



# Road Safety Plan for Edinburgh to 2020

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Working towards Vision Zero



## Our partners



**Lothian and Borders Fire and Rescue Service**

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The development  
of active travel  
and healthier  
living will be  
encouraged and  
promoted  
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## Foreword

The City of Edinburgh Council is committed to providing a safe and modern road network for the 21st century.

Building on the Scottish Government's Road Safety Framework<sup>1</sup> and the Council's Transport 2030 Vision<sup>2</sup> and Single Outcome Agreement<sup>3</sup>, the Council and its partners developed this Road Safety Plan for Edinburgh to 2020, as a focus for all road safety activity in the city.

At the core of the Road Safety Plan (Plan) is the vision that the Council and its partners will:

*Work towards Vision Zero and the provision of a modern road network where all users are safe from the risk of being killed or seriously injured*

Developed by Dr Tingvall<sup>4</sup> in Sweden, Vision Zero aims to achieve a road system which allows for human error but without it leading to serious injury, and is based on the premise that human life cannot be balanced against cost.

While the cost of implementing a policy with such wide ranging implications may appear to be unaffordable, significant savings are achievable. The Department for Transport<sup>5</sup> noted that the UK economy as a whole would receive "a 10-year stream of benefits that can be valued at £111 billion" from the implementation of Vision Zero.

The Council is actively working towards Vision Zero and a significant step forward has been taken with the publication of this Plan.

The Council is also dedicated, through the Disability Discrimination Act 2005, to addressing the difficulties experienced by those with mobility issues who use the road network.

Providing the people of Edinburgh with value for money has always been a key driver for the Council. In the current financial climate the Plan's challenging vision will be achieved through the Council working with its partners to ensure the effective targeting of limited resources.

The Council and its partners have worked together to develop the Plan, ensuring it will act as a focus for all road safety activity in Edinburgh through a series of interventions.

<sup>1</sup> The Scottish Government (2009). Scotland's Road Safety Framework to 2020.

<sup>2</sup> The City of Edinburgh Council (2010). Transport 2030 Vision.

<sup>3</sup> The Edinburgh Partnership. Single Outcome Agreement 2009-12.

<sup>4</sup> Claes Tingvall and Narelle Haworth (1999). Vision Zero - An ethical approach to safety and mobility. Monash University Accident Research Centre.

<sup>5</sup> Department for Transport (2006). Vision Zero: Adopting a Target of Zero for Road Traffic Fatalities and Serious Injuries.

These high level commitments by the Council and its partners will target resources where they will have the greatest impact on the number of people killed or seriously injured on Edinburgh's roads. The issue of social and geographical inequality across the city is a focus of many of the Plan's interventions.

The Plan will only retain its relevance and effectiveness if it is regularly updated. On an annual basis, the previous year's casualty figures will be analysed to identify trends and patterns.

A major review of the Plan will be carried out bi-annually. Such reviews will measure progress on the interventions, and ensure the Plan reflects current Government and Council policies, as well as the prevailing economic conditions.

*"Our aim is to ensure that collisions on our roads do not cause fatal or serious injury. Road collisions can be devastating for those involved and in many cases have a serious impact on families, friends and colleagues as well. Vision Zero requires an acceptance that we all share responsibility for ensuring that Edinburgh's roads are safer for everyone."*

Councillor Gordon Mackenzie  
Convener for Transport,  
The City of Edinburgh Council



*"The long term vision of eliminating fatalities and serious injuries through road traffic collisions is well worth striving for. The Road Safety Plan for Edinburgh to 2020 sets challenging targets, achieved through innovative interventions and new partnerships necessary to realise the ambitious Vision Zero approach. Road Safety is seen as one of the main cornerstones in helping to develop Edinburgh as one of the safest, healthiest and most accessible transport systems in northern Europe."*

Marshall Poulton  
Head of Transport,  
The City of Edinburgh Council



## Objectives

Objectives were developed by the Council and its partners to assess the Plan's road safety interventions against. This was undertaken to ensure only those interventions that actively contribute to Edinburgh's road safety vision were included in the Plan.

The following provides a brief summary of the nine objectives used to assess interventions for inclusion in the Plan, as outlined in Appendix A.

The objectives represent the key factors that will help to work towards a safe and successful transport system for Edinburgh.

**Data management/analysis** – Data to be managed, analysed and based on auditable information.

**Healthy/active travel** – The development of active travel and healthier living will be encouraged and promoted<sup>6</sup>, especially in areas of social deprivation.

**Network management and development** – Develop<sup>7</sup> and maintain a modern and safe road network for the 21st century.

**Partnership working** – New partnerships will be formed and existing partnerships developed, to ensure efficient delivery.

**Publicity/promotion** – New and existing publicity campaigns will be used to encourage the safe and efficient use of the road network.

**Speed management** – Vehicle speeds will be managed to reduce the potential for collisions as well as their severity.

**Technology** – The use of new and improved technology will contribute towards road safety improvements.

**Tram** – Contribute to the safe and efficient running of, and interaction with, the Tram.

**User behaviour** – Road safety on the road network will be improved through sensible behaviours of road users.

<sup>6</sup> The Council is also currently developing an Active Travel Plan which will act as the delivery mechanism to further encourage and promote levels of walking and cycling. The Road Safety Plan will be aligned to this.

<sup>7</sup> Edinburgh roads are an integral part of the wider historic context and subject to a variety of protective designations: the World Heritage Site, Conservation Areas and Listed Buildings. Changes to streetscape need to be aligned with the Edinburgh Standards for Streets (2006) and the Scottish Government's Designing Streets (2010) planning policy guidance.

## Key priorities

Edinburgh's key priorities were identified from both a detailed analysis of the 2004 – 2008 casualty data and consultation with the Council's partners and other stakeholders including user groups, to ensure the interventions target those most at risk of being killed or seriously injured on Edinburgh's roads.

### Children and young people

An analysis of the latest available casualty data (2008) shows a 56% reduction in the number of children killed or seriously injured on Edinburgh's roads since 2000.

Despite this success, children remain particularly vulnerable to injury due to the failure of drivers or riders to allow for children's lack of experience, their potential for impulsiveness, and the ease with which they can become distracted.

The continued reduction in the number of children killed or seriously injured on Scotland's roads is also a key element of the Scottish Government's Road Safety Framework.

<sup>8</sup> Percentages shown in brackets are representative of all casualties killed or seriously injured on Edinburgh's roads, attributed to a particular mode.

### Cyclists

Between 2004 and 2008 139 bicycle riders were killed or seriously injured on Edinburgh's roads (14%)<sup>8</sup> compared to the 130 car drivers (13%) killed or seriously injured over the same period. It shows the vulnerability of cyclists.

### Drivers and passengers

A total of 22% of all people killed or seriously injured (218 people) and 42% of all casualties (3551 people - includes slight casualties) between 2004 and 2008 were car drivers or passengers.

Analysis of data indicates that car drivers are more likely to be killed or seriously injured due to speeding and inappropriate driver behaviour than from any other cause.

### Elderly people

While those aged 60 and over account for 19% of the population of Edinburgh, it is considered likely that the percentage of those in this age group who actively use the road network is significantly lower.

Nevertheless, with 18% of all those killed or seriously injured falling into this age group, it can be seen that elderly people are at particular risk. This is of particular relevance as Edinburgh has an ageing population.

### Impairment

Driving a vehicle is a complex task requiring a high level of concentration and alertness. It is essential therefore, that drivers and riders do not use their vehicles when their performance is likely to be impaired through alcohol, drugs or fatigue.

### Infrastructure

The provision of a modern and efficient road network for the 21st century will allow its use safe from the risk of being killed or seriously injured.

### Motorcyclists

There were 128 motorcycle riders killed or seriously injured (13%) between 2004 and 2008 on Edinburgh's roads, 2 of which were fatalities. The vulnerability of motorcyclists is shown by comparison to the 130 car drivers killed or seriously injured (also 13%) between 2004 and 2008.

### Pedestrians

Pedestrians account for 42% (418 people) of all killed or seriously injured casualties, and 23% of all casualties (1925 people – includes slight casualties) on Edinburgh's roads between 2004 and 2008.

This disparity between the numbers of pedestrians killed and seriously injured against the numbers of pedestrians involved in all injury incidents highlights the particular vulnerability of pedestrians.

<sup>9</sup> Department for the Environment, Transport and Regions (2000). New Directions in Speed Management – a review of policy.

### Speed

Research<sup>9</sup> has shown that where a pedestrian is struck by a car travelling at 20mph, over 9 out of 10 people will survive. However, if a pedestrian is struck by a car travelling at 30mph, 8 out of 10 people will be killed while 9 out of 10 people will be killed if the car is travelling at 40mph.

### Tram

The introduction of the tram and the amendments to Edinburgh's road network will radically change the traffic patterns in the city. It is essential that any such changes are harnessed so as to contribute towards meeting Edinburgh's road safety vision.

### Vehicles

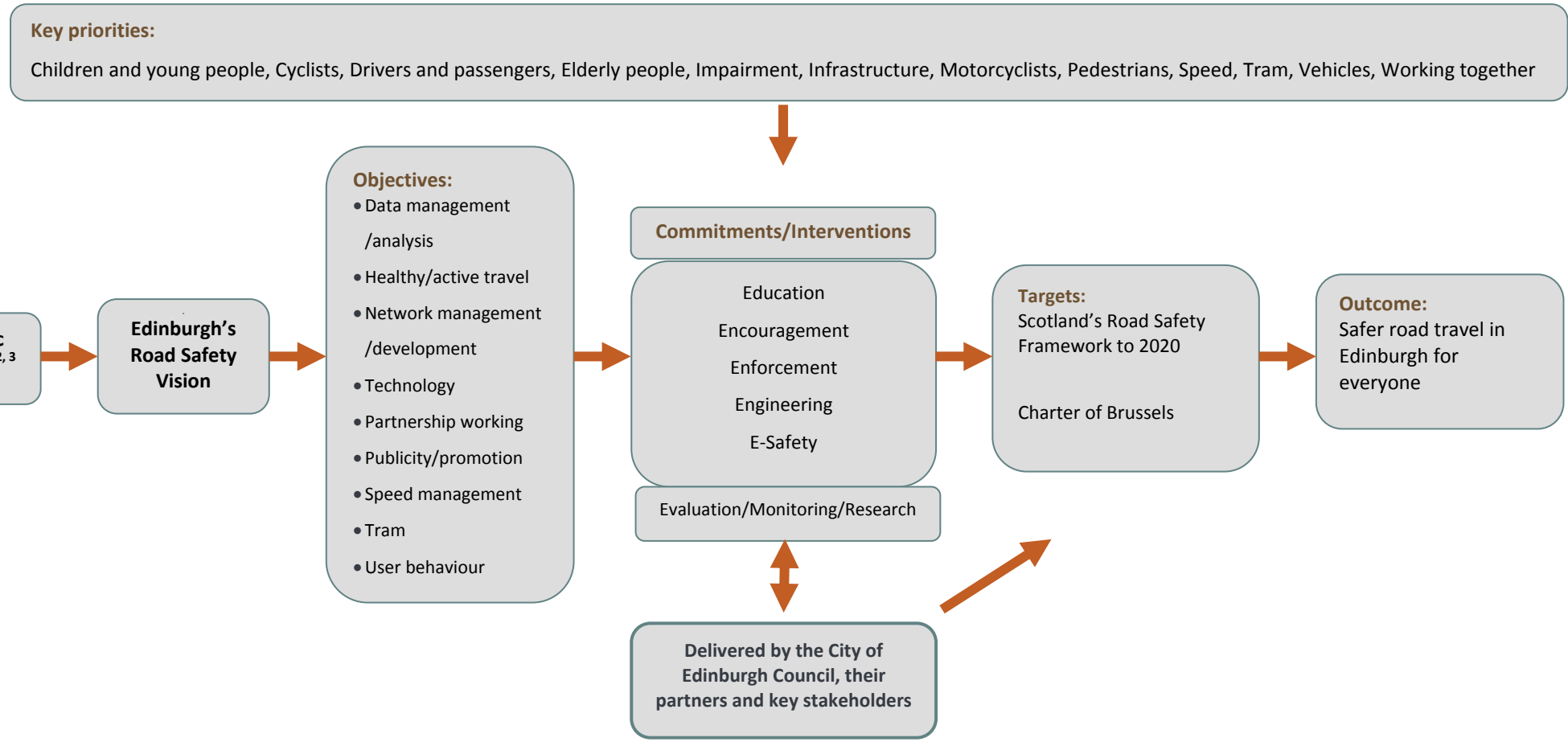
The road worthiness of a vehicle can be a major contributory factor towards the likelihood of the vehicle being involved in a collision, while the level of protection offered by the vehicle can reduce the severity of any injuries.

Evolving technology now offers the potential for reducing the likelihood of a collision occurring.



**Working together**

By working together the Council and its Partners will be able to target their limited resources to where they will have the greatest impact. The interactions of the vision, objectives and key priorities and their contribution towards the development of the interventions and the delivery of safer road travel in Edinburgh for everyone is summarised below.



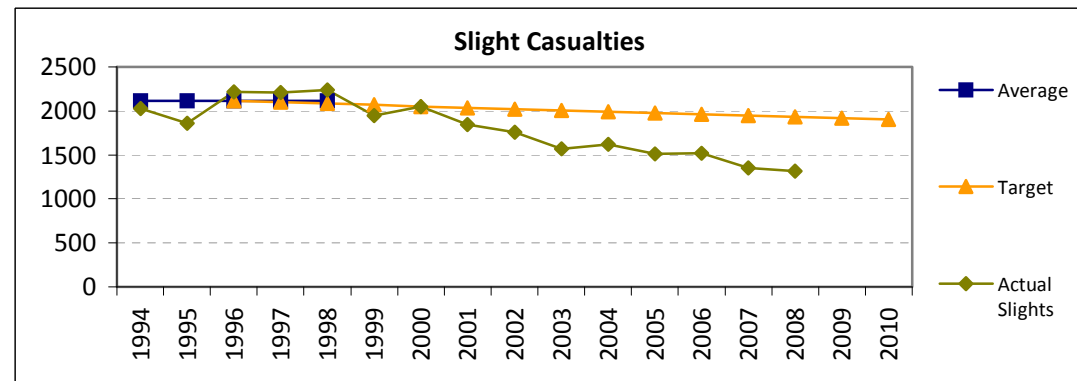
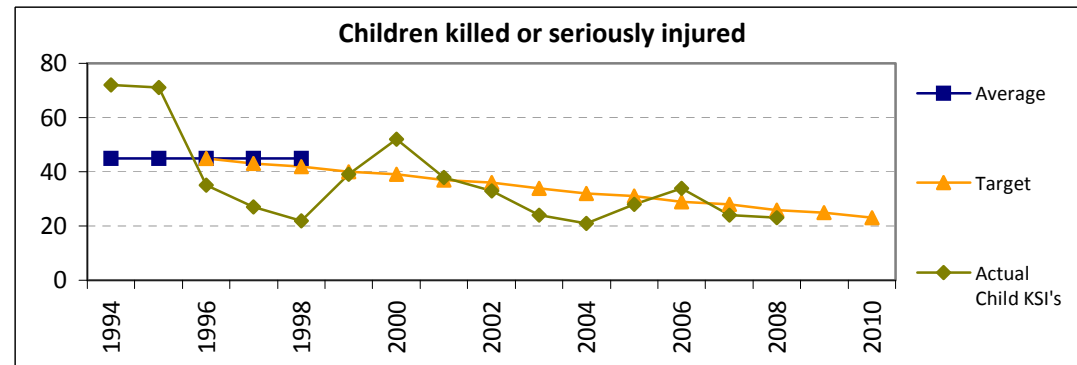
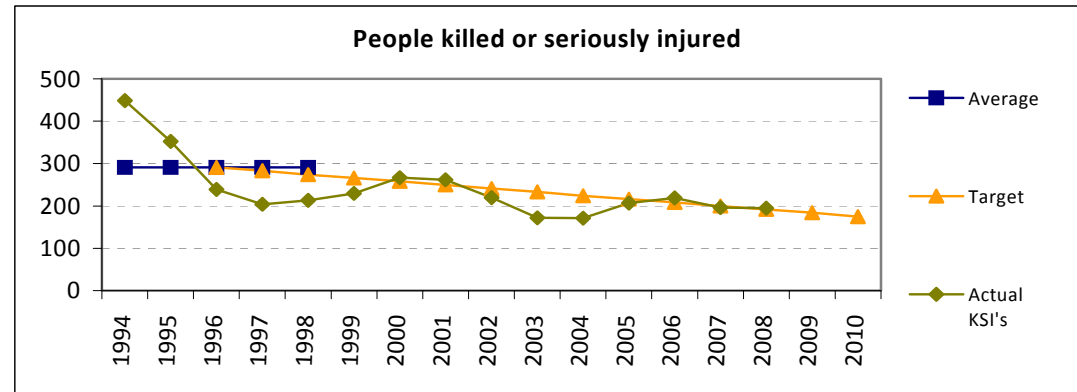
## Existing 2010 targets

The previous Road Safety Plan contains a series of targets for the reduction of casualties by 2010. The 2010 reduction targets, set by the UK Government, were based on the average casualty totals for the years 1994 to 1998. The 2010 targets are to:

- reduce by 40% the number of people killed or seriously injured in road collisions;
- reduce by 50% the number of children killed or seriously injured;
- reduce by 10% the slight casualty rates;
- reduce by 50% the number of cyclist casualties per km travelled;
- reduce by 40% the number of pedestrian casualties per km travelled.

Data is not currently available to allow casualty rates to be calculated on a km travelled basis.

The graphs shown compare the above targets with the actual casualty rates. If current trends are maintained, it is expected the first three measurable targets shown above will be met.



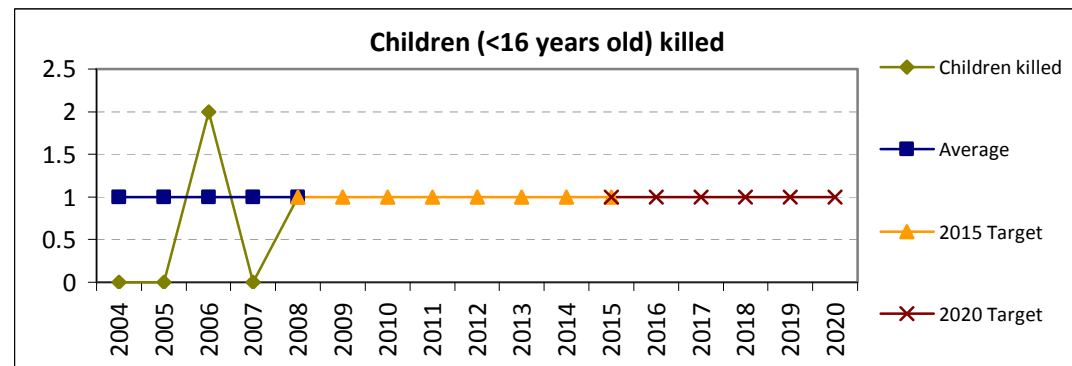
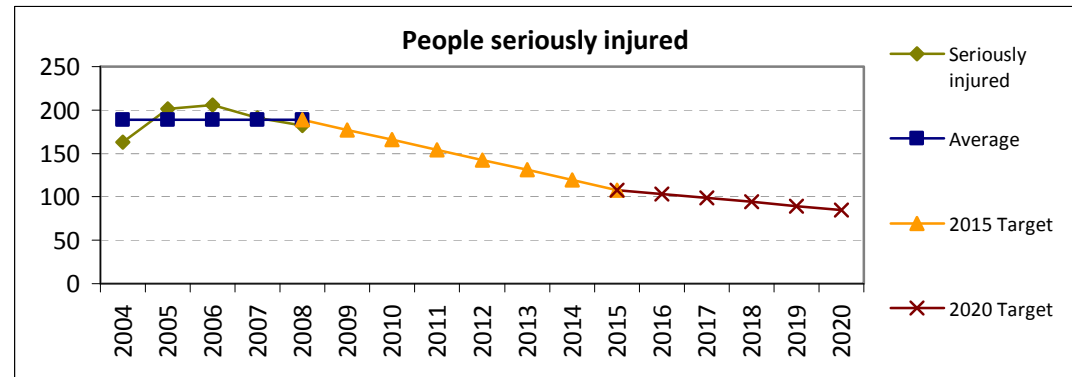
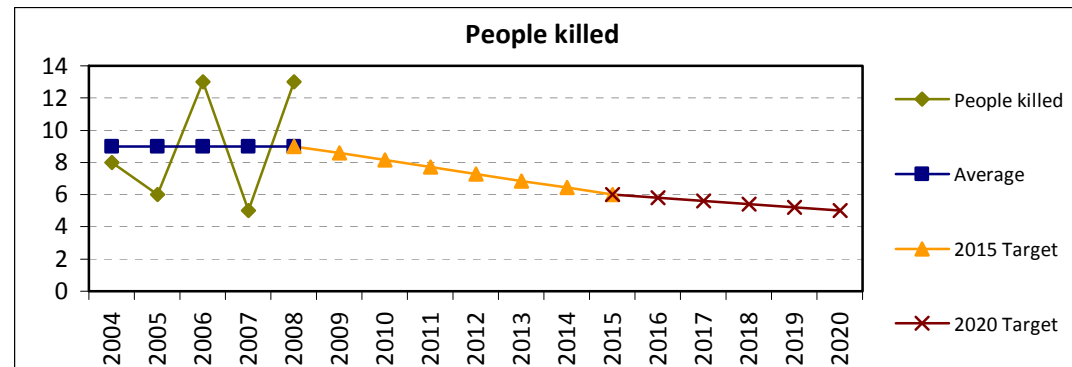
## New 2020 targets

Significant investment has been made in road safety, resulting in a 15.8% decrease in all casualties in Edinburgh between 2004 (1,792) and 2008 (1,509). Ensuring this significant reduction in overall casualty numbers continues the Council has adopted the challenging targets contained in the Scottish Government's Road Safety Framework. These targets are compared against the average Scottish figures for 2004 – 2008.

Target	% Reduction	
	2015	2020
People killed	30	40
People seriously injured	43	55
Children (<16) killed	35	50
Children (<16) seriously injured	50	65
People slightly injured	5	10

The key priority groups identified earlier will be targeted to help achieve these national targets.

As well as aiming to meet the Scottish targets, in 2009 the Council signed up to the Charter of Brussels. The Charter of Brussels sets a modal target of at least 15% of all journeys to be made by bicycle by 2020. During this same period, the risk of cyclists having a fatal collision should drop by 50% or more.



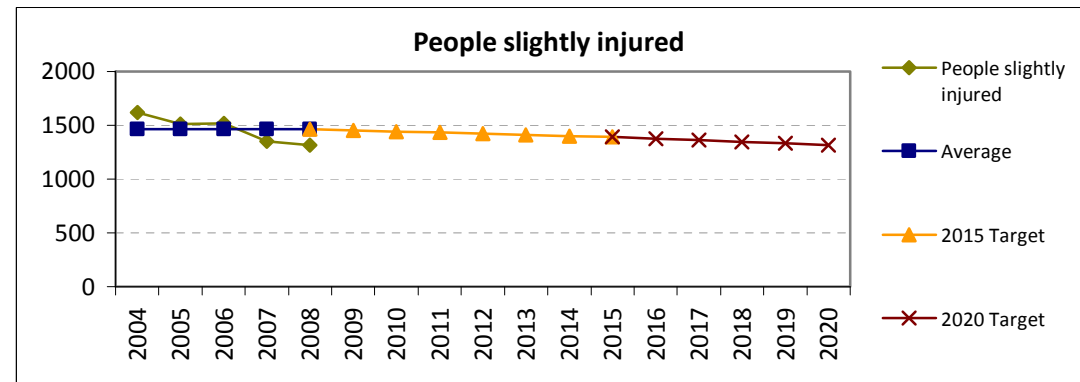
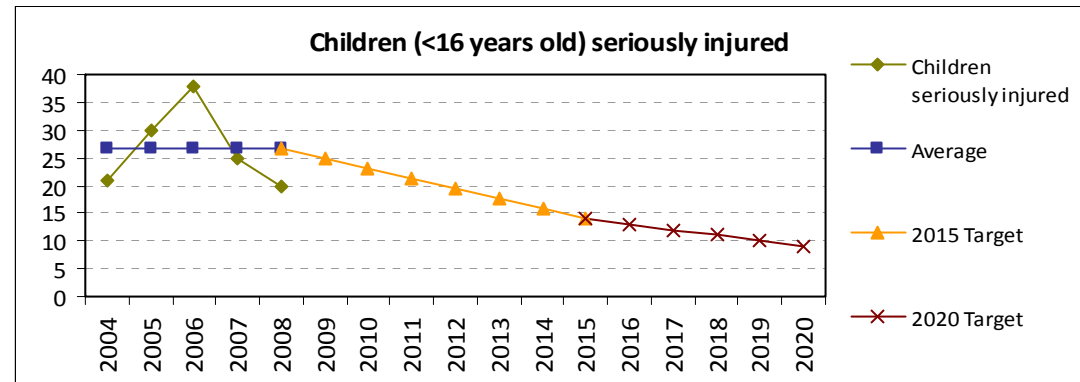
The Council will therefore pursue a rate-based target for reducing the rate of death and serious injury for cyclists by 50 per cent. In addition, the Council will similarly pursue a rate-based target for reducing the rate of death and serious injury for pedestrians by 50 per cent.

Health 21<sup>10</sup> targets were considered, which aim to reduce mortality and disability from road traffic incidents by at least 30% by 2020. The Scottish Government’s challenging targets override these as they aim to reduce a greater number of casualties. The Plan is aligned to Health 21 however, as it recognises links between road traffic incidents and socioeconomic deprivation.

The graphs shown on the previous page, as well as those opposite compare the Scottish Framework targets with Edinburgh’s casualty rates.

Due to the already low number of people killed on Edinburgh’s roads, it is not possible at this time to make an assessment of the likelihood of achieving the targets for reducing fatalities.

If current trends are maintained, it is anticipated that the targets (reduced numbers of people seriously injured, children seriously injured, and people slightly injured) will be met.



<sup>10</sup> World Health Organisation (1988). Health 21 – Health for All in the 21st Century. Health 21 is the ‘health-for-all’ policy framework for the WHO European Region. It aims to promote and protect people’s health throughout their lives and reduce the incidence of and suffering from the main diseases and injuries.



## Working together

Through partnership working, the Council will deliver safer road travel in Edinburgh for everyone.

To this end, the development of the Plan was guided by a Project Board, a Steering Group and feedback from various consultation events.

### Road Safety Plan Board

The Project Board consisted of representatives from:

- The City of Edinburgh Council (Transport, Children and Families)
- NHS Lothian
- Lothian and Borders Police
- Halcrow Group Ltd.

The Board guided the development of the Plan and authorised its publication.

Future partnership working will be structured through a series of action plans and working groups that focus on developing the various interventions over the short, medium and long-term. Success will be evaluated through a review of the Plan bi-annually. In addition, the development of a partnership brand and website will further help to ensure joint working.

### Road Safety Plan Steering Group

The Steering Group brought together representatives from the key stakeholders ensuring the Plan addressed the concerns of a variety of interest groups.

The Steering Group was made up of representatives from:

- The City of Edinburgh Council (Transport, Children and Families, Corporate Communications, Planning, and Services for Communities)
- Lothian and Borders Police (Road Policing, Road Safety, Lothian & Borders Safety Camera Partnership)
- Lothian and Borders Fire and Rescue Service
- NHS Lothian
- Halcrow Group Ltd.

### Consultation workshop

A workshop was held on 5 November 2009 to obtain the views of those stakeholders who were not part of the Project Board or Steering Group.

After a presentation on the analysis of the casualty data from 2004 – 2008, the stakeholders were invited to develop a series of interventions for possible inclusion in the Plan. Representatives from the following organisations attended the workshop:

- City of Edinburgh Council Children and Families
- NHS Lothian
- City of Edinburgh Council Transport
- Lothian and Borders Safety Camera Partnership
- Lothian Buses
- Central Taxis
- A City for All Ages advisory group
- CTC – cycling organisation
- Lothian and Borders Police
- City of Edinburgh Council Services for Communities
- City of Edinburgh Council Corporate Services
- Older Peoples Forum
- Living Streets – pedestrian organisation
- Halcrow Group Ltd
- First Edinburgh
- Edinburgh Chamber of Commerce
- Young Peoples Council

- Road Haulage Association
- Lothian and Borders Fire and Rescue Service
- Spokes
- Edinburgh World Heritage Trust

### Cycle Consultation Event

On 10 November 2009 a presentation and discussion was held between the Council and the Edinburgh Cycle Forum. This event proved very useful in terms of understanding the views of experienced cyclists in Edinburgh, and establishing what they would like to see included in developing the Plan.

### School Consultation Event

This interactive event was held on 4 December 2009, and comprised of 18 s1-s6 pupils from various high schools across Edinburgh discussing road safety education. Topics covered how best to target messages to school children, as well as what elements of road safety concerned them the most.

# Interventions

A long list of interventions was developed based on the analysis of the 2004 – 2008 casualty data, consultation with the Project Board and Steering Group as well as feedback from consultation events held to obtain the views of wider stakeholder groups. The anticipated timescale for implementing each of the interventions has been indicated as short (2011 – 2012), medium (2013 – 2015) and long (2016 – 2020) term.

The interventions were scored against the criteria outlined in Appendix A to identify the following list of interventions for inclusion in the Plan. The timescales shown represent when work on the interventions begins. Following bi-annual reviews, it shall be established if work is still required on a particular intervention into the medium and long-term, as well as establishing the availability of resources to enable implementation.

Each intervention has been allocated an ‘Owner’. While responsibility for the implementation of an intervention will not rest solely with the owner, assigning ownership will ensure interventions are developed, and progress is reported to the Road Safety working group.

## Children and young people

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
YP1	<b>Education</b> – Road Safety Scotland resources adopted as a core programme from nursery to S6, supplemented by contextual learning and the new curriculum with support from partners, and reinforced by Council policy updates. Department For Transport and other free resources to be effectively and equally distributed through schools and to parents. Where resources are limited, schools in deprived areas should be prioritised.	<b>Owner: Children and Families</b> Assisted by: Transport, L&B Police, L&B Fire and Rescue Service, Young People’s Council.	√	√	√			√		
YP2	<b>Data analysis</b> – Investigate the circumstances of each child fatality and report to key delivery partners with recommendations for action.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Services for Communities, Planning, Young Peoples Council, NHS Lothian (Public Health).				√	√	√		

Children and young people

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
YP3	<b>Children in deprived areas</b> – Continue to monitor and identify possible road safety issues that link to children living in areas of multiple deprivation and implement agreed action.	<b>Owner: NHS Lothian (Strategic Planning and Public Health)</b> Assisted by: Transport, Children and Families, L&B Fire and Rescue Service, Services for Communities, Young People’s Council.	✓	✓		✓	✓	✓		
YP4	<b>School Travel Plans</b> – Continue to support their use, fully involving the local community, and utilise other funding/resources: Sustrans/Road Safety Scotland/Cycling Scotland.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian (Health Promotion & Edinburgh CHP), Services for Communities, Young People’s Council.	✓	✓	✓		✓	✓		
YP5	<b>Pre-driver</b> – Investigate feasibility of introducing pre-driver events for senior school pupils, to influence young people’s attitudes to road safety and future driving behaviour before they get behind the wheel. Links could be made to other work on risk reduction i.e. alcohol, drugs.	<b>Owner: Children and Families</b> Assisted by: Transport, L&B Police, L&B Fire and Rescue Service, Young People’s Council, FE colleges, voluntary sector youth work.	✓	✓	✓	✓		✓		
YP6	<b>E-learning</b> – Consider the continued support of E-learning systems for road safety training in schools.	<b>Owner: Children and Families</b> Assisted by: Transport, L&B Police, L&B Fire and Rescue Service, Young People’s Council.	✓	✓	✓				✓	



Joan Alexander, road safety officer

“

We are all road users in one sense or another. My job is all about training, education and publicity. My role is also very much one of an enabler, providing training so that the road safety message can be cascaded. I love my job as I feel I encourage a safer concept of living.

”



**Cyclists**

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
C1	<b>Data analysis</b> – Undertake further investigation and analysis to determine patterns of cyclist collision occurrence and identify notable cycle groups at risk.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, NHS Lothian (HIU & Health Promotion), Services for Communities, Spokes, CTC.	√				√	√		
C2	<b>Cycle safety working group</b> – Key stakeholders to meet twice yearly to discuss results of data analysis, and agree relevant interventions including awareness raising, enforcement, training and alterations to the road environment.	<b>Owner: Transport</b> Assisted by: Children and Families, Planning, Spokes, CTC.	√	√	√	√		√		
C3	<b>Campaigns</b> – Support national and initiate local campaigns aimed at safer cycling and the health benefits of cycling.	<b>Owner: Transport</b> Assisted by: NHS Lothian (Health Promotion), L&B Police, Children and Families, Services for Communities, Spokes, CTC.	√	√	√	√	√	√		
C4	<b>Cycle training</b> – Ensure the Scottish Cycle Training Scheme resources and practical training is promoted in every school, particularly in areas of deprivation and promote adult cycle training city-wide.	<b>Owner: Children and Families</b> Assisted by: Transport, L&B Police, NHS Lothian (Health Promotion), Spokes, CTC, Cycle Training Providers.	√	√	√	√		√		
C5	<b>Network management</b> – Ensure cyclists’ needs are accommodated in new road and maintenance schemes.	<b>Owner: Transport</b> Assisted by: Children and Families, Services for Communities, Planning, Spokes, CTC, Trunk Road Network Agents.	√	√	√		√	√		
C6	<b>Pilot</b> – Investigate a pilot examining advance green signal phases for cyclists on a corridor in the city.	<b>Owner: Transport</b> Assisted by: Children and Families, Services for Communities, NHS Lothian, Spokes, CTC.	√	√	√	√	√		√	
C7	<b>Training</b> – Maintain and build upon safer cycling education and awareness measures through basic and further educational training initiatives, aimed at all road users to ensure safer interaction between users, appreciation of the highway code, and safer cycling practices.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, NHS Lothian, Spokes, CTC, Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association.	√	√	√	√			√	

**Drivers and passengers**

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
D1	<b>Training</b> – Support the Scottish Government in introducing the development of SAFED (Safe and Fuel Efficient Driving) training for van drivers in Edinburgh.	<b>Owner: Transport</b> Assisted by: Children and Families, Edinburgh Licensed Taxi Association, Lothian Buses, First Edinburgh.	✓	✓	✓				✓	
D2	<b>Data analysis</b> – Examine driver age distribution and gender split to determine factors between casualties and the age and sex of drivers.	<b>Owner: Transport</b> Assisted by: L&B Police, Services for Communities.				✓	✓	✓		
D3	<b>Data analysis</b> – Identify the factors responsible for incident causation and determine remedial measures.	<b>Owner: Transport</b> Assisted by: L&B Police, Services for Communities, Planning, Trunk Road Network Agents.					✓	✓		



Brian Farrell, safety camera operator

“ Being a visible deterrent on the roads, means that I can make a real difference. When motorists see me and slow down I know I’ve done my job. Speeding is one of the most common causes of crashes, so if I can reduce the speed that people travel at I can reduce the amount and the severity of crashes.

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**Elderly people**

Ref.	Intervention	Key stakeholders						Short term	Medium term	Long term
			Education	Encouragement	E-Safety	Enforcement	Engineering			
E1	<b>Bus use</b> – Investigate the cause of incidents involving elderly people using buses in Edinburgh.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Lothian Buses, First Edinburgh.	√	√				√		
E2	<b>Research</b> – Investigate whether there is an increased risk of elderly people, particularly in areas of deprivation, being involved in an incident and the specific causes.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Lothian Buses, First Edinburgh.	√	√				√		
E3	<b>Consult</b> – A City for All Ages Advisory Group, the Edinburgh Equalities Network and Equalities Transport Group to be regularly consulted to ensure the needs of elderly people are incorporated into remedial measures.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Fire and Rescue Service, Edinburgh CHP, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Lothian Buses, First Edinburgh.	√	√	√			√		

“ Sadly treating patients as a result of traffic incidents is a big proportion of our workload. Many patients will sustain minor injuries but frequently road traffic incidents can cause death or lifelong disability for the individuals involved. Working in an A&E department shows how fragile life can be. For this reason we are keen to support any road safety measures to help reduce incidents. ”



Kate Searle, specialist registrar

**Impairment**

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
Im1	<b>Policing</b> – Through data analysis and intelligence led policing, effectively target enforcement and complement the ‘don’t risk it’ message by raising the perceived risk of being caught.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families.	√	√		√		√		
Im2	<b>Campaigns</b> – Support national campaigns, where relevant, to raise awareness of: - seatbelt wearing - speeding - the dangers of using mobile phones while driving - fatigue among drivers - driving after taking some prescription or over the counter drugs - drink drive publicity campaigns outside of the traditional summer and festive seasons - self-policing by identifying risks to, and impacts on, the close friends and families of drivers likely to offend, and in-turn target messages to partners/loved ones.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families, L&B Fire and Rescue Service, NHS Lothian (Communications and Health Promotion), Edinburgh Licensed Taxi Association, Lothian Buses, First Edinburgh, Trunk Road Network Agents, Road Haulage Association.	√	√	√	√		√		



“  
**Vehicle speeds will be managed to reduce the potential for collisions as well as their severity**  
 ”



**Infrastructure**

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
If1	<b>Audit</b> – Identify key areas, carriageways and T-junctions/staggered junctions with the greatest rate of incidents and conduct detailed analysis on these.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, NHS Lothian, Services for Communities, Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association, Trunk Road Network Agents.	√		√	√	√	√		
If2	<b>Incident response</b> – Investigate and improve upon the lag between emergency services and traffic control/network management responses.	<b>Owner: Transport</b> Assisted by: L&B Police, Scottish Ambulance Service, L&B Fire and Rescue Service, Services for Communities, Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association.				√	√		√	
If3	<b>Maintenance</b> – Ensure footway clutter is minimised and aligned within design and maintenance schemes.	<b>Owner: Services for Communities</b> Assisted by: Transport, Children and Families, L&B Police, Lothian Buses, First Edinburgh, Living Streets, Road Haulage Association, Edinburgh Licensed Taxi Association.	√	√		√			√	
If4	<b>Accessibility</b> – Identify and incorporate the use of accessibility standards in line with current DDA requirements into new maintenance schemes to improve on road safety.	<b>Owner: Transport</b> Assisted by: L&B Police, Services for Communities, Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association, Living Streets, NHS Lothian (Equality & Diversity).			√		√		√	
If5	<b>Corridor approaches</b> – Establish corridor approaches to examine the needs and safety implications of all users.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, NHS Lothian (Edinburgh CHP), Services for Communities, Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association, Living Streets, CTC, Spokes.	√	√	√	√	√	√		

### Infrastructure

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
If6	<b>Development control</b> – Ensure planning applications and Council projects that impact on the public realm comply with all relevant national and local development and design guides, such as the Council’s Movement and Development, the Active Travel Plan, Designing Streets and Edinburgh Standards for Streets.	<b>Owner: Transport</b> Assisted by: Planning, Services for Communities.				√	√	√		

### Motorcyclists

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
M1	<b>Campaigns</b> – Promote the national motorcycling website being developed by the Scottish Government that contains road safety information and links, and the targeted Road Safety Scotland publicity campaigns aimed at motorcyclists.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families, NHS Lothian (Communications), British Motorcycle Federation (BMF), Motorcycle Action Group (MAG).	√	√	√	√		√		
M2	<b>Awareness</b> – Publicise the rising trend in motorcycle related injuries and increase awareness through combined user group awareness training, for example Bikesafe.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families, Edinburgh Licensed Taxi Association, Lothian Buses, First Edinburgh, BMF, MAG.	√	√	√	√		√		
M3	<b>Network management and development</b> – Consider the needs and vulnerabilities of motorcyclists when designing new roads and implementing safety features on existing roads.	<b>Owner: Transport</b> Assisted by: L&B Police, Services for Communities, Planning, BMF, MAG.			√	√	√	√		
M4	<b>Link to cycling</b> – Investigate the potential to link aspects of cycle campaigns with motorcycle campaigns to benefit conditions for two wheeled vehicles.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families, CTC, Spokes, Trunk Road Network Agents, BMF, MAG.	√	√	√			√		
M5	<b>Enforcement</b> – Ensure continued enforcement of the laws against mini-moped and unlicensed motorcycles, and riders who drive them unsafely both on the roads and in public spaces.	<b>Owner: L&amp;B Police</b> Assisted by: Services for Communities (Community Safety), BMF, MAG.				√		√		

## Pedestrians

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
P1	<b>Data analysis</b> – Undertake detailed analysis of pedestrian casualties to establish, for example, whether alcohol is playing a greater part in incidents, or if there are notable pedestrian casualties in areas of deprivation. Develop an action plan to target high risk groups and the specific causes of casualties within these groups.	<b>Owner: Transport</b> Assisted by: Services for Communities, L&B Police, NHS Lothian (HIU and Edinburgh CHP), Children and Families, Edinburgh Access Panel, Living Streets, A City for All Ages Advisory Group and the Edinburgh Equalities Network.					√	√		
P2	<b>Audits</b> – Examine the usage of existing pedestrian crossing facilities and identify if either the existing or new installations are required.	<b>Owner: Transport</b> Assisted by: Children and Families, Services for Communities, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Edinburgh Access Panel, Living Streets.	√	√	√	√		√		
P3	<b>Audits</b> – Review all major junctions and assess the effectiveness of existing crossing and control methods, with regard to use by all age and ability ranges. Continue to introduce pedestrian crossing provision.	<b>Owner: Transport</b> Assisted by: Services for Communities, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Edinburgh Access Panel, Living Streets, Trunk Road Network Agents.		√			√	√		
P4	<b>Disabled access</b> – Consult with the Edinburgh Access Panel to ensure the needs of the disabled are incorporated into remedial measures.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Fire and Rescue Service, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Edinburgh Access Panel, Living Streets.					√		√	
P5	<b>Routes</b> – Establish routes to and through the city centre and other key destinations including tram stops most used by pedestrians, and establish means of reducing conflict at key points, so as to enable more people to walk greater distances in safety.	<b>Owner: Transport</b> Assisted by: Children and Families, NHS Lothian (Edinburgh CHP), Services for Communities, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Edinburgh Access Panel, Living Streets.	√	√	√			√		

**Pedestrians**

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
P6	<b>City centre</b> – Investigate the potential for increasing pedestrian priority, and pedestrian-only zones in the city centre and incorporate this into an action plan for pedestrians.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, Services for Communities, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Edinburgh Access Panel, Living Streets, Planning.		✓	✓		✓	✓		
P7	<b>Encouragement</b> – Develop confidence building schemes such as ‘walking buses’, walks for health and buddying schemes.	<b>Owner: Services for Communities</b> Assisted by: Transport, Children and Families, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Edinburgh Access Panel, Living Streets, NHS Lothian (Health Promotion & Edinburgh CHP).	✓	✓	✓	✓	✓		✓	



Jon Exton, school travel coordinator

“ The school travel team help pupils and teachers write travel plans, plan events and initiatives such as ‘Walk on Wednesday’ and ‘Kerbcraft’, and raise awareness of sustainable travel. Encouraging active travel is vital in helping improve children’s health, fitness and confidence, whilst reducing congestion and pollution resulting from parents driving their children to school. Importantly, it also teaches them crucial road safety skills. ”

## Speed

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
S1	<b>Technology</b> – Utilise technology to reduce speeds on corridors where potential exists to do so, for example through average speed systems or Intelligent Speed Adaptation.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, Services for Communities, Trunk Road Network Agents.	√		√	√	√			√
S2	<b>Behaviour</b> – Target behaviours regarding speeding as being socially unacceptable and allocate enforcement to tackle this.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families, L&B Fire and Rescue Service, Trunk Road Network Agents.	√	√	√	√			√	
S3	<b>Engineering</b> – Implement 20mph zones in all residential streets.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, Services for Communities.	√	√	√	√	√			√
S4	<b>Engineering</b> – Develop and implement a process to assist with determining the suitability of traffic calming for environmental and health benefits in local areas.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian (Edinburgh CHP), Services for Communities.	√	√	√	√	√		√	
S5	<b>Safety cameras</b> – Continue to support the Safety Camera Programme and its initiatives.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families, L&B Fire and Rescue Service, Services for Communities.	√	√	√	√	√	√		
S6	<b>Review</b> – Review speed limits on all class A and class B roads, and look to implement any changes indicated by such a review.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, Services for Communities, Trunk Road Network Agents.	√	√	√	√	√	√		
S7	<b>Investigate</b> – Investigate the potential to make existing streets, notably city centre streets and shopping areas a 20mph speed limit, whilst establishing the potential economic, environmental and health impact on the city.	<b>Owner: Transport</b> Assisted by: Children and Families, Planning, Services for Communities, L&B Police, NHS Lothian (Public Health).	√	√	√	√	√	√		

Tram

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
T1	<b>Data analysis</b> – Identify whether tram works appear to have any impact upon the incident data.	<b>Owner: Transport</b> Assisted by: transport initiatives edinburgh (tie), Children and Families, L&B Police, Services for Communities.	√	√	√	√	√	√		
T2	<b>Traffic management</b> – Encourage more effective control of traffic management works and temporary works on the Tram project.	<b>Owner: tie</b> Assisted by: Transport, Children and Families, L&B Police, Services for Communities.	√	√	√	√	√	√		
T3	<b>Responsibility</b> – Promote responsibility across all user groups during the implementation of the tram works.	<b>Owner: tie</b> Assisted by: Transport, Children and Families, L&B Police.	√	√	√	√		√		
T4	<b>Education</b> – Provide education to identified target user groups regarding future integration with the completed tram project and required safety practices to be adopted.	<b>Owner: tie</b> Assisted by: Transport, Children and Families, L&B Police, Transport Edinburgh Limited.	√	√	√	√		√		
T5	<b>Interaction</b> – Raise awareness of hazards of trams and tram lines with pedestrians, cyclists and drivers, and provide training of cyclists and alternative routes for cyclists to be developed and promoted.	<b>Owner: tie</b> Assisted by: Transport, Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian, Spokes, CTC, Voluntary Sector Cycling Providers, Transport Edinburgh Limited.	√	√			√	√		



“ Contribute to the safe and efficient running of, and interaction with, the tram ”



## Vehicles

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
V1	<b>Targeted measures</b> – Prioritise resources on reducing the number of collisions caused by the three primary vehicle types (cars, goods vehicles and motorcycles) identified in the analysis of the collision data as being the primary cause of collisions.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, Services for Communities, Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association, Trunk Road Network Agents.	√	√	√	√	√	√		
V2	<b>Campaign</b> – Support national campaigns to promote the use of Fresnel lenses by left-hand drive HGVs to avoid blind spots/side-swipe incidents, and encourage the fitting of close-proximity lenses to HGVs.	<b>Owner: Transport</b> Assisted by: Road Haulage Association, L&B Police, Children and Families, NHS Lothian, Lothian Buses, First Edinburgh, Edinburgh Licensed Taxi Association.	√	√				√		
V3	<b>Fleet</b> – Investigate the potential for all new cars purchased or hired by the Plan partners to have a high EuroNCAP (safety assessment) rating.	<b>Owner: L&amp;B Fire and Rescue Service</b> Assisted by: Transport, Children and Families, L&B Police, NHS Lothian, Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association.	√	√	√				√	
V4	<b>Fleet</b> – Plan partners to encourage their vehicle fleet operators to do more to ensure that users take full responsibility for their actions whilst operating vehicles, with a view to rolling out successful initiatives to the private sector.	<b>Owner: L&amp;B Fire and Rescue Service</b> Assisted by: Transport, Children and Families, L&B Police, NHS Lothian (Human Resources), Lothian Buses, First Edinburgh, Road Haulage Association, Edinburgh Licensed Taxi Association.	√	√	√	√			√	

**Working together**

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
WT1	<b>Communication and branding strategy</b> – Create one which will: <ul style="list-style-type: none"> <li>- ensure messages are focused appropriately</li> <li>- recognise the different motivators for different elements of society</li> <li>- profile and in turn target vulnerable users</li> <li>- ensure partners share responsibility for delivery</li> <li>- identify target groups</li> <li>- identify who is responsible for tackling and relaying the message(s)/action(s)</li> <li>- identify means of relaying messages through all media formats</li> <li>- to address campaigns, messages and promotion initiatives</li> <li>- to develop action plans covering the short, medium and long-term.</li> </ul>	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian (Communications), Services for Communities, Spokes, CTC, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Lothian Buses, First Edinburgh, Edinburgh Access Panel, Living Streets, Road Haulage Association, Edinburgh Licensed Taxi Association, Young People’s Council, tie, Trunk Road Network Agents.	√	√	√	√		√		
WT2	<b>Working group</b> – Establish a strategic road safety group of key stakeholders and delivery partners to meet every three months, including a review meeting each year to monitor the action plans.	<b>Owner: Transport</b> Assisted by: Children and Families, Planning. L&B Police, L&B Fire and Rescue Service, NHS Lothian (Edinburgh CHP), Services for Communities, Spokes, CTC, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Lothian Buses, First Edinburgh, Edinburgh Access Panel, Living Streets, Road Haulage Association, Edinburgh Licensed Taxi Association, Young People’s Council, tie, Trunk Road Network Agents.	√	√	√	√	√	√		
WT3	<b>Strategic approach</b> – Sign Edinburgh up to the European Road Safety Charter.	<b>Owner: Transport</b> Assisted by: Services for Communities.				√		√		
WT4	<b>Technology</b> – Ensure new/emerging technologies are considered for application in developing new road safety approaches, whilst also ensuring their uses are understood amongst the public.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, Services for Communities, Trunk Road Network Agents.	√	√	√	√	√		√	

**Working together**

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
WT5	<b>Data analysis</b> – Direct vision and focus toward main at-risk categories identified through the analysis, and ensure regular monitoring of incident data as part of a continuous programme to identify trends.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian (HIU & Edinburgh CHP), Services for Communities, Spokes, CTC, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Lothian Buses, First Edinburgh, Edinburgh Access Panel, Living Streets, Road Haulage Association, Edinburgh Licensed Taxi Association, Young Peoples Council, tie, Trunk Road Network Agents.	✓	✓	✓	✓	✓	✓		
WT6	<b>Data analysis</b> – Upgrade and improve current incident causation data recording and analysis procedures, and develop an operational target time for incident data returns to be completed within 10 weeks of the incident.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Services for Communities, Children and Families, L&B Fire and Rescue Service, NHS Lothian (HIU & University Hospitals Division).		✓		✓	✓		✓	
WT7	<b>Fatal incidents</b> – Where a need for partner intervention is identified during an investigation of a fatal collision Lothian and Borders Police will invite all relevant partners to convene a Casualty Reduction Forum.	<b>Owner: L&amp;B Police</b> Assisted by: Transport, Children and Families, L&B Fire and Rescue Service, NHS Lothian (HIU & UHD), Services for Communities, Trunk Road Network Agents.		✓		✓	✓	✓		
WT8	<b>Public health</b> – Link road safety issues with health initiatives, particularly in relation to health inequalities, to ensure that both reap benefits.	<b>Owner: NHS Lothian (Edinburgh CHP)</b> Assisted by: Transport, Children and Families, Services for Communities.	✓	✓	✓		✓	✓		
WT9	<b>Campaigns</b> – Support the national introduction of a Scottish Road Safety Week.	<b>Owner: Transport</b> Assisted by: Children and Families, Services for Communities, L&B Police, L&B Fire and Rescue Service, NHS Lothian (Health Promotion).	✓	✓	✓	✓			✓	
WT10	<b>Public update</b> – Produce a bi-annual update on the delivery of the Road Safety Plan.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian, Services for Communities.	✓	✓	✓	✓	✓	✓		

Working together

Ref.	Intervention	Key stakeholders	Education	Encouragement	E-Safety	Enforcement	Engineering	Short term	Medium term	Long term
WT11	<b>Public attitudes</b> – Research attitudes to road safety, to help shape future action plans.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Fire and Rescue Service, Services for Communities, Spokes, CTC, A City for All Ages Advisory Group and the Edinburgh Equalities Network, Lothian Buses, First Edinburgh, Edinburgh Access Panel, Living Streets, Road Haulage Association, Edinburgh Licensed Taxi Association, Young Peoples Council, tie.	✓	✓			✓		✓	
WT12	<b>Research</b> – Continue to research best practice from elsewhere, including Road Safety Scotland and the UK Parliamentary Advisory Council for Transport Safety, to feed into the bi-annual update of the plan. Additional funding opportunities should similarly be investigated.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian, Services for Communities.	✓	✓	✓	✓	✓	✓		
WT13	<b>Information management</b> – Investigate the development of an extranet site, to enable the sharing and coordination of information amongst Plan partners, and aid the implementation and review of the Plan.	<b>Owner: Transport</b> Assisted by: Children and Families, L&B Police, L&B Fire and Rescue Service, NHS Lothian, Services for Communities.	✓	✓	✓	✓	✓	✓		



“  
**Campaigns will be used to encourage the safe and efficient use of the road network**  
 ”

**Appendix A – Scoring system**

To determine which interventions best supported the Plan’s vision they were scored against the following criteria. Only those that received a total score of 3 or more, using the weighting system shown at the foot of this page, have been included in the Plan.

**A - Contribution to Vision/Objectives**

Score	Criteria
1	Zero or one objective met
2	Two to three objectives met
3	Four to five objectives met
4	Six to seven objectives met
5	Eight to nine objectives met

**B – Delivery mechanism**

Score	Criteria
1	Complex delivery arrangements using untried relationships.
2	Delivery arrangement through untried relationship.
3	Previously tested delivery arrangements through newly formed relationships.
4	Established delivery arrangements through single party or existing relationships.
5	Routine delivery arrangements through single party or well established relationships.

**C – Cost vs. Value**

Score	Criteria
1	Cost of measure potentially exceeds anticipated value return.
2	Cost of measure is slightly greater than anticipated value return.
3	Cost of measure is approximately equal to anticipated value return.
4	Cost of measure is slightly less than anticipated value return.
5	Cost of measure is significantly less than anticipated value return.

**D – Resources and capability**

Score	Criteria
1	Resources may be difficult to obtain or technology may not yet be available.
2	Resources may be available or uses emerging technology.
3	Resources are available or it uses developed technology.
4	Both resources and developed technology are readily available.
5	Both resources and technology are currently in use and successful.

**E – Assessment of likely impact**

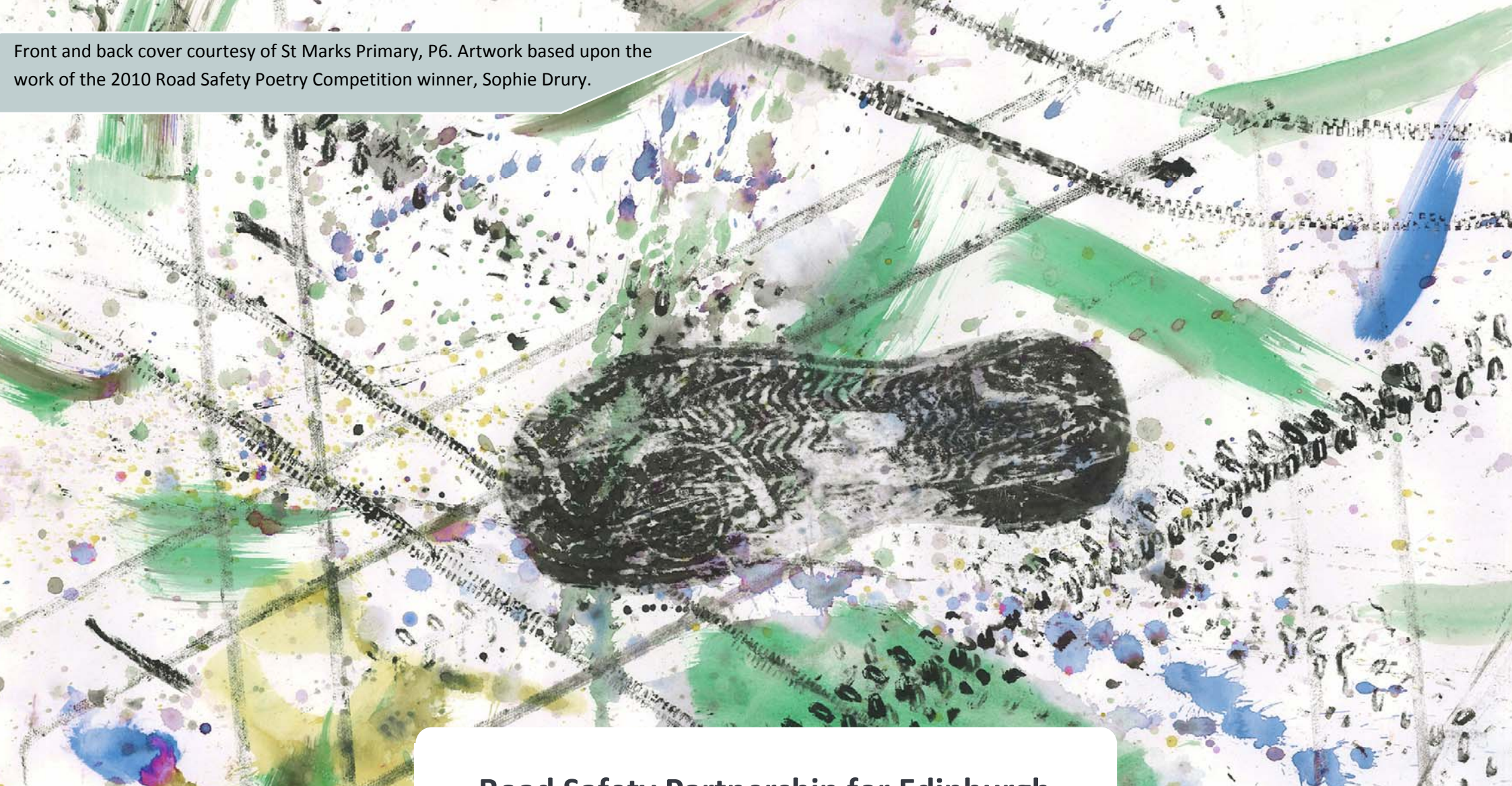
Score	Criteria
1	Measure will have no positive impact on reducing the number casualties.
2	Measure will have a limited positive impact on reducing the number casualties.
3	Measure likely to succeed and directly impact on reducing the number casualties.
4	Measure is tried and tested with positive history of casualty reduction.
5	Measure is tried and tested with positive history of high casualty reduction.

Criteria	A	B	C	D	E	
<b>Weighting</b>	30.00%	17.50%	17.50%	17.50%	17.50%	100.00%

As the Road Safety Plan is a strategic document it was determined that contribution to the Vision/Objectives was the most significant of the scoring criteria. The above weighting was applied.



Front and back cover courtesy of St Marks Primary, P6. Artwork based upon the work of the 2010 Road Safety Poetry Competition winner, Sophie Drury.



## Road Safety Partnership for Edinburgh



**Lothian and Borders Fire and Rescue Service**