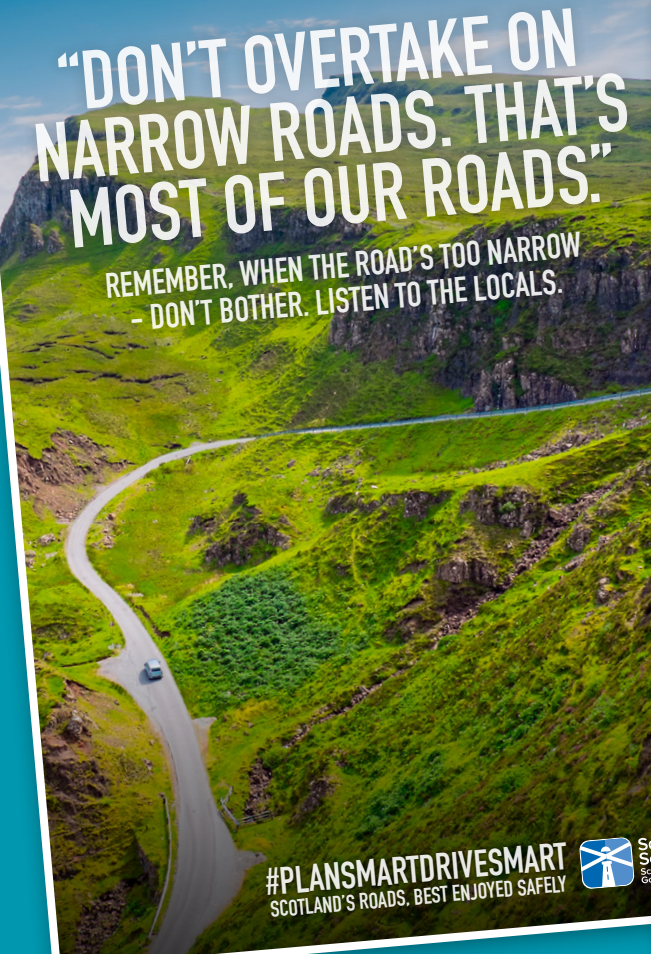



**“DON'T OVERTAKE ON NARROW ROADS. THAT'S MOST OF OUR ROADS.”**

REMEMBER, WHEN THE ROAD'S TOO NARROW - DON'T BOTHER. LISTEN TO THE LOCALS.



#PLANSMARTDRIVESMART  
SCOTLAND'S ROADS. BEST ENJOYED SAFELY



**“AROUND THAT CORNER? ABOUT 30 MORE CORNERS.”**

SCOTTISH ROADS CAN BE WINDING, PLAN AHEAD AND ALLOW FOR LONGER JOURNEYS. LISTEN TO THE LOCALS.



#PLANSMARTDRIVESMART  
SCOTLAND'S ROADS. BEST ENJOYED SAFELY



**“PLEASE RESPECT OTHER ROAD USERS.”**

FROM LORRIES TO LIVESTOCK, BE PREPARED FOR THE UNEXPECTED. LISTEN TO THE LOCALS.



#PLANSMARTDRIVESMART  
SCOTLAND'S ROADS. BEST ENJOYED SAFELY



# STAYCATION

## STAKEHOLDER TOOLKIT



# WHAT IS THE STAYCATION CAMPAIGN?

## WITH FOREIGN TRAVEL REMAINING UNCERTAIN, MORE PEOPLE ARE PLANNING STAYCATION HOLIDAYS AND DAY TRIPS THIS SUMMER.

The Scottish Government and Road Safety Scotland (part of Transport Scotland) have launched a new campaign reminding UK drivers to plan ahead, take plenty of rest stops and prepare for busy roads before embarking on their staycation in Scotland this summer.

VisitScotland typically sees around 14 million trips to Scotland by UK residents every year and

134 million tourism day trips<sup>1</sup>, with 64% bringing their own car<sup>2</sup>, so it's anticipated that Scottish roads will be busier than ever.

The campaign encourages drivers who are planning a trip in Scotland to be patient as the roads get busier with holiday traffic, and prepare for the unexpected on rural roads. It also highlights that Scotland's many country and single track roads may require new and different driving skills, particularly for those with less experience of driving in rural areas.

With fatigue being a contributory factor in collisions that kill or seriously injure around 50 people every year in Scotland<sup>3</sup>, drivers should also ensure they are well rested before setting out on their staycation trips and plan regular breaks.

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# THE CAMPAIGN AND HOW YOU CAN GET INVOLVED

**THERE ARE LOTS OF WAYS YOU CAN GET INVOLVED WITH THE CAMPAIGN AND WE APPRECIATE YOUR HELP IN SPREADING OUR MESSAGES.**

The new campaign will run across social media, PR and partnerships and features advice about taking your time, planning ahead and expecting the unexpected on rural roads.



## PARTNERSHIPS

We are actively looking for opportunities to work with like-minded partners and can provide the following assets:

- posters
- social media graphics
- information leaflet

To get involved contact Stuart O'Malley at Leith Links [stuart.omalley@leith.co.uk](mailto:stuart.omalley@leith.co.uk)

## SOCIAL MEDIA

Through the Road Safety Scotland Facebook & Twitter accounts [@RoadSafetyScot](https://twitter.com/RoadSafetyScot) several social media and digital assets, including campaign visuals, will be made available for you to share on your own channels.

These can also be found on the campaign assets page of the Road Safety Scotland website: <https://bit.ly/3y2LtYY>



# SOCIAL MEDIA

## WE ARE LOOKING TO SUPPORT PARTNERS AND STAKEHOLDERS ON SOCIAL MEDIA.

This would include us retweeting / sharing your information through our Facebook and Twitter accounts. Similarly, we would appreciate your support in sharing our messages through your own channels.

- Our Facebook page is here: [facebook.com/roadsafetyscotland](https://www.facebook.com/roadsafetyscotland)
- Our Twitter handle is: [@RoadSafetyScot](https://twitter.com/RoadSafetyScot)
- The campaign hashtag is: [#PlanSmartDriveSmart](https://twitter.com/hashtag/PlanSmartDriveSmart)
- A shortened URL which links to the website is: <https://bit.ly/35XPkKK>

## EXAMPLE POSTS

🗨️ We're supporting Road Safety Scotland's new staycation campaign, reminding drivers to plan ahead before trips on Scotland's roads this summer. Find out more at <https://bit.ly/35XPkKK> [#PlanSmartDriveSmart](https://twitter.com/hashtag/PlanSmartDriveSmart)

🗨️ Driving on Scotland's country roads can be tricky. Take your time and expect the unexpected. Find out more at <https://bit.ly/35XPkKK> [#PlanSmartDriveSmart](https://twitter.com/hashtag/PlanSmartDriveSmart)

🗨️ Overtaking can be tough, but overtaking a highland cow is a different story altogether! Driving in Scotland for a staycation requires a little more care and planning. Find out more at <https://bit.ly/35XPkKK> [#PlanSmartDriveSmart](https://twitter.com/hashtag/PlanSmartDriveSmart)

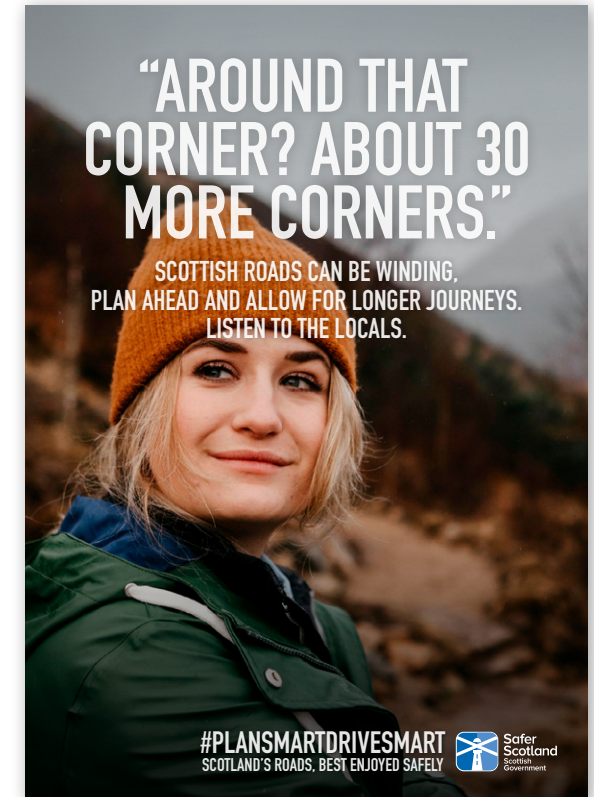


# KEY MESSAGES

- It's anticipated that Scottish roads will be busier than ever this year
- Plan ahead before setting off on your journey and take plenty of rest stops to combat fatigue
- Be patient as the roads get busier with holiday traffic
- Scotland has many country and single track roads with limited passing places, which may require new and different driving skills, particularly for those with less experience of driving in rural areas
- Prepare for the unexpected on Scotland's country roads and look out for potential hazards including farm traffic, pedestrians and animals
- For more information please visit <https://bit.ly/35XPkKK>

## PRACTICAL TIPS

- If your journey is very long, or you know you won't have had much sleep, consider using alternative transport or planning an overnight stay
- If your journey has been unavoidably delayed and you're driving for longer than planned ask another insured driver to take over. If that isn't an option, have a caffeinated drink, and rest for 20 minutes before continuing



# CONTACT

We're looking forward to working with you during the Staycation campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

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**Safer  
Scotland**  
Scottish  
Government

