

North Ayrshire Council

Road Safety Plan

2015 - 2020

walk,
ride,
drive... safe



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath



GREAT CUMBRAE

Largs

Millport

Kilbirnie

Beith

LITTLE CUMBRAE

Dalry

West Kilbride

Firth of Clyde

Kilwinning

Ardrossan

Saltcoats

Stevenston

Irvine

Lochranza

Goatfell ▲

ARRAN

Brodick

Lamlash

HOLY ISLAND

North Ayrshire

0 km 10

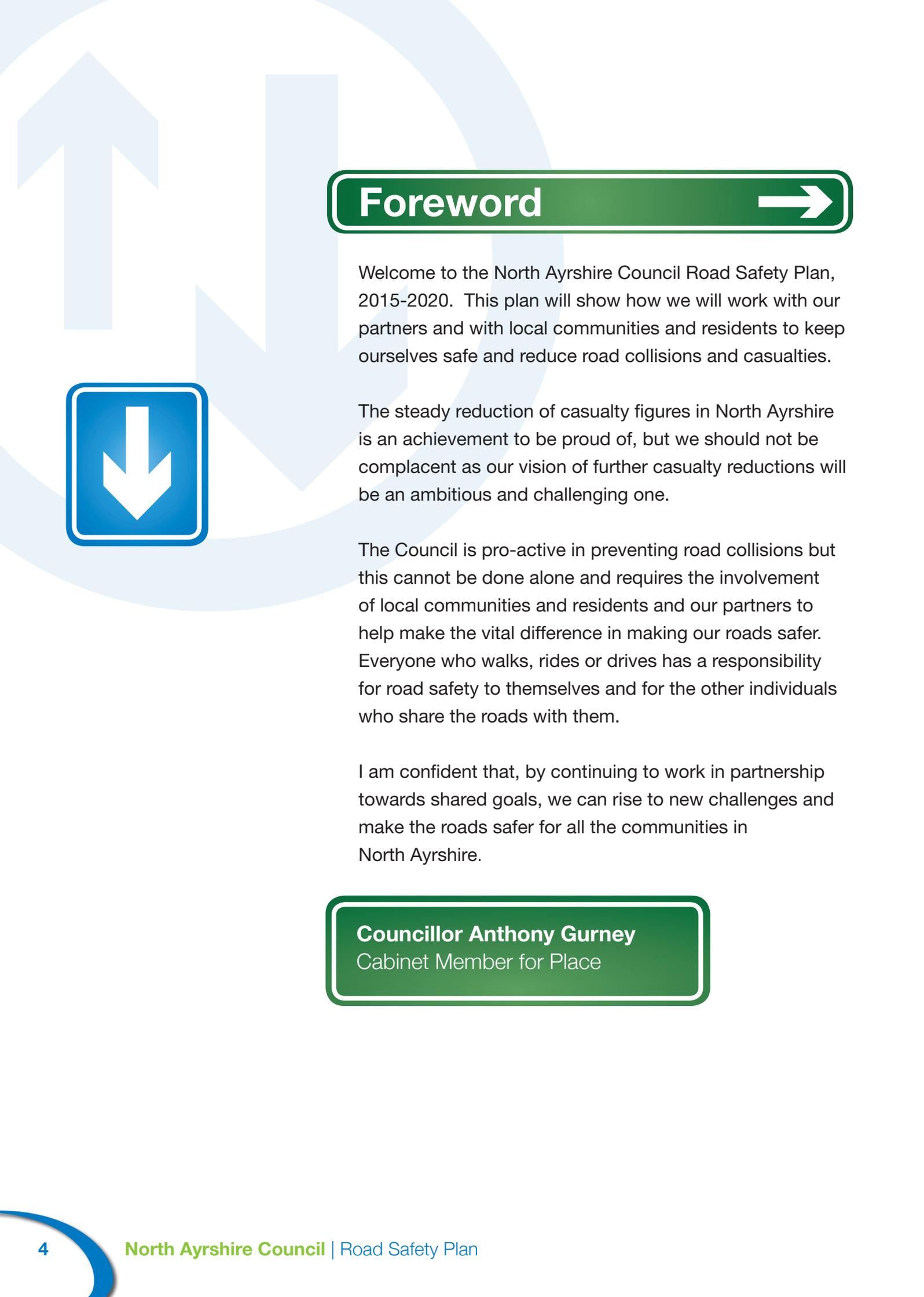
North Ayrshire Council

Road Safety Plan

2015 -2020

CONTENTS

Foreword	4
Introduction	6
Scotland's Road Safety Framework	8
Progress towards targets	9
Financial Implications	10
Tackling the issues	12
Child Road Safety	12
Additional Support Needs	18
Adult Road Safety	20
Publicity	23
Engineering	24
Enforcement	28
Commitment Tables	30
Glossary/Acronyms	33
Contacts	34



Foreword

Welcome to the North Ayrshire Council Road Safety Plan, 2015-2020. This plan will show how we will work with our partners and with local communities and residents to keep ourselves safe and reduce road collisions and casualties.

The steady reduction of casualty figures in North Ayrshire is an achievement to be proud of, but we should not be complacent as our vision of further casualty reductions will be an ambitious and challenging one.

The Council is pro-active in preventing road collisions but this cannot be done alone and requires the involvement of local communities and residents and our partners to help make the vital difference in making our roads safer. Everyone who walks, rides or drives has a responsibility for road safety to themselves and for the other individuals who share the roads with them.

I am confident that, by continuing to work in partnership towards shared goals, we can rise to new challenges and make the roads safer for all the communities in North Ayrshire.

Councillor Anthony Gurney
Cabinet Member for Place

Road Safety involves everyone in North Ayrshire who walks, rides or drives. North Ayrshire Council is committed to reducing the number of people who are killed or injured on our road network.

There were 240 people killed or injured on North Ayrshire's roads in 2014. This is an unacceptable fact in terms of the grief and suffering involved and how it impacts on the local community.

Road safety education both at a local and national level has demonstrated the ability to cope with changes and adapt to new ways of working. It is important that we work together with all our partners, keeping the vision of achieving the Scottish Government's 2020 casualty reduction targets in view. The actual number of casualties on North Ayrshire's roads is down* by 9.6% (25) over the five year average 2009-2013.

Education, engineering and enforcement all have a part to play in making the roads in North Ayrshire better and safer. Encouraging our friends, families, colleagues and the wider community to accept personal responsibility when using our roads will help maintain the huge effort already made by the residents of North Ayrshire in reducing death and injuries on our roads.

This latest Road Safety Plan follows the previous plan's theme of identifying current and emerging issues and, by using statistical analysis, allow road safety resources to be used effectively to address these concerns.

(*using 2014 complete year figures)

Introduction

This Road Safety Plan has been developed by North Ayrshire Council in partnership with our Community Planning Partners to provide a focus towards continuing casualty reduction, and covers the period from 2015 to 2020.

Under the Road Traffic Act 1988, North Ayrshire Council has a statutory duty to prepare and carry out a programme of measures designed to promote road safety. The Council must carry out studies into accidents arising out of the use of vehicles and, in the light of these studies, take such measures as appear to the authority to be appropriate to prevent such accidents.

Effective road safety is about partnerships between the Road Safety Officers, Engineers, Educationalists, Health and Social Workers, Police, Fire and Rescue and the wider community who all use our roads.

The previous Road Safety Plan published in 2011 laid out a background of strategies and plans to improve road safety over the life of the plan. This has proved successful in achieving a number of the commitments detailed in the plan. Child cycle training has been developed with our partners in Argyll and Bute Council with the introduction of the award winning iCycle, which is a one stop shop for all cycle training. This initiative was a Scottish Rural Parliament winner for Transport and Infrastructure, a finalist at both the Scottish Transport Awards and the Council's North Ayrshire Achieves Awards. The Junior Road Safety Officers scheme continues to have a 100% uptake in our Primary Schools. Driver training is delivered on a regular basis to our staff who may have to drive different types of vehicles in the course of their daily business. An eco-



friendly style of driving is actively promoted through the training that is undertaken, in addition to developing safe driving techniques. Motorcyclists have also benefited from the introduction of the Scottish Biker Magazine which provides information and road safety advice for all types of rider.

Engineering measures are an important factor in helping to reduce crashes. A number of different measures are used to aid road safety, which include the use of signing and road markings, speed limits, traffic management and traffic calming, all of which are considered during continued roads maintenance and in the design of new roads.

This latest plan has been developed in order to:

- Identify key road safety issues within North Ayrshire
- Raise public awareness of road safety risks through Education, Training and Publicity and improve safety on any journeys undertaken
- Co-ordinate resources and ensure they are directed effectively to provide an efficient road safety service, with an emphasis towards higher risk groups
- Develop effective joint working between all agencies
- Monitor progress towards current casualty reduction frameworks

Since the introduction of the previous Road Safety Plan North Ayrshire Council has continued to face new challenges, dealing with an increasing range of issues surrounding road safety. Building upon the strategies developed through the previous plan, new and innovative approaches to deliver an effective service have been developed. The Council's active participation in the road safety movement at a regional and national level has enhanced this provision, and has enabled Road Safety Education to improve within North Ayrshire. The 2015-2020 plan will continue to link to the 10 year Scottish Government's Road Safety Framework to 2020, and will reflect their vision of:

“ A steady reduction in the numbers of those killed and those seriously injured, with the ultimate vision of a future where no-one is killed on Scotland's roads and the injury rate is much reduced. ”

SCOTLAND'S ROAD SAFETY FRAMEWORK

In June 2009 the Scottish Road Safety Framework was launched, to clearly set out the ambitious vision of the Scottish Government in continuing to reduce the numbers of those killed or seriously injured on Scotland's roads, with the ultimate vision of a future where no-one is killed and the injury rate is greatly reduced.

The Road Safety Framework sets out what is capable of being shared by all, and is ongoing and aspirational, rather than setting a target for a specific point in time. It acknowledges the varying demographics within the communities across Scotland, and that all Local Authorities should work to contribute towards the national targets based on the priorities within their respective area. There are however milestones and achievements to help monitor progress.

The reductions in the numbers of accidents and casualties in recent years are notable, particularly given the rise in vehicle ownership and subsequent traffic levels. For example, in 2013 the number of vehicles licensed in Scotland was about a sixth higher than in 2003, and traffic on Scottish roads was estimated to have grown by four per cent since 2003.

The Scottish Framework has the following national road safety targets:

Road Safety Target	2015 milestone % reduction	2020 milestone % reduction
People Killed	30%	40%
People seriously injured	43%	55%
Children (aged<16) killed	35%	50%
Children (aged<16) seriously injured	50%	65%
Reduction in slight casualty rate		10%

Progress towards targets

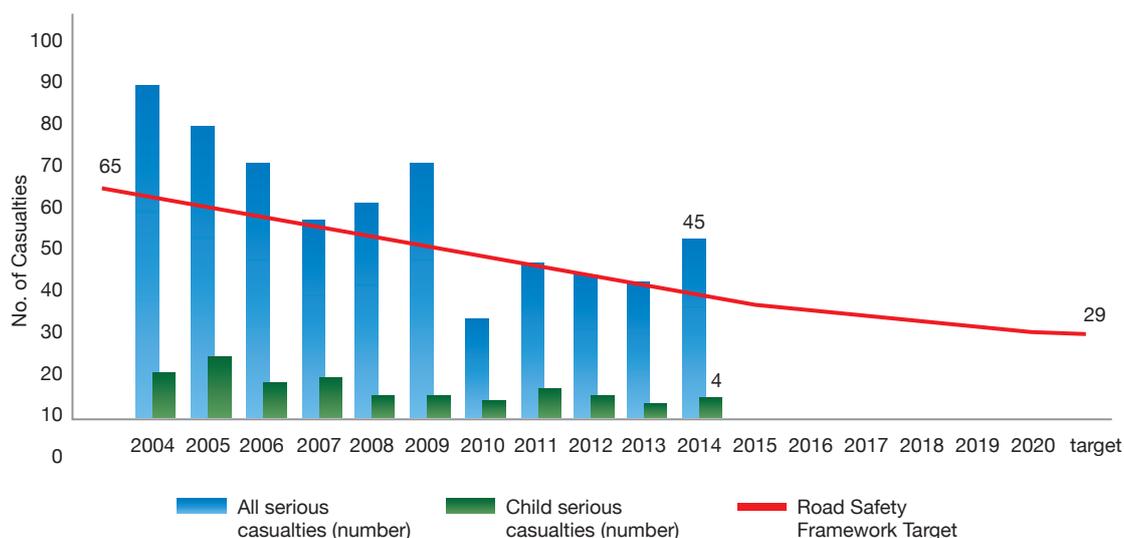
Each National reduction target is assessed against the 2004-2008 average. Based on 2014 figures North Ayrshire is showing good progress towards achieving these targets.

National Road Safety Target	National 2004 – 2008 avg.	National 2015 milestone	National 2020 target	NAC current at 2014
People killed	6.4	4.5	3.8	4
People seriously injured	65	37	29	41
Children (aged <16) killed	0.4	0.3	0.2	0
Children (aged < 16) seriously injured	10.6	5.3	3.7	4
Slight casualty rate	319	182	143	191

The tables below show the good level of progress that has been made towards meeting or exceeding the National reduction targets.

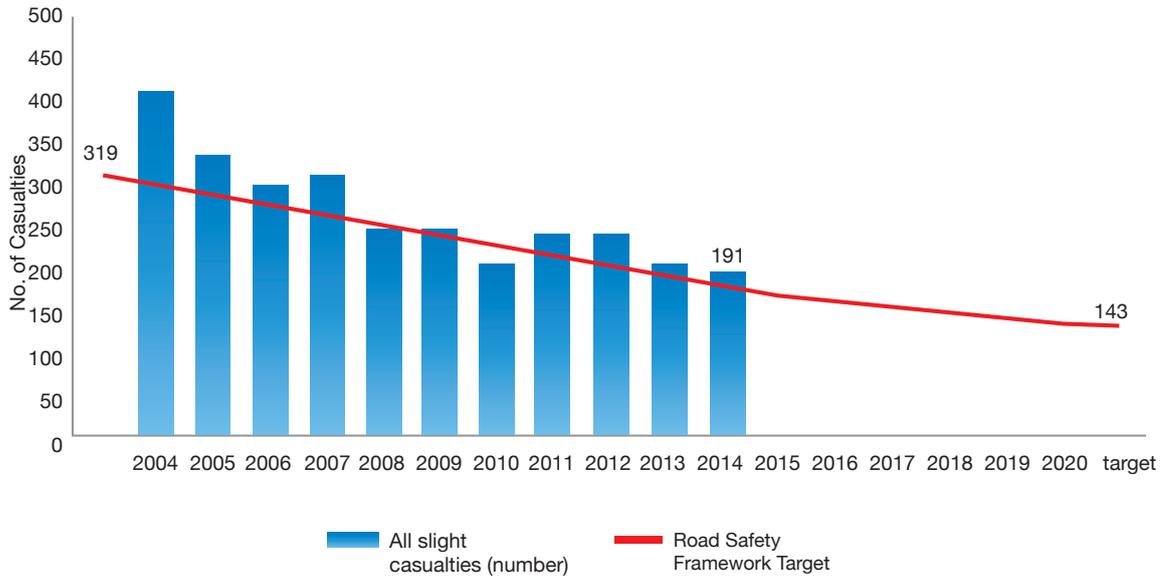
Road Safety West of Scotland

North Ayrshire Council Area - Road Traffic collision casualties; All serious and child serious.



Road Safety West of Scotland

North Ayrshire Council Area - Road Traffic collision casualties; all slight.



Financial Implications

The five most common causes of road crashes, involving all casualties, ranked in 2013*, are:

1. Failed to look properly (Driver/Rider)
2. Failed to judge other person's path or speed (Driver/Rider)
3. Loss of control
4. Slippery road due to weather
5. Careless / reckless in a hurry (Driver /Rider)

Travelling too fast for the conditions or excessive speed was reported in 11% of all reported accidents and 22% of fatal accidents in Scotland.

To give an indication of the benefits resulting from investment in Road Safety Initiatives, the Department of Transport has assigned a monetary value to crashes, according to their severity.

These figures are based on several factors including the cost of emergency services, damage to property, pain, grief and suffering and any resulting insurance claims.

The given values, based on a willingness to pay human cost approach for 2013 were:

Fatal:	£1,953,783
Serious:	£223,870
Slight:	£23,544

These figures enable the design and construction costs of any crash reduction measures to be set against the cost to society. It reflects that crashes affect not only those involved but society in general. Investment in successful crash reduction measures therefore will generate long term savings for the benefit of the whole community.

The cost of crashes in North Ayrshire in 2014 was approximately £22 million.

4 Fatal @	£1,953,783 = £7,815,132
45 Serious @	£223,870 = £10,074,150
191 Slight @	£23,544 = £4,496,904
TOTAL= £22,386,186	

*Reported road casualties Scotland 2013

TACKLING THE ISSUES

ROAD SAFETY EDUCATION

North Ayrshire Council, Road Safety Education has designed, developed and is involved in, many road safety education initiatives for all road users. The aim is to develop a culture where all road users' behaviour and attitudes are altered and all road users adopt a more responsible approach to road safety. This is delivered under the three main headings, which are Education, Training and Publicity.

Partnerships

Road Safety and effective education has developed many crucial partnerships that help provide an efficient service to residents and our many visitors within North Ayrshire. The vital support of Police Scotland, Scottish Fire and Rescue Service, Road Safety Scotland, Road Safety West of Scotland, Safety Camera Partnerships and the Safer North Ayrshire Partnership, is critical in working together towards the shared vision of reducing the number of people killed or injured in road accidents. Partnership working with our neighbouring authorities will be developed to provide coordinated, cost effective approaches to local and national Road Safety issues.



CHILD ROAD SAFETY

The ability to use any road safely starts at the earliest age possible, as it is shown that children can learn through watching and copying others. There have been no child fatalities in North Ayrshire since 2006. Whilst we are pleased with this we must never get complacent, and will continue to provide appropriate road safety education to all stages of school education.

EARLY LEVEL (0-5 YEARS)

Children of this age are a highly vulnerable group, whatever mode of transport they are using, whether it is as pedestrians or as passengers in vehicles. They have not yet developed the ability which enables them to make judgements about complex traffic conditions.

Working in partnership with staff at Playgroups and Nursery Schools, Road Safety Education provide resources that provide the foundations for a lifetime of safe road use.

Ziggy's Road Safety Mission

The Early Years resource, -Ziggy's Road Safety Mission- has been developed by Road Safety Scotland. These books are based on learning from real life situations and experiences and are a partnership between child and adult. The multi-media approach encompasses key aspirations of the Early Years Framework and the Curriculum for Excellence. It aims to encourage and inspire experiential learning through partnerships between home and educational settings. It recognises the importance of early intervention in developing positive attitudes and behaviours for life; enabling children to become successful learners, confident individuals, effective contributors and responsible citizens. A website (www.gosafewithziggy.com) is also available and allows parents and children to continue their learning at any time.



Commitments for Early Level

- Encourage the use of Ziggy resources and provide promotional resources when required
- Supply a high standard of materials for use within Early Years establishments
- Parents are offered child car seat safety advice

iCycle is a one stop shop for cycle training using a dedicated website to arrange training, access resources, including training films and a point of contact for road safety. The iCycle trainees are assessed by the road safety staff with a theory and a practical test and on completion of their training they receive an assessment report, certificate of completion and a badge. This initial training is carried out within the school playground and, once at a suitable level, the training can progress to taking pupils on-road which will develop the pupils' skills and allows them to take responsibility for their actions as a road user.

Theatre Groups (P6)

The Theatre and Learning group perform a play called "The Journey" to primary six pupils on an annual basis.

The play deals with issues relating to peer pressure, friendships and situations that could lead to unsafe behaviour near roads, the serious ending leads to a focussed discussion on road safety matters.

The plays are allocated to schools on a rolling programme.



Commitments for First and Second Level

- Continued support with Road and Traffic Skills (R.A.T.S.) presentations within primary schools on request
- Maintain the high uptake of the JRSO scheme with all primary schools taking part and provide support
- Continue to deliver iCycle in all primary schools
- Encourage a higher uptake of on-road cycle training
- Maintain a high standard of resource materials for use within primary schools

THIRD, FOURTH LEVEL AND SENIOR PHASE (11-17 YEARS)

As children progress onto secondary school, there is an increased risk of being injured on our roads. As a first year pupil there may be longer and more complex journeys to take without parental supervision, and as they progress through the school, more involvement with vehicular transport as passengers in cars, before they themselves become drivers or riders.



Continuation of the curriculum linked theme of Road Safety Education, involves the use of programmes developed to suit the needs of young students progressing through secondary school to their senior phase of education. As students mature towards the end of school education, thoughts turn to driving and using vehicles on the road. It is important to develop appropriate road user attitudes from an early age and all previous education and training from Early Years onwards should have played a part in creating the development of positive road user behaviour.

Road Safety Education currently delivers the following programmes:

Your Call (S1-S4)

This lower secondary school resource content covers a wide variety of road safety issues while bringing in themes of peer pressure, bullying, citizenship and personal safety, and provides opportunity for cross-curricular links. There is a large focus on active learning with discussion, debate and opportunity for personal reflection.

The resource is designed to target S1, S2, and S3 and is arranged in two sections. The first, aimed at S1/S2, comprises of, a DVD drama and five follow-up activities with a pedestrian theme. The second, aimed at S2/S3, comprises of, a DVD drama and five follow-up activities with a passenger theme. All secondary schools within North Ayrshire have the pack in their resource library.

Crash Magnets Resource (S3-S6)

This resource follows on from Your Call, tackling the issues relating to being a passenger and becoming a driver. The resource, delivered in school within the Curriculum for Excellence, equips students to acknowledge the choices they have as independent travellers using various modes of transport.

The risks and responsibilities of new inexperienced drivers and riders can be discussed after using the five DVD programmes and the 12 follow-up activities. All schools in North Ayrshire have the pack in their resource library.

Theatre Groups

The Theatre and Learning group perform “The Nine Lives of Roddy Hogg” to S1 students. S5/6 will view a performance of “Friends Disunited”. The two plays deal with issues relating to transition, peer pressure, friendships and situations that could lead to unsafe behaviour near roads. The serious ending leads to a focussed discussion on road safety problems.

Reckless Driving Wrecks Lives (S5)

S5 students attend an event which shows the consequences of reckless driving through the medium of DVD and personal experiences of emergency service personnel and road crash victims and relatives.

YDrive- North Ayrshire’s Young Drivers (S6)

S6 students attend a presentation which covers all aspects of a new driving career. With information delivered on subjects such as choosing a driver trainer, the driving test process, after you pass your test, driver distractions and legalities, this can provide valuable information helping young drivers, to stay safe on our roads.



Commitments for Third and Fourth Level and Senior Phase

- Continue to provide resources relating to the S1-S4 resource, Your Call
- Continue to provide resources relating to S3-S6 resource, Crash Magnets
- Continue to organise Theatre Groups to visit schools
- Promote Reckless Driving Wrecks Lives to all S5 year students
- Continue to develop YDrive - to include all S6 new drivers, passengers and riders

ADDITIONAL SUPPORT NEEDS

YOUNG PEOPLE AND ADULTS

Road Safety Education currently provides road safety resources to be used within additional support needs schools. We modify our current resources to suit the needs of pupils requiring additional support.

a2bSafely is a resource designed for young people aged 10-18+ years with additional support needs in mind but has wider appeal. Available on-line or in CD format, the resource offers young people the opportunity to encounter the road environment in an interactive real world setting.

Commitments for Additional Support Needs.

- Provide a high standard of resource materials for use within all Additional Support Needs Schools and Colleges

Probationary Teachers

To ensure the road safety education message is maintained as teachers join and leave the profession, Road Safety Education attend the probationary teacher training sessions run by Education and Youth Employment and provide all attendees with the latest road safety resources such as Streetsense2, Your Call, a2bSafely etc. This ensures all new teachers will have the opportunity to view and use the resources.

Road Safety Education also provides contact details and information on how staff can support teachers delivering road safety topics. The Educational Resource Service (ERS) website also provides road safety information for all teachers in North Ayrshire.

ACTIVE TRAVEL

The School Travel Plan Officer aims to develop active travel on the school journey at all schools within North Ayrshire, promoting a wide variety of initiatives to encourage more families, residents and staff to consider more active and sustainable everyday journeys.

Benefits of Active and Sustainable Travel may include:

- Aids in achieving the suggested minimum level of exercise per day
- Improved physical and mental wellbeing
- Pupils concentrate better in classes
- Awareness of Road Safety

For Schools

The council will continue to promote and participate in a number of initiatives, both as a Council and working in partnership with a number of external partners.

Currently, 33 Primary and Early Years schools and one Secondary School have written and published a travel plan. A further 10 Primary and Early Years and one Secondary School are developing their travel plan process. The remaining seven Primary and Early Years Schools are involved with other initiatives.

The organisation of a joint School Travel Plan Conference with our neighbouring local authority partners is a regular feature of Active Travel within North Ayrshire.

For Staff

Active travel to the workplace is also within the remit of the school travel plan officer; this has been incorporated into the Green Travel Plan 2014-2020.

Commitments for Active Travel

- To ensure all schools are involved in active travel promotions and initiatives
- Promote, support and develop active and sustainable travel programmes
- Ongoing review and updates of current travel plan
- To encourage and promote active and sustainable everyday journeys
- Maintain and provide a high standard of active travel resources
- Continue to increase participation in initiatives

ADULT ROAD SAFETY

Road Safety Education

Road Safety Education provides adults with a wide range of advice and information. This includes helping adults to teach their own children safe road use, information on changes to traffic legislation and promoting a responsible approach to road safety.



In-Car Safety

Not all child car seats fit all vehicles. For this reason it is essential that when choosing a child car seat it is deemed compatible for use in the vehicle(s) that will be used to transport the child. The introduction of the local “I’m a wee belter” child car seat campaign allows new parents to be shown how to correctly fit their own child seat. Working alongside the national campaign “The Good Egg Guide” can also help identify any incorrectly fitted seat.

Young Drivers

Young drivers continue to be over represented in casualty statistics. Campaigns such as Country Roads provide a focus for the young and inexperienced driver, and have undoubtedly contributed to the casualty reductions achieved to date. Working nationally alongside Road Safety Scotland at events such as the Scottish Car Show also provides opportunities to develop and promote initiatives that have a positive outcome.

Management of Occupational Road Risk (MORR)

Road Safety Education promotes the safe and proper use of all Council and external company vehicles. Within the Council the driving at work policy has been developed and this provides a starting point, ensuring any Council vehicle is driven correctly.

Road Safety Education also provides Driver Assessments to all employees who drive on Council business, with a programme that includes vehicle checks, accident procedures and developing an eco-friendly driving approach.

Visits to local businesses are carried out when requested to provide theory presentations as well as advice and information on all road safety issues.

The Scottish Occupational Road Safety Alliance (ScORSA) provides free resources and materials to assist in the promotion of driver risk management.

Motorcycling

The use of motorcycles is increasing steadily, whether it is for commuting, touring or simply for weekend pleasure. One of the drawbacks however of riding on two wheels is the rider's vulnerability. Unfortunately motorcyclists are more likely to be injured in road traffic crashes than car drivers. Whatever level of experience a motorcyclist has, there is always more to learn.

The magazine Scottish Biker was produced by Road Safety West of Scotland, under the direction of North Ayrshire Council. The magazine brought many different aspects together and provided advice and information, on many different themes of motorcycling. Providing resources and support to rider trainers and motorcyclists will help with casualty reduction aspirations.

DVSA ADI / IAM / RoSPA

The local Institute of Advanced Motorists (IAM) and RoSPA Advanced drivers groups are supported through provision of material and equipment when requested. Working alongside Driving & Vehicle Standards Agency Approved Driving Instructors (DVSA ADI) allows all new and inexperienced drivers to be targeted and also provides driver trainers with resources to progress their own CPD training.





Horse Riding

The British Horse Society Road Safety riding tests are held at Kelburn Country Park. The Road Safety Education staff are part of the examining team who will ensure horse riders of all ages have the necessary skills to ride safely on the road.

Adults over 60

Older pedestrians are particularly vulnerable because of increased frailty and are shown to be twice as likely as car occupants to be killed or seriously injured when involved in a road accident. Encouraging older pedestrians to use the correct crossing places and wearing brighter clothing and providing other important advice could help protect our senior citizens from being injured on our roads.

Older drivers are also vulnerable with increased age and increased use of prescription medicines. The development of a refresher course for older drivers providing appropriate advice and information will help them stay safe on our roads.

Commitments for Adult Road Safety

- Continue to support national car seat campaigns
- Continue to support Young Driver initiatives
- Develop in-house and external initiatives in line with Council Driving at Work Policies
- Continue to provide driver assessments for council drivers
- Encourage training and provide information for motorcyclists
- Support older drivers and pedestrians with advice and information disseminated through local outlets
- Maintain our relationship with the British Horse Society, with continued training and testing of horse riders

PUBLICITY

The promotion of road safety is vital to ensure the community has an opportunity to learn and benefit from being safer road users. Involvement in campaigns at regional and national levels enables Road Safety Education to support the many campaigns that are produced throughout the year by Road Safety West of Scotland (RSWoS), Road Safety Scotland (RSS) and The National Campaigns Working Group.

Seatbelts

To show the importance of using seatbelts and child restraints, Road Safety Education has a Seatbelt Convincer which gives the public the opportunity to feel a seatbelt working at low speeds. The Seatbelt Convincer is used at different venues throughout the year, including multi agency events and also within workplaces, such as Hunterston Power Station during their driver safety focus, where presentations were delivered and the Convincer was also used to demonstrate the importance of wearing a seatbelt.

Child In-Car Safety

We support the annual advertisement campaign by providing information and advice at various child car seat clinic events in the Council area. Road Safety Education provides child car seat advice where parents are assisted and given advice on fitting child car seats correctly.

Country Roads

There is a common misconception that driving on country roads is safer than urban driving, due to the lower volume of traffic on these roads. However, country roads are unpredictable and are far more challenging to drivers and riders than they may think. Promotion of local and national campaigns provides important advice and information to drivers and riders who use country roads.





Drink & Drug Driving

With the lowering of the drink driving limit in Scotland, from 80 milligrams to 50 milligrams of alcohol in 100ml of blood, the chances of being caught driving over the new legal limit are greater than ever. Over recent years the attitude towards drink driving has changed and it has become socially unacceptable to do so. Educating the general public about the lingering effects of alcohol, especially the morning after a party, continues to be one part of the various strategies adopted by our partners to publicise and enforce legislation.

An increasing problem in modern society is the misuse of drugs, whether controlled or prescribed. Education and publicity can help road users to avoid failing to comply with drink and drug regulations.

Speed

Speed remains a contributory factor in crashes and the link with excessive speed increases in line with the severity of injuries sustained by the people involved in a crash. The use of Safety Cameras has played a crucial part in providing enforcement of speed limits at recognised crash sites.

ENGINEERING

The role of engineering within Road Safety is to improve the road environment through the introduction of any appropriate measures. Engineering measures are then complimented by the use of publicity and educational resources to ensure the community are fully aware of any changes.

A number of different engineering methods are utilised to aid road safety on the public road network as detailed below:

- Safety audits are carried out when designing and constructing new roads which are normally associated with residential development. The design of new roads requires approval from the Council who ensure the layout is in accordance with the relevant engineering design and safety criteria before building can commence.
- General crash investigation and statistical analysis is carried out on an annual basis. Fatal and serious road accidents are investigated on an individual basis in partnership with Police Scotland. Accident information for the last three years is provided by Police Scotland and is plotted onto maps in conjunction with the road surface skid resistance results. This data is then checked for accident patterns or clusters which help to inform appropriate safety interventions,
- Providing road safety schemes at high risk locations is linked with crash investigation and statistical analysis. Engineering interventions can include such measures as road markings, road signs, verge marker posts, anti-skid surface treatment and re-surfacing.
- Safety measures at schools are considered a high priority issue. Mandatory part time 20 mph speed limits are in place at all schools within North Ayrshire. In addition, most schools have warning signs, road markings and pedestrian guardrail in place to aid child safety.



- Provisions for cyclists within North Ayrshire include an extensive off road cycle network that includes sections of three national cycle routes and core path routes. In addition many traffic signal junctions provide advanced stop lines and cycle parking is provided within many town centres.
- Traffic management and traffic calming measures are considered and assessed on a case by case basis. Traffic management can vary from a major alteration to traffic movement within a town centre to a smaller intervention such as introducing junction controls at a particular location. Traffic calming is considered and assessed against a ranking criteria which considers various factors including the accident record for the location.
- Road maintenance and improvement is based around the road asset management plan which indicates which sections of the local road network require to be prioritised for resurfacing.
- Street lighting maintenance and improvement aims to provide a high quality level of street lighting on the road network, aiding road safety. Modern low energy LED lighting units are being introduced throughout North Ayrshire, in order to improve the energy efficiency of the units and reduce the associated energy costs.





The Multihog

The latest addition to the roads maintenance fleet is the Multihog. The Multihog enables us to keep our roads in safe condition for all road users, improves efficiency, and reduces our Reactive Maintenance Budget by carrying out permanent “fix first time” repairs.

ENFORCEMENT

Police Scotland are responsible for providing Road Policing on 8500 miles of roads in their area, and are working towards the Scottish Governments casualty reduction targets, contained within the Scottish Road Safety Framework to 2020.

The Strategic Intention for Road Policing, in relation to Road Safety and Road Crime for 2015-2018 is to:

Influence road user behaviour and make Scotland's roads safer

The two Strategic Priorities leading from this intention are to:

To Reduce Road Casualties

To Reduce Road Crime and positively impact on the use of roads by criminals

ROAD CASUALTIES

In addressing casualty reduction, Police Scotland utilises analysis of causation factors and vulnerable groups, in order to identify appropriate areas for enforcement and diversionary activity.

Whilst all legislation is equally applied, a number of areas have shown to have significant contributory factors.

Drink/Drug Driving

This is a direct safety risk and has the ability to seriously impair reaction times and driver ability.

Speeding

Driving at excessive speed can have an adverse effect on reaction times and also impact on the severity of injuries.

Seatbelts

Wearing a seatbelt significantly reduces the level of injuries sustained during a collision.

Dangerous & Careless Driving

This is the main contributory factor in fatal and serious injury collisions.

Use of mobile phones

The distraction caused by the use of mobile devices has the potential to reduce reaction times and affect concentration.

Police Scotland will continue to maintain these areas as operational priorities in support of their casualty reduction strategy. Speed enforcement is also carried out by the Scottish Safety Camera Partnership, which utilises high profile detection methods, in areas identified through analysis, to be at a higher risk of collisions.



ROAD CRIMES

Reducing road crime can also have an impact on road safety, and Police Scotland is actively working to tackle a number of areas:

Disqualified Drivers

They present a significant danger to other road users through their illegal use of vehicles on the roads.

Licence and Insurance Offences

The use of vehicles without relevant insurance and licences, increases the likelihood of collisions and has an adverse effect on the drivers and passengers of the vehicles involved.

Anti-social Use of Vehicles

This can take many forms, but has the potential to have an adverse impact on local communities and presents a danger to road users and pedestrians alike.

Serious and Organised Crime Groups

The use of vehicles for a variety of criminal activities presents a danger to all other road users.

COMMITMENT TABLES

The tables below show our current delivery of road safety and our aspirations for the future. The introduction of any new initiatives will have a timescale allocated as short term (one year) medium term (two to three years) and long term (three to five years), over the life of this Road Safety Plan.

COMMITMENT 1

Early Level (0-5)

Commitment	Currently delivered	List of Partners assisting with delivery
Encourage the use of Ziggy's Road Safety Mission resources and provide other promotional resources when required.	Yes	<ul style="list-style-type: none"> • Education & Youth Employment • Early Years • Road Safety Scotland • Road Safety West of Scotland • Parents
Maintain a high standard of materials for use within Early Years establishments.	Yes	
Parents are offered child car seat advice	Yes	

COMMITMENT 2

First and Second Level (6-11)

Commitment	Currently delivered	List of Partners assisting with delivery
Continued support with Road and Traffic Skills (R.A.T.S.) presentations within Primary Schools on request	Yes	<ul style="list-style-type: none"> • Road Safety Scotland • Education & Youth Employment • Primary Schools • Road Safety West of Scotland
Maintain the high uptake of the JRSO scheme with the aim of all Primaries taking part and provide continued support.	Yes	
Continue to develop iCycle training in schools	Yes	
Encourage a higher uptake of on-road cycle training	Medium term	
Maintain a high standard of resource materials for use within Primary Schools	Yes	

COMMITMENT 3

Third, Fourth Level and Senior Phase (11-17)

Commitment	Currently delivered	List of Partners assisting with delivery
Continue to provide support relating to the S1-S4 resource, Your Call.	Yes	<ul style="list-style-type: none"> • Road Safety Scotland • Education & Youth Employment • Secondary Schools • Road Safety West of Scotland • Police Scotland • Safer North Ayrshire Partnership • Scottish Fire & Rescue Service • Parents
Continue to provide resources relating to S3-S6 resource, Crash Magnets.	Yes	
Continue to organise Theatre Groups to visit schools on a rolling programme.	Yes	
Promote the availability of Reckless Driving Wrecks Lives to all S5 year students.	Yes	
Continue to develop YDrive to include all S6 new drivers, passengers and riders.	Long term	

COMMITMENT 4

Additional Support Needs (Young people and Adults)

Commitment	Currently delivered	List of Partners assisting with delivery
Provide a high standard of resource materials for use within all Additional Support Needs Schools and Colleges	Yes	<ul style="list-style-type: none"> • Road Safety Scotland • Education • Early Years • Primary Schools • Colleges • Parents

COMMITMENT 5

Active Travel within Schools

Commitment	Currently delivered	List of Partners assisting with delivery
To ensure all schools are involved in active travel promotions and initiatives	Long term	<ul style="list-style-type: none"> • Education • All School Stages • Sustrans • NAC Access Officer • Living Streets
Promote, support and develop active and sustainable travel programmes.	Yes	
Ongoing review and updates of current travel plans	Yes	
Maintain a high standard of active travel resource materials.	Yes	
To encourage and promote active and sustainable everyday journeys	Yes	

COMMITMENT 6

Adult Road Safety

Commitment	Currently delivered	List of Partners assisting with delivery
Continue to support national car seat campaigns	Yes	<ul style="list-style-type: none"> • Road Safety Scotland • Safer North Ayrshire Partnership • Road Safety West of Scotland • NAC Transport Garage • ScORSA • Police Scotland • Scottish Fire & Rescue service • Education and Skills • Secondary Schools • British Horse Society • Local Community
Continue to support Young Driver initiatives.	Yes	
Introduce a driver development course for inexperienced drivers	Medium term	
Develop in-house and external initiatives in line with Council Driving at Work Policies.	Medium term	
Continue to provide driver assessments for council drivers	Yes	
Encourage training and provide information for motorcyclists	Yes	
Support older drivers and pedestrians with advice and information disseminated through local outlets.	Yes	
Maintain our relationship with the British Horse Society, with continued training and testing of horse riders.	Yes	

GLOSSARY / ACRONYMS

AA

The Automobile Association

ADI

Approved Driving Instructor

Casualty

A person who is killed or injured in a road crash. A fatal casualty is someone who dies within a period of 30 days as a result of injuries sustained in a road crash.

A serious casualty is someone who is detained in hospital as an in-patient or who has suffered a fracture, internal injury requiring hospital treatment.

ETP

Education, Training and Publicity measures used to increase public awareness of road safety.

Engineering

The physical measures introduced on the road environment to reduce the likelihood of a road crash e.g. signage, road markings, chicanes

Enforcement

Police Scotland enforces traffic law and ensures priority is given to those offences that carry a high crash risk.

Road Safety West of Scotland (RSWoS)

Road Safety West of Scotland is the collective group of Elected Members, Engineers, Road Safety Officers, Police and Fire & Rescue representatives, who work in partnership to develop a coordinated strategy for the West of Scotland

RSS

Road Safety Scotland is part of the Scottish Government that provides the strategic drivers and links to all road safety units.

RSO

Road Safety Officer employed by the council or police to deliver the education, training and publicity of road safety to the general public

RoSPA

The Royal Society for the Prevention of Accidents

Safety Cameras

Speed or traffic signal cameras used for the purpose of deterring speeding or red light running as a road safety measure.

Scottish Government's Road Safety Framework to 2020

The commitments and vision of the Scottish Governments to reduce road casualties on Scotland's roads

ScORSA

Scottish Occupational Road Safety Alliance

School Travel Plans

A document that sets out transport plans to assist pupils to be more environmentally friendly on the school journey

Walking Bus

A walking bus is an organised, supervised walk to school scheme run by parent volunteers. The scheme requires a "driver" and "conductors" to escort the children along a predetermined route, picking up children along the way

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WEB LINKS

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www.roadsafetyscotland.org.uk
www.dontriskit.info
www.roadsafetywestofscotland.com
www.firescotland.gov.uk
www.scotland.police.uk
www.strathclydecameras.com
www.roadsafetygb.org.uk
www.rospea.com
www.decadeofaction.org
www.aroundthecorner.org.uk
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walk, ride, drive... safe