

DIRECTION



DriveSmart focuses on young drivers

LISTEN TO YOUR GRAN

WEBSITE DEVELOPMENTS

With the launch of the new Road Safety Scotland website in late 2018, www.roadsafety.scot, the next phase of the website development work involved the design and launch of the new Learning, and Learning Zone sections.

The Learning section provides a home for all the content that was migrated over from the individual learning resource websites and provides information on Curriculum for Excellence (CfE) experiences and outcomes relating to the interactive and activity-based content. The Learning Zone is a dedicated area that provides easy access to the interactive content for each of the CfE learning levels.

Due to the recent launch of Road Safety Scotland's #DRIVESMART Young Drivers campaign in the topics section of the website, all topics pages of the site are now being reviewed and updated with the latest campaign messaging and artwork.

Debbie Nicol, from Road Safety Scotland, said: "The benefits of the new single domain will give strength to, and increase awareness of, all road safety learning resources and campaigns.

"It will provide a better user experience by creating a single site structure and a look and feel that is consistent across the site."

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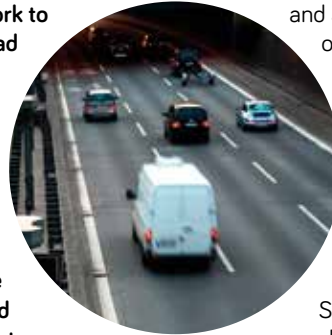
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TOWARDS A SAFETY FRAMEWORK FOR 2030

The Scottish Government is committed, through Scotland's Road Safety Framework to 2020, to achieving safer road travel in Scotland. With this Framework coming to an end in 2020 the Government wants to continue and build on this commitment. It is a crucial time for road safety as we all strive to ensure we meet our current targets and develop the next framework to 2030 which will provide direction to help achieve the vision where no one is killed on our roads.

Work is under way to identify risks and develop new targets for the next 10 years until 2030. Four workshop groups have been created to look at the three current key priority areas identified at the mid-term



review of the Framework in 2016 – Speed, Age and Vulnerable Road Users – and an additional one to focus on occupational road risk – to develop a draft Road Safety Framework 2030 that will go out to consultation at the end of the year.

Donna Turnbull, Road Safety & Policy Framework Manager at Transport Scotland, said: "This is very much the start of the conversation we are having with our road safety partners. We will discuss the risks to road users we are going to encounter over the next 10 years, and consider how certain things could influence road safety – such as new and emerging technology, Scotland's active travel agenda and the move to a low carbon economy."

DRIVR AWARD WIN

Safety Cameras Scotland's innovative driVR programme, which uses virtual reality to engage 16-18 year olds in road safety, won the Best Education and Training Initiative at the 2019 Young Driver Road Safety Awards.

Organised by Road Safety GB, working in partnership with FirstCar and the RAC Foundation, the awards recognise work being developed to reduce crashes and casualties caused by young, newly-qualified drivers.

Seven projects were each shortlisted for the five categories of awards and the

results announced at the RAC Club in London at the beginning of May.

Jennifer Stark, Communications Officer with the West Safety Camera Unit based in Glasgow, said: "We have been working on the programme for a long time and it has involved a lot of hard work from our partners Police Scotland and Glasgow Council, so it was great to get this recognition from industry experts."

The driVR programme was developed to engage S5-S6 pupils. Since its roll out to four schools in Glasgow, more than 200 students have experienced the intervention.



Meredydd Hughes (Executive Chairman, Road Safety Support), Jennifer Stark (Area Communications Officer, Safety Cameras Scotland), Simon McLaughlin (Data Analyst, Safety Cameras Scotland) and James Evans (Founder, FirstCar)



CHANGING

BEHAVIOURS

Road Safety Scotland's strategy to 'show and not tell' young men about the dangers of speeding on country roads has paid off, with research showing the highest ever motivational score for a Road Safety Scotland campaign.

Research of the 'Prepare for the unexpected; slow down on country roads' campaign showed that 77% of the target group – 22-29 year olds – recognised the campaign and 93% of them said they felt motivated to change their driving behaviours.

This response was achieved without traditional TV and cinema advertising by using an integrated digital-led strategy based around an immersive 360-degree film which was leveraged across social media channels, and supported with more traditional media and PR activity.

Liz Rockley, Senior Marketing Manager with the Scottish Government, explained the aims of the campaign and the strategy taken: "Young men think they are excellent drivers but they are more likely than any other age groups to be killed on the roads, particularly on country roads. However, academic research showed that telling young drivers to slow down would no longer cut it: they need to be shown that they aren't invincible so our communications to this group was based around a 'show, not tell' strategy.

"Our country roads campaigns in the past have been successful; our 2014 David Coulthard campaign was the best performing Scottish Government campaign to date. However, while these campaigns relied on tradition broadcast media, we know that young men's media of choice has changed over recent years so we needed a 'digital first' strategy to reach our audience where they spent most of their time."

Since research showed how much this

audience valued, and were excited by, new technology, the campaign was based around a virtual reality (VR) film which allowed young people to experience the unexpected hazards of country roads through a VR simulator and also a 360-degree film, which was 'teased' on social media channels.

Claire Wood from advertising company The Leith Agency said: "Virtual reality presented a unique opportunity to immerse our audience in a more creative form of 'hazards perception' training. The VR film puts the user in the driving seat on a dark country road, where they are surrounded by mates' 'banter' in the car and unexpected hazards outside it. The driver is challenged

to complete their road trip in one piece.

"Creative testing showed that respondents loved it and many admitted that they know they should drive at an appropriate speed – but only by experiencing the consequences of a near miss would they learn a lesson."

The campaign launched on 31 May 2018 and the immersive VR experience visited 16 rural locations across Scotland, chosen for high footfall among young men, and the 360-degree film was promoted by various social media activity.

Research showed that the VR experience was a powerful tool in changing young people's driving behaviours as 79% of the viewers said they intended to reduce their speed in future compared to 54% of people who saw the 360-degree film.

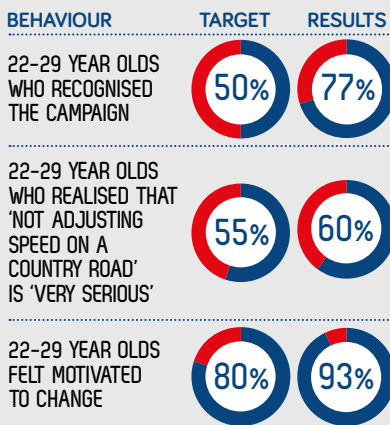
The campaign also used music to get the message to its target audience, commissioning a track from DJ Jack Eye Jones and singer/songwriter Nicky McDonald urging listeners to expect the unexpected on country roads. This song was shared over social media and promoted by Jones' record label to 800 DJs.

When the campaign launched it was covered in 39 publications, many of which featured the moving story from Claire MacKenzie, whose brother died in a country road accident.

Michael McDonnell, Director, Road Safety Scotland, said: "This country roads activity exceeds all metrics and set the bar even higher than the David Coulthard campaign. Road Safety Scotland is delighted with the results and I am delighted to be associated with a superb campaign delivered by an excellent and enthusiastic team of dedicated professionals within the Scottish Government and the various agencies involved."

COUNTRY ROADS RESULTS

- Three quarters of road deaths in Scotland occur on country roads.
- Two-thirds of those killed or seriously injured on Scotland's country roads were men.
- A third of those men were aged 22-29.



RSS THEATRE IN EDUCATION EVALUATION

There can be no doubt that both school children and adults alike enjoy the theatre performances developed by Road Safety Scotland (RSS) to deliver road safety messages, but how have these thought-provoking plays changed people's road safety behaviours? This is the goal of a comprehensive research project, currently under way and will be published in the summer.

Mairi Blair from RSS said: "The evaluation of our Theatre in Education (TiE) programme seeks to explore if the current activities are fit for purpose in helping to protect children and young people as some of Scotland's most vulnerable road users. As an impact evaluation, the project specifically seeks to explore the impact that the performances have on their audience's attitudes towards road safety, as well as capturing any self-reported change in behaviour that may result."

The TiE programme, which has been running for many years, consists of four plays, which have been delivered by the Baldy Bane Theatre Company for the past three years:



- The Journey (Primary 6 or 7): explores developing relationships between a group of young friends as they journey through primary school towards secondary school and looks at different influences on their behaviour
- School Daze (Secondary 1): focuses on peer influence and personal choice in relation to relationships and risk-taking at the point of transition to secondary school
- Friends Disunited (Secondary 5/6): deals with the enjoyment and responsibilities involved in becoming a

driver and getting your first car. It follows the lives of four friends at secondary school and into adulthood

- Better Late than Dead on Time is designed for all generations within communities and looks at the impact of driver and pedestrian behaviour on one family.

Dr Kate Skellington Orr, Director of Research at KSO Research, said: "We've been assessing road safety knowledge before and after the performances and checking on people's attitudes three months later to assess if and how the plays might impact on people's road safety behaviours. Having attended many of these plays in schools, as well as in community venues, it is obvious that people are engaged with and enjoy the experience, but the aim of our research will be to assess the real impact of these messages."

She added: "Most of the adults initially thought that road safety messages were just for children, but after the play many admitted that they had actually learnt something new. It just shows that road safety is for everyone."



POLICE SCOTLAND MOTORBIKE CAMPAIGN

The Police Scotland Motorcycle Safety Campaign was launched in April at the Grampian Transport Museum in Alford, Aberdeenshire, to urge motorcyclists to ride safely as bikers prepare to get back on the road for the summer season.

The campaign, which will draw on Road Safety Scotland's successful 'Breathtaking Roads' campaign – short films which showcase Scotland's spectacular motorcycle routes while encouraging bikers to share best practice riding tips – will promote safe and responsible motorcycling.

During the campaign, which runs until September, Police Scotland will organise a number of special 'Weekends of Action', where road policing officers will be out engaging with bikers to ensure their machines have been properly maintained over the winter and are fit for use. This will

also include checks of MoT certificates and insurance cover.

Superintendent Louise Blakelock, Deputy Head of Road Policing at Police Scotland, said: "Although motorcyclists make up only one per cent of the motoring public they account for around 20 per cent of the people killed in road crashes, often during cornering or overtaking manoeuvres. Motorcyclists are more vulnerable than other motorists as the smallest of errors, by rider or driver, can lead to very serious consequences, particularly when higher speeds are involved."

The campaign will be supported by the Area Safety Camera Units and will include deploying a specially equipped motorcycle which has all the functionality of a Safety Camera van, including forward-facing speed cameras.

PROMOTING BIKE SAFETY MESSAGES

Once again, the Police Scotland and Road Safety Scotland stand at the Scottish Motorcycle Show at Ingleston in March was busy promoting road safety to the country's motorcycling fraternity. Representatives from both organisations were on hand to discuss safety issues and give out information to signpost riders to the wide range of riding advice and videos available.

Inspector Ian Paul, of Police Scotland's National Motorcycle Unit, said: "We've been partnering with Road Safety Scotland at this event for many years as it is an excellent way to engage informally with motorcyclists and to promote positive road safety messages just before the start of motorbike season."





DRIVESMART WITH YOUR GRAN II

Would you take risks and drive irresponsibly with your Gran in the car? This is the message from the new DriveSmart campaign which is targeting the risk-taking driving behaviours of young men in their twenties.

The campaign suggests that a good talking-to from their loveable but plain-speaking Gran would encourage young men to think about driving more safely and taking fewer risks, such as texting while driving, speeding, drinking or taking drugs before driving, and being distracted by noisy friends.

It asks young men to consider how they would stay in control of the car if their Gran was a passenger, building on research findings that young men drive more carefully if they have 'precious cargo' – such as a family member – in the car with them.

The quirky campaign tells young drivers: "Roads are unpredictable and life is full of distractions, but help is at hand. You'll have met Gran. She's no-nonsense and pops up in the least likely of places. Driving like she's in the car with you is a great way to #DRIVESMART."

Running until March 2020, the campaign from Road Safety Scotland marks a new strategic approach, moving away from the 'Don't Risk It' message, which no longer feels relevant to young men because they enjoy taking risks while driving.

Michael McDonnell, Director of Road Safety Scotland, said: "Young men are prone to over-confidence in their abilities, a misplaced sense of control and a desire to push themselves and their cars to the limits.

"Men aged between 21 and 30 have the highest rate of motoring offences and speeding offences in Scotland. They are more likely than other adults to engage in risky driving behaviours – such as speeding and drink-driving – that lead to themselves or others being killed or seriously injured."

Primary research conducted with this group of drivers revealed that they often reject the driving style they used as a learner as unrealistic for the real driving world. They see speed limits as guidelines and they feel some situational factors that contribute to safe driving (e.g. time, place, company) are out of their control.

The new strategy sets out to frame perceptions of a good driver and to remind young men that a good driver is a safe driver; one who is in control. This will influence their willingness to accept or undertake risky

behaviours such as excessive or inappropriate speeding, mobile phone use, driving after taking drink/drugs, the influence of mates and not anticipating hazards.

Michael added: "This campaign will address some of the key contributing factors that lead to casualties on Scotland's roads in a way that young men will take notice of. Next time the drivers see themselves slipping into bad habits, they should imagine Gran is in the car with them."

The 'always-on' media will include Facebook, Instagram, YouTube, Spotify and Twitter, while the campaign will also feature in targeted TV and cinema advertising addressing speed and in-car distractions this summer, before focusing on drug-driving during autumn and drink-driving over the festive period. For the first time, RSS is serving adverts on Twitch – Amazon's live streaming video platform – to reach even more young men, who are one of the biggest audiences for this channel.

Field marketing will take the campaign out to areas with high footfalls of young men over the summer, while PR, social media





IN THE CAR

activity and extensive partnership and stakeholder outreach will target local authorities, emergency services, social media influencers and partners in the private sector including local football clubs and cinemas.

The Scottish Government and Road Safety Scotland are determined that young men are most receptive to communications that increase their sense of control over the car, because they acknowledge they can always improve their driving skills. Insight found that that the campaign needed to reframe young men's perceptions of safe behaviour in the car in order to influence their willingness to speed and to heighten their belief that there is action they can take to remain in control of the car regardless of situational factors.

Liz Rockley, Senior Marketing Manager with the Scottish Government, said: "This new marketing approach for DriveSmart reinforces the challenge to follow best practice when driving on the roads. It also aims to deliver a more focused campaign that resonates more strongly with the audience where the issues of speeding and other negative behaviours are most prevalent."

RIDE SAFELY

AS A GROUP

Following the success of last year's Breathtaking Roads motorbike safety campaign, another film has been produced that highlights the skills required to ride as part of a group. Bikers suggested this topic during last year's evaluation of the campaign, as around half of motorcyclists enjoy riding with others.

Independent evaluation of the 2018 Breathtaking Roads campaign showed 94% of bikers who had seen it claimed to have changed their riding behaviour (versus a campaign target of 66%). Other positive riding behaviours highlighted by the evaluation included 39% of riders saying they would be more patient when overtaking, 34% would approach bends more carefully and 33% would approach junctions more carefully.

Liz Rockley, Senior Marketing Manager with the Scottish Government, said: "To date, our films have focused on the skills required to remain in control of a motorbike, particularly at bends, junctions

and during overtaking, and the evaluation shows how the campaign has exceeded all SMART targets and demonstrated evidence of attitudinal change.

"The Breathtaking Roads 2019 campaign will build on learnings from 2018 and we will re-use existing assets and continue with our peer-led communications approach.

"However, to enhance the communications strategy further, we have created a new film for social media focusing on the skills required to ride safely as part of a group, which was requested by bikers in our evaluation.

"We also plan to develop new partnerships and increase our presence at key Scottish biking events. We will also be increasing advertising along key biking routes in Scotland to reinforce safety messages at the point of riding, particularly with older bikers who may be less likely to see digital advertising."

The new Group Ride video was filmed at the Devil's Beef Tub in Moffat, which is on a popular bikers' route around the Borders. Like the others, the new film captures the beauty and freedom of riding a bike through Scotland's amazing scenery while focusing on the hazards that riders need to be aware of, as well as the safety issues when it comes to riding as part of a group. The film and related marketing material will be launched at some point during the summer.

"We have created a new film for social media focusing on the skills required to ride safely as part of a group, which was requested by bikers in our evaluation"

🌐 For more information, visit <https://livefastdieold.scot/>





(From left) Inspector Andrew Thomson (Police Scotland), Cycling Scotland Chief Executive Keith Irving; Michael Matheson (Cabinet Secretary for Transport, Infrastructure and Connectivity); and Cycling Scotland Head of Communications Denise Hamilton at the launch of the road safety campaign

ALERTING DRIVERS

TO THE CONSEQUENCES

Cycling Scotland launched a new safety campaign in May aimed at making people aware of the consequences of driving dangerously close to people on bikes. TV and social media adverts used footage shot from the perspective of different people cycling to bring home the frightening experience of being overtaken too closely by a car.

The new campaign is a development of the charity's previous campaign – Give Everyone Cycle Space – which highlighted the need for vehicle drivers to give cyclists at least 1.5 metres of space when passing them on the road. There were 729 reported road casualties for people cycling in 2017.

The charity conducted focus groups in Edinburgh, Aberdeen and Glasgow in December 2018 to understand why some people drive dangerously and/or carelessly around people on bikes and what might make them change their behaviour.

The results included the following insights:

- Knowledge of the amount of space that should be allowed is good, but many admitted that they don't always follow the advice
- Personal priorities, impatience and sense of entitlement are at the forefront of driver's thinking when on the road
- Lack of understanding of the law and penalties around driving near people cycling means that drivers don't have 'top of mind' concern about consequences
- Some believe poor cycling behaviours excuse poor driving behaviours
- Low awareness that passing someone riding a bike too closely was an offence
- Some assumed it was good manners and courtesy to give space.

Denise Hamilton, Head of Communications at Cycling Scotland, said: "We explored what would motivate people to change their driving behaviour and what resonated most were the legal consequences for them. We also found that drivers were

unaware that you can be stopped by the police for driving carelessly or dangerously around a person on a bike, and potentially get three points on your licence and a £100 fine."

Of four tested advertising scripts, all responded most positively to a campaign focused on raising awareness of the need to give space to people cycling or risk a three-point penalty and up-to £100 fine.

All of the focus group participants were also unaware of Operation Close Pass run by Police Scotland. This involves an undercover officer cycling along a known 'close pass' hotspot and reporting vehicles that drive dangerously close. A police team further up the road flags the offending driver down where the dangerous nature of their driving is discussed, with an educational mat that shows the correct amount of space to give.

Denise added: "People don't fully understand the impact of a close pass on a person cycling, and how scary and dangerous that can be."



MANAGING OCCUPATIONAL ROAD RISK

With more employees killed in 'at-work road accidents' than in all other occupational accidents, the Scottish Government has espoused its future aspiration that every organisation it works with will have a **Managing Occupation Road Risk policy**.

The Scottish Occupational Road Safety Alliance (ScORSA) has started the ball

rolling by providing free resources to small to medium-sized companies to help them develop a suitable policy.

ScORSA is currently on a membership drive to increase the number of SMEs using its free resources to develop their own occupational road user risk policies.

Sandy Allan, Road Safety Manager with

DATA-ENABLED BREATHALYSERS



Police Scotland is now able to get quick access to national data on drink-driving incidents thanks to the roll out of data-enabled breathalysers. During the most recent festive drink-drive campaign, Road Policing officers used the new technology to allow them to record a range of information directly into their devices at the roadside and later upload the data to a central server for analysis.

Constable Aileen Walker, from the Road Police Management Support Unit, said: "These new data-enabled devices are not only screening devices to enable an officer to detect suspected levels of alcohol in the breath, but they also permit the officer to input details of everyone they breathalyse such as age, sex, ethnicity and the reasons for stopping their vehicle. As this data is stored centrally, we can easily use the information to work with Road Safety Scotland to develop more targeted drink-drive campaigns and market more appropriately."

Police Scotland is also looking at increasing the functionality of the data-enabled breathalysers, such as including the location of the incident to see if this will add value to the data it is collecting.

At the moment, only Road Policing officers have been issued with the devices, but there are plans to roll out the data-enabled breathalysers to all divisions across Scotland later this year.

Road Policing Inspector, Vinnie Fisher, said: "Once the new breathalysers are rolled out across all divisions we will be able to capture data for every breath test that is undertaken in Scotland.

"This will make our reporting of drink-drive incidents much more efficient and streamlined, and will give us a far richer picture of the situation across Scotland."

PROTECTING HORSES

Recent research by the British Horse Society (BHS) suggests that nearly two horses are killed each week on UK roads, with 845 incidents involving horses and drivers reported to the BHS last year – an increase of 109% compared to the previous year.

The BHS collates statistics each year to understand the rate of incidents involving horses and riders on UK roads and is currently working with the Huufe riders reward app over six months to trial new functionality that allows users to report incidents easily and quickly.

The app (<https://huufe.com>) allows the user to select the type of incident they were involved in while also recording the location and time. As the

app records no personal data during its trial period, BHS is still encouraging riders to continue reporting incidents to its horse accidents website (www.bhs.org.uk).

In the last year, 87 horses and four people have been killed while riding on the roads and 73% of incidents reported occurred due to vehicles passing by too closely.

Alan Hiscox, Director of Safety at the BHS said: "The dramatic increase in incidents is of huge concern, but we are aware that only 1 in 10 accidents is reported to us, therefore these figures are only the tip of the iceberg. We will continue to promote our key Dead Slow messages and strive to ensure all vulnerable road users are kept safe."

KEY MESSAGES

The BHS launched its 'Dead Slow' road safety campaign to help better educate drivers on how to pass horses on the road.

The key messages to drivers are:

If I see a horse on the road, then I will:

1. Slow down to a maximum of 15mph
2. Be patient – do not sound my horn or rev the engine
3. Pass the horse wide and slow, (if safe to do so) at least a car's width if possible
4. Drive slowly away.

RoSPA and co-ordinating the ScORSA marketing campaign, said: "Driving is the most dangerous work activity that most people do. Between a quarter and a third of road collisions involves someone who is driving for work purposes. The HSE say that 'health and safety law applies to on-the-road work activities as to all work activities and the risks should be effectively managed within a health and safety system'. However, while

organisations will have policies for employees using machinery and tools within the workplace, many do not have specific policies for reducing the risk while driving."

ScORSA provides a wide range of free resources to help organisations develop a policy to manage occupational road risk.

 For more information, visit www.scorsa.org.uk



REGULATING

THE ROADS

Direction magazine talks to the former Traffic Commissioner for Scotland, Joan Aitken, on her 16 years in the role regulating the commercial vehicle sector and her contributions to road safety

How did your previous experience prepare you for the role of Traffic Commissioner?

I'm a solicitor by profession and chaired various tribunals and qualified as a mediator. For four years I was the Scottish Prison Complaints Commissioner – these are roles where lots of people don't always want you to find out the truth!

So I see the qualities that I used in my previous jobs, such as an inquiring mind, the ability to probe and an acute sense of the importance of evidence, together with a sense of fairness and an interest in people, as ideal for the role of Traffic Commissioner.

Also, when I was a young law apprentice, the Health and Safety at Work etc. Act 1974 came into force. I've always deeply admired that legislation which is focused on keeping working people safe and that feeling has walked with me my whole professional life.

How would you explain the role?

There's a very simple answer to that: if you want to put a lorry or bus on the road you have to get a licence from the Traffic Commissioner.

Traffic Commissioners license two critical industries: road haulage carrying goods, and buses and coaches carrying people. These are two industries that are important to the economic success of the country and fundamentally important to people's safety on the roads. Traffic Commissioners are also responsible for holding bus operators to

account for the punctuality and reliability of local bus services. The criteria for getting a licence are rigorous but are there to anchor road safety, as well as encourage fair competition and care for the environment.

Traffic Commissioners get reports from the Driver and Vehicle Standards Agency (DVSA) and the police about infractions, as well as complaints from operators and anonymous tip-offs. These tips can be essential clues in DVSA investigations. If evidence shows that operators are not keeping their vehicles roadworthy or not giving their drivers time off, or that drivers are not respecting safety measures, then they could lose their licence or get disqualified.

In what areas have you been able to contribute to road safety?

Without a shadow of a doubt, I contributed to the professionalisation of these industries and to the enhancement of respect for road safety.

When I arrived, there was a degree of complacency and people worked to industry averages where more than one in five vehicles were failing their annual test. I wanted a 100% pass for all vehicles because an operator should be able to keep their vehicles in top condition all the year round.

It was a great wake up call, and we developed this further by focusing on driver wellbeing and demanding that operators had systems in place to ensure drivers were properly rostered, because driver fatigue is a

“I've always deeply admired legislation which is focused on keeping working people safe and that feeling has walked with me my whole professional life”

very high cause of road traffic incidents.

I was also quick off the mark in 2011 in getting Scotland's police forces to start reporting mobile phone offending by professional drivers.

One of my other successes was to get the law to recognise that Traffic Commissioners need the power to work in a preventative role, and not wait until someone has been killed or seriously injured before we can take action against an operator or driver. Traffic Commissioners do use their powers to revoke the licences of operators and drivers who show a reckless attitude or pattern of behaviour towards road safety.

Of course, cases can be appealed but fortunately the appeal bodies upheld my decisions to take a preventative approach.

The human element is so important in this role. It is the attitude of an operator or a driver which can be the greatest threat to road safety. That is why it is not just about whether the vehicles are roadworthy but how they are going to be used; whether chances will be taken with speed or loading or fatigue or mobile phone use or such like.

What was your reaction to finding out you had been awarded an OBE?

The citation is actually for services to the Scottish transport system and to road safety. This gave me great joy because it recognised that I did not just look at vehicles but I had contributed to improving bus services and transport overall. I was also pleased to be recognised for my contribution to road safety and especially as I have been involved with the charity Transaid for many years.

What are you involved with now?

I've recently joined the Board of Transaid as a Trustee and I'm looking forward to helping the charity with its international development work. I've also developed a love of cycling and I've been involved in two of the past Transaid five-day 300-mile cycle charity challenges in Africa with another to train for in Malawi in 2020. I got into cycling almost by chance so I am looking forward to what other chances and surprises might come my way.



EU RULING ON SAFETY AND DRIVER ASSISTANCE FEATURES

EU proposals for autonomous vehicle safety measures could help Scotland reduce 'Killed and Seriously Injured' on the roads.

The new EU rules adopted on 16 April by the European Parliament will make advanced safety equipment mandatory in all new road vehicles sold on the EU market. They are likely to apply from May 2022 for new models and from May 2024 for existing models. The aim is to reduce road casualties.

The UK's Department for Transport has confirmed that these measures will also be adopted in the UK.

The EU has admitted that progress on reducing EU-wide road fatalities has stagnated in recent years, and that its objective of halving road fatalities between 2010 and 2020 is now an "extreme challenge". As a result, the EU is proposing a new policy framework for 2021-2030 with a long-term goal of moving close to zero fatalities and serious injuries by 2050, with an interim target of minus 50% between 2020 and 2030.

The EU's proposals focus on both vehicle safety and infrastructure safety, and together are forecast to save 10,500 lives and avoid 59,600 serious injuries over 2020-2030. Vehicle safety will be based around making safety and driver assistance technologies mandatory, which it is estimated will save 7,300 lives and avoid 38,900 serious injuries over the ten-year period, while the infrastructure safety management work will include network-wide risk mapping and reinforced provisions for vulnerable road users.

Bertrand Deiss, Head of Road Safety Policy at Transport Scotland, welcomed the EU decision and his team is currently assessing the ramifications of adopting such vehicle

safety measures on Scotland's roads. He said: "As far as Scotland is concerned, this new ruling has the potential to save around seven fatalities and 39 serious injuries per year based on the proportion of Scotland's share of the European population. This means we could dramatically reduce serious injuries by almost 2.5% from current figures – so it seems really positive on the road safety side. We are currently trying to forecast the impact of these technologies based this time on the future Scottish fleet and our road casualties to firm up the initial casualty reduction assessment."

The EU package of measures would mandate vehicle manufacturers to install for example advanced emergency braking systems, intelligent speed assistance, emergency lane-keeping systems, driver drowsiness and distraction warning, advanced driver distraction warning and reversing detection systems. Intelligent speed assistance makes a driver aware when exceeding the speed limit. In the early stage of the rollout, the EU is proposing an on/off switch, which would allow the system to be overridden by pushing down on the accelerator. All new cars would also be fitted with event data recorders to register data shortly before, during and immediately after a road collision. The processing of personal data through the event (collision) data recorder will be undertaken for collision data research only and will comply with personal data protection rules.

The UK government already has ambitious plans to launch autonomous cars and recently announced that it was "on track to meet its

commitment to have fully self-driving vehicles on UK roads by 2021".

Transport Scotland is also working with partners on a pioneering £6 million trial of autonomous buses on the trunk road between Fife and Edinburgh for start up in 2020. Project CAV Forth will trial full-size single-decker buses operating at Level 4* autonomy along a 14-mile route between Ferrytoll Park & Ride and Edinburgh Park Train and Tram interchange, and will provide a world-leading demonstration of UK autonomous bus capability.

In the meantime, the UK government is preparing the regulatory landscape through the Law Commission of England and Wales, the Scottish Law Commission and the Center for Connective and Autonomous Vehicles examining options for regulating automated road vehicles into a modern and robust package of law reforms promoting automated vehicles and their use.

Bertrand said: "It's all positive for road safety in general, but with the caveat that all these new technologies need to be developed with improving road safety at the heart, and that's why the law commission review is looking at the type approval regime to allow the industry to produce and market autonomous vehicles in the safest way."

**Level 4: an automated driving system which can perform the dynamic driving task without requiring a user to be receptive to requests to intervene.*



Bertrand Deiss

CHILD CAR SEATS

TO BE CHECKED

Initiative will help ensure youngsters' safety on the move



The events are designed to help families to be safe

Child car seat specialist, Good Egg Car Safety, is expanding its popular Community Checking Events throughout Scotland to include 10 Police Enforcement Days, thanks to support from Police Scotland and Road Safety Scotland.

Good Egg experts will work alongside the police and undertake random checks on cars carrying children to check the suitability of the child car seats or restraints used in them. This activity will be in addition to the 46 free child car seat community events over the summer at high footfall venues across Scotland.

Jan James, CEO of Good Egg, explained: "Whenever we partner with the police on mandatory checks, we sadly almost always find a much higher incorrect fitment rate than our standard checks.

"This is because those parents who voluntarily attend are already concerned with child seat safety and are proactively seeking guidance and reassurance. The families we often meet at police checks are not as focused on safety and the results evidence that. These much-needed Police Enforcement Days will run between May and September and are designed to offer advice and support to parents, grandparents and carers who drive with children. No tickets will be issued by the police for non-compliance on these occasions."

Michael McDonnell, Director of Road Safety Scotland, has been involved from the beginning of this campaign. He added: "Having children in correctly-fitted and

appropriate car seats from the very beginning is so important, not only in keeping them safe in the present, but it plays a vital role in creating future generations of vehicle occupants who are used to being restrained for safety while travelling."

The first of Good Egg's Community Checking Events kicked off in Falkirk at the end of March and car seat checking events are planned to run across major towns in Scotland until the beginning of September.

At these events the Good Egg team provides not only free child seat checks and fitting guidance, but also offers the award-winning Good Egg Car Safety Guides and supporting materials for families to take away. Furthermore, information leaflets are provided which direct parents to Good Egg's extensive online resources for more information.

Good Egg's website hosts a popular 'ask the expert' service which provide families with free personalised advice and also details all the forthcoming venues across the UK for the free Community Checking Events.

Jan added: "We provide free videos on our Facebook and social media platforms to show parents how to easily and quickly rectify common fitting problems and every local authority in the UK has a free digital platform featuring our Good Egg In-Car Safety Guide, thanks to support from the Arnold Clark Group. All you need to do is visit www.digital.goodeggsafety.com and enter the name of your own local authority."

MY JOURNEY WITH ZIGGY PACK

Following the revamp of the Road Safety Scotland (RSS) website, the popular *My Journey With Ziggy* pack has been relaunched to Early Learning and Childcare centres (ELC centres) and Primary 1 teachers.

The pack, which includes a Ziggy soft toy and journey diary contained in a bright reflective drawstring bag, has been developed to help practitioners, parents and carers bring road safety learning to life. To obtain the pack, teachers and childcare practitioners first register on the Ziggy pages on the RSS website and are asked to conduct some simple road safety lessons with their children before taking them on a walk outside. Using the *Ziggy's Big Day Out Guide*, which is downloadable from the website, they can record aspects of their journey to help tell their story. They then upload their story to the website with photos or drawings from the day. Once the story is uploaded and approved, the *My Journey With Ziggy* pack will be sent out.

Mairi Blair from RSS said: "The *My Journey With Ziggy* pack has proved popular with ELC centres and primary schools since it was launched in the 2016-17 school year.

"For the 2017-18 school year we wanted to increase engagement opportunities for ELC centres and Primary 1 classes, so we introduced a competition element to the activity: *Ziggy's Big Competition*.

"As well as going out for a walk, classes were also asked to submit a film or recording of the children doing the Ziggy song and dance. Our research showed that the *Ziggy's Big Competition* activity did appear to encourage the increased use of the website, in particular the resources for teachers. This evaluation will be considered by RSS's Learning Advisory Group and will provide a steer on future engagement with teachers.

"In the meantime, the *My Journey With Ziggy* pack activity has been refreshed for the remainder of the school year and into the 2019-20 year."



For more information visit: roadsafety.scot/ziggys-big-day-out