to become increasingly mature in their delivery of Safe System.
- It aims to provide enough structure to allow creativity to flourish, with enough constraint to avoid wasted effort and resource.



ISM & SAFE SYSTEM CULTURAL MATURITY MODEL



Cultural Maturity Plays

- To keep this simple, we have created '4 Plays' that are easy to remember because they are the ABCD of developing culture.

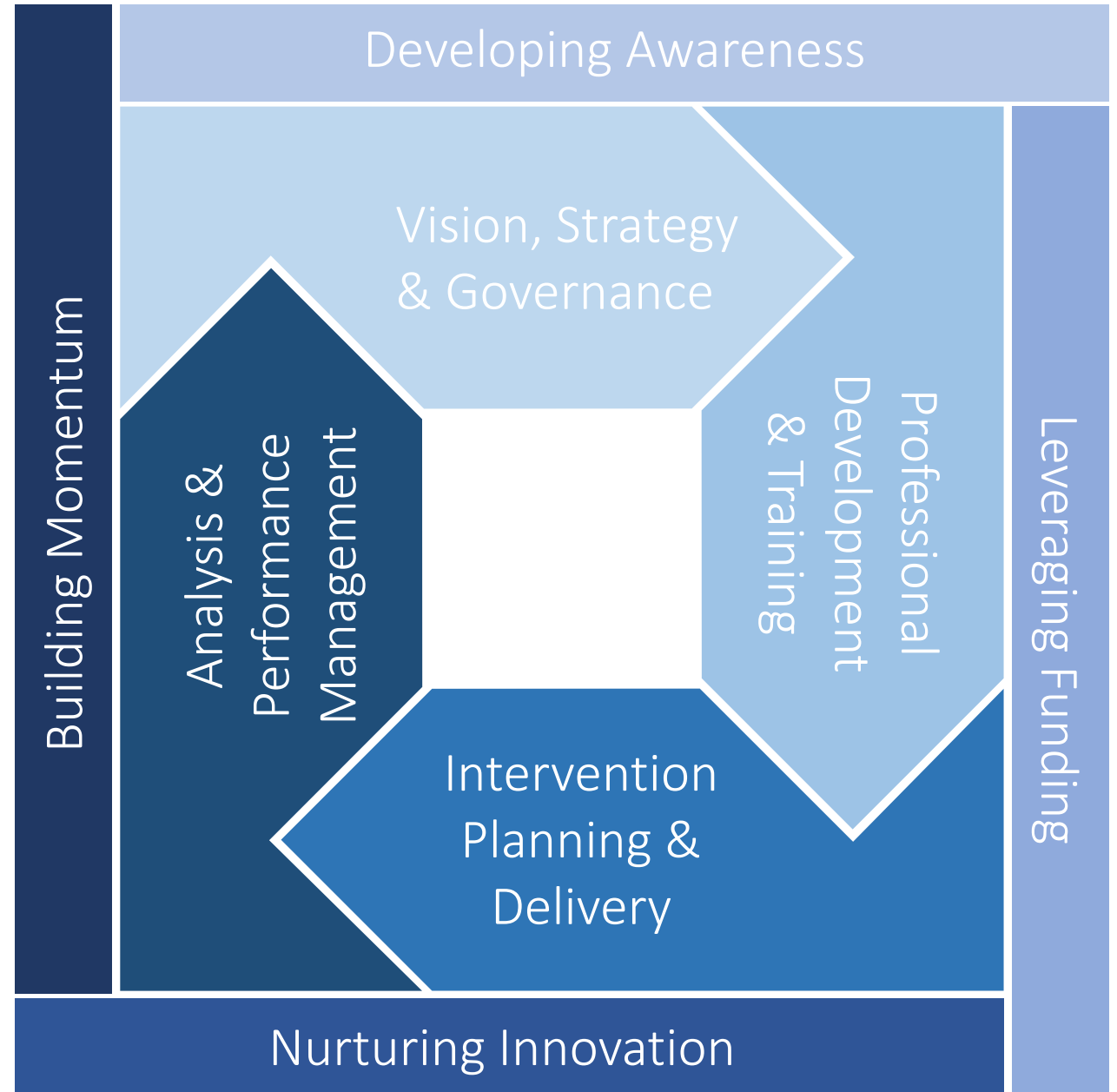


- **Advocacy** - Building support by actively championing our cultural ambitions
- **Behaviour** - Embedding the customs and practices that express our desired culture
- **Communication** - Developing the shared vocabulary that ensures clarity of purpose
- **Design** - Visually reinforcing our aspirations through relevant images and symbols

Addressing the Knowledge Gap



A Goals & Actions Framework



INVESTMENT IN CULTURE

- Undertake Safe System Cultural Maturity analysis
- Development of a Safe System Culture playbook

1

SAFE SYSTEM MANUAL

- Identify experts to create comprehensive outline
- Prioritise development of key sections
- Explore technologies for delivery

3

IMPLEMENTATION

- Roll out of the training programme

5

2

4

TRAINING RESOURCES

- Safe System e Learning Primer
- Deliver foundation training
- Map out detailed training framework

PERFORMANCE ANALYSIS

- Review current data landscape
- Develop Safe System data catalogue
- Create roadmap for next steps

What are we doing in Scotland



Next Steps

- Increasing the road safety budget to £48 million, a rise of 33%
- National Speed Management Review consultation proposing reduction in NSL to 50 mph
- Implementation of our National Strategy for 20 mph in Scotland by end of 2025
- Full range of behavioural change campaigns on key priority groups
- Mid term review of our safety performance indicators and our road safety delivery
- Implementing the recommendations of the HMICS Review into Road Policing
- National Safe System training is being provided to 500 partners inc MSPs
- Development of the World's first Safe System Manual for Practitioners



Questions

