Item 5

21st November 2023

Glasgow City Council

Environment and Liveable Neighbourhoods City Policy Committee

Report by George Gillespie, Executive Director of Neighbourhoods, Regeneration and Sustainability

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NRS Road Safety Unit
Update on the delivery of Glasgow's Road Safety Plan to 2030 and overview of NRS Road Safety Service

Purpose of Report:

The purpose of this report is to update Committee on the delivery of Glasgow's School Travel and Road Safety (STARS) Service.

Recommendations:

It is recommended that the Committee:

(a) Notes the diverse range of work delivered by the Road Safety Unit to support Glasgow's Road Safety Plan to 2030 and Vision Zero.
(b) Otherwise, notes the contents of this report

Ward No(s): Citywide: ✓

Local member(s) advised: Yes ☐ ~~No ☐~~ consulted: Yes ☐ ~~No ☐~~

1. Introduction

1.1 The purpose of this report is to update Committee on the delivery of Glasgow's School Travel and Road Safety (STARS) in line with Glasgow's Road Safety Plan 2020 – 2030, which was approved by the Environment, Sustainability and Carbon Reduction Policy Committee on 24th August 2021 (https://www.glasgow.gov.uk/councillorsandcommittees/submissiondocuments.asp?submissionid=101742).

1.2 Please note statistics provided in this document are up to 31 December 2022. Official Road Casualty Scotland 2023 data will be published in February 2024.

1.3 Glasgow has a statutory duty under section 39 of the Road Traffic Act 1988 to provide a road safety service. This must include measures to promote road safety through education, training and publicity (ETP) and provision to undertake studies into road traffic collisions to reduce and prevent them.

1.4 NRS Road Safety Unit (RSU) is responsible the city-wide delivery of the ETP service which includes the development of road safety policy, research and partnership working.

1.5 In addition to the standard road safety service, the RSU has adopted the active school travel service, which includes the management and delivery of the new School Streets project and the provision of advice, guidance and practical support to create school travel plans and walking/bike buses.

1.6 In 2020, the RSU created the STARS theme (School Travel and Road Safety) to promote the delivery of the new combined service.

2. Background

2.1 NRS RSU Road Safety Development has a local responsibility to manage all road safety matters and contribute towards the Scottish Governments' (SG) National Framework for Road Safety to 2030. The framework outlines the national road casualty reduction targets which each local authority must achieve by 2030. These targets are set using a baseline average of injury collision data gathered between the period 2014-18. Casualty reduction targets focus on vulnerable road user groups such as pedestrians, children and cyclists.

2.2 The national targets provide a focus point and framework for Council Officers to work towards, whilst supporting Glasgow's Vision Zero - in which there are no people killed or seriously injured on our roads by 2030.

2.3 The Scottish Government road casualty reduction targets up to 2030 based on the 2014-18 average baseline include:

- 50% reduction in people killed
- 50% reduction in people seriously injured

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

Interim Road Safety targets include:

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

2.4 In general, Glasgow is on course to meet the Scottish Government road casualty reduction targets to 2030 as shown at **(Appendix A).** Child serious injuries have dipped during Covid as children were not attending school but thereafter have increased to slightly above the previous expected trend.

2.5 To address this increase, the RSU has re-established the Go Safe Glasgow road safety partnership to oversee the delivery of Glasgow's ETP road safety service and to input directly toward the National Road Safety Framework. The partnership includes representatives from Police Scotland, Strathclyde Fire and Rescue, Safety Cameras Scotland and the NHS. The next partnership meeting will take place on 12 December 2023.

3. Road Safety Education

Road safety education is a major part of the road safety service and is a vital component to Glasgow achieving the SG casualty reduction target of a 60% decrease in the number of children (aged <16) killed or seriously injured by 2030. National research has shown that children from more deprived areas are at least 4 times more likely to be involved in a collision than children from more affluent areas.

3.1 Statistics for child casualties from deprived areas in Glasgow are higher than the national average. This will be monitored and treated as a priority to ensure Glasgow meets the interim target to reduce child casualties in the most deprived 10% SIMD to equal the least deprived 10% SIMD areas. The RSU has been directed to focus the delivery of the STARS programme in areas with the highest IMD. (**Appendix B**). For further information on the SIMD please visit: https://www.gov.scot/collections/scottish-index-of-multiple-deprivation-2020/

3.2 Road Safety Education in schools includes 'Skills for Life' interactive talks (linked to the curriculum for excellence) as well as other activities such as on-street speed awareness lessons and traffic trails to explore local roads.

Bespoke events and campaigns are also organised by Officers to tackle issues such school zone parking and poor road user behaviour at peak school times.

3.3 All road safety work undertaken in schools is recorded as part of the Lord Provost's STARS award. The Lord Provost presents this annual award to acknowledge the efforts of pupils and staff in promoting road safety in the school community. In addition to this award, and to encourage the use of social media and technology in road safety; a new STARS film project has been created. This involves children producing a short film about road safety and/or active travel, which is put forward, for the prestigious STARS Film Award. The first awards ceremony takes place in the City Chambers on 15 November 2023.

3.4 Additional road safety work in schools includes:

- Annual School Calendar competition
- School Streets campaigns
- School Keep Clear campaigns
- School Community Speed Watch
- Junior Road Safety Officer Scheme
- Parking Pledge at Schools

3.5 Road Safety education and engagement is also delivered to other age groups, for example – through driver/parent engagement at schools, older pedestrian engagement at events (such as the Senior Citizens lunch held annually at the City Chambers) and through the distribution of Glasgow's inter-generational "Time Traveller" resource **(Appendix C).** This engaging colourful history of road safety with attached quiz, enables thousands of young children city-wide to sit down and discuss road safety in a fun way with their older relatives.

4. Road Safety Training

RSU training is now primarily focused on the delivery of Cycling Scotland's (CS) Bikeability scheme in Glasgow's schools. A new model of delivery was adopted in 2021 which involves RSU staff working with paid mentors and charitable cycling groups to provide this city-wide service. On average, a third of all primary schools take part in the scheme, however, as the delivery model expands, it is hoped the number of schools taking part will also increase. RSU staff also provide CPD training to Glasgow teachers to allow them to support training in their schools. It should be noted that RSU staff resource in this area is limited, and any further expansion may require a resource review. Funding for the scheme from CS for 2023/4 is expected to be in the region of £50K

5. Road Safety Publicity

5.1 Most injury collisions on Glasgow roads involve some form of human error i.e., a momentary lapse in concentration by a vulnerable road user or some form of injudicious behaviour on the part of the driver i.e., speeding, or careless driving.

5.2 To address this the RSU and Go Safe Glasgow Road Safety partnership deliver a number of behavioural change campaigns throughout the year. Campaigns delivered during 2022 and planned for 2023/4 include:

- Think Bike motorcycle campaign
- Thumbs Up Slow Down speeding campaign
- Winter Pedestrian Campaign – message targeting drivers
- Let's look out for each other

5.3 The "Let's look out for each other" campaign will be Glasgow's largest ever road safety campaign and is being delivered in partnership with colleagues from NRS Sustainable Transport. The campaign has been specifically designed not to target any particular class of road user, but more so, to ask all road users to look out for each other. The campaign will be launched on 17 November 2023 for 8 weeks and will include a TV advert supported by radio, bus backs, outdoor digital boards, newspaper ads and city-wide social media. The campaign will also highlight the new road hierarchy, as outlined in the Highway Code, which advises drivers to give priority to our most vulnerable road users. More information on the new hierarchy can be found at: https://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022

6. Partnership Working

6.1 The RSU works closely with several partners at a local, regional and national level, as well as key stakeholders with a shared interest in road casualty reduction. For example, at a national level, the RSU secured over £1m of road safety framework funding for 2023 to enhance crossing facilities and implement speed reduction measures in the city. At a regional level, staff work with the Safety Camera partnership to identify sites where speed related collisions have occurred and can be countered with mobile, static, or average speed cameras and at a local level working with agencies such as First Bus to improve road safety in the city centre.

6.2 The Go Safe Glasgow partnership, which includes representatives from Police Scotland, Scottish Fire and Rescue Service, Scottish Safety Camera Partnership and the NHS has been re-established and will meet on 12 December 2023.

6.3 A new digital roundtable has also been established to review road safety matters in Glasgow. An online survey and engagement programme has provided residents and road users with an opportunity to have their say on road safety matters in the city. The results of the engagement phase are currently being collated and several proposals will be formed to allow further engagement on road safety priorities. A full report will follow and will be presented at a later date, before being passed to the Go Safe Glasgow road safety partnership to action.

7. Active School Travel

7.1 Encouraging active school travel is key to creating the next generation of active travellers. The RSU has recently developed a new STARS web site which allows teachers to access information and guidance on how to develop a school travel plan and implement a walking/bike bus.

7.2 A recent example of exemplary work in this area, is the support provided to Shawlands Bike Bus, which included the development of the award winning Ultra Smart Cycle system to allows the bike bus lead-rider to control the traffic signals enroute to school. This was supported by research undertaken by the RSU and Strathclyde University to help identify the barriers to setting up a bike bus and what support can be provided to overcome those barriers.

7.3 Work is continuing in this area, with more schools interested in developing their own bike/walking bus.

8. Summary

8.1 Glasgow's RSU will continue to develop and deliver Glasgow's road safety service to protect vulnerable road users and support Glasgow's Vision where no-one is killed or seriously injured on our roads by 2030.

8.2 Glasgow's' Road Safety Plan set out a number of actions to be achieved by 2030, an update on these actions can be found at Appendix D.

9 Policy and Resource Implications

Resource Implications:

Financial:	Staff and associated costs
Legal:	Roads (Scotland) Act 1984, Road Traffic Regulation Act 1984. S39 Road traffic Act 1988
Personnel:	None
Procurement:	Procured under current contracts

Council Strategic Plan:	Road Safety Plan 2030 Sustainable Transport Strategy 2030 Transport Strategy 2030 GC M1/2 GC M1/3 GC2/M2 GC3 M1/M2 GC4 M1
Equality and Socio-Economic Impacts:	Supports reduction in casualties in areas with highest index of multiple deprivation.
Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	Supports the continuing physical, social, economic, cultural and environmental regeneration of the City by maintaining and promoting efficient and effective transportation services and infrastructure within Glasgow.
What are the potential equality impacts as a result of this report?	No negative impact
Please highlight if the policy/proposal will help address socio-economic disadvantage.	Informs on increased casualties in areas with the highest IMD and identifies solutions to address this.
Climate Impacts:	
Does the proposal support any Climate Plan actions? Please specify:	Supports a reduction in car use through the promotion of active sustainable travel.
What are the potential climate impacts as a result of this proposal?	Supports Transport Strategy indicators.
Will the proposal contribute to Glasgow's net zero carbon target?	Supports a reduction in car use, increase in active travel.
Privacy and Data Protection Impacts:	
Are there any potential data protection impacts	N

as a result of this report Y/N

If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out

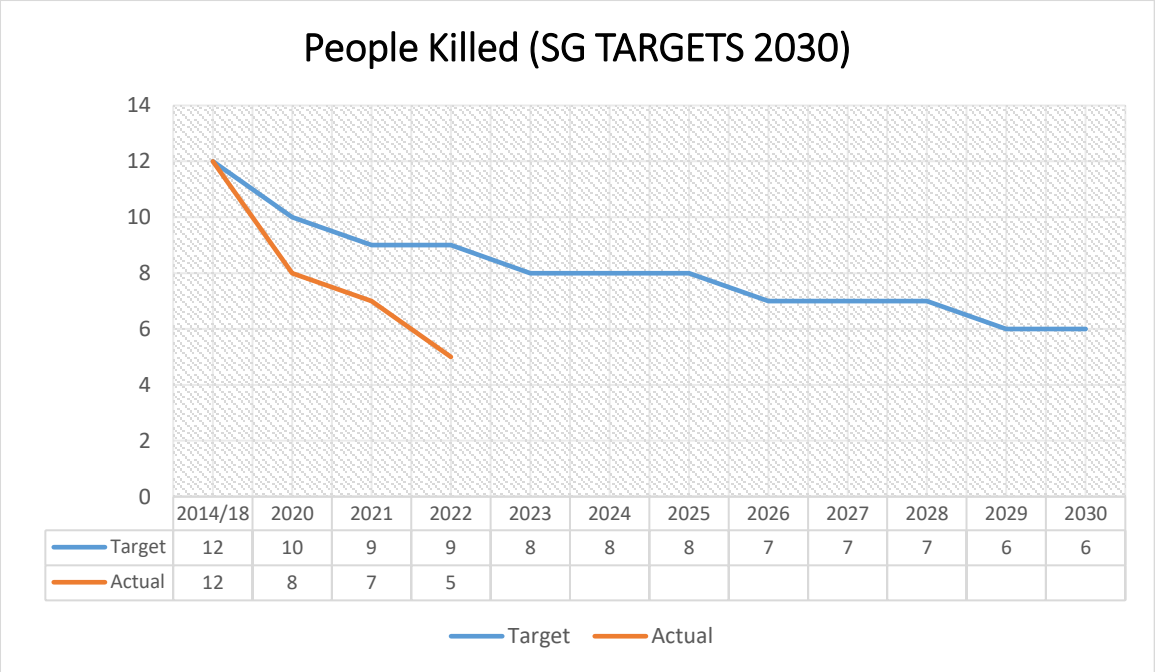
10. It is recommended that the Committee:

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(b) Otherwise, notes the contents of this report

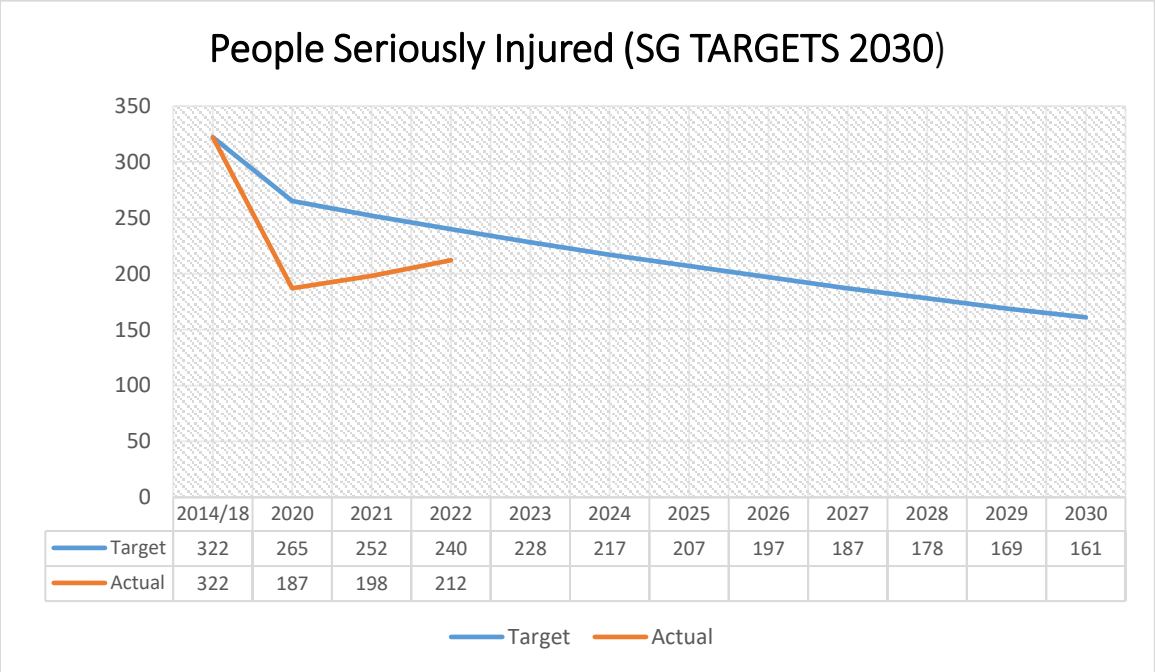
Appendix A

Glasgow City Council
Scottish Government Road Casualty Reduction Targets to 2030:

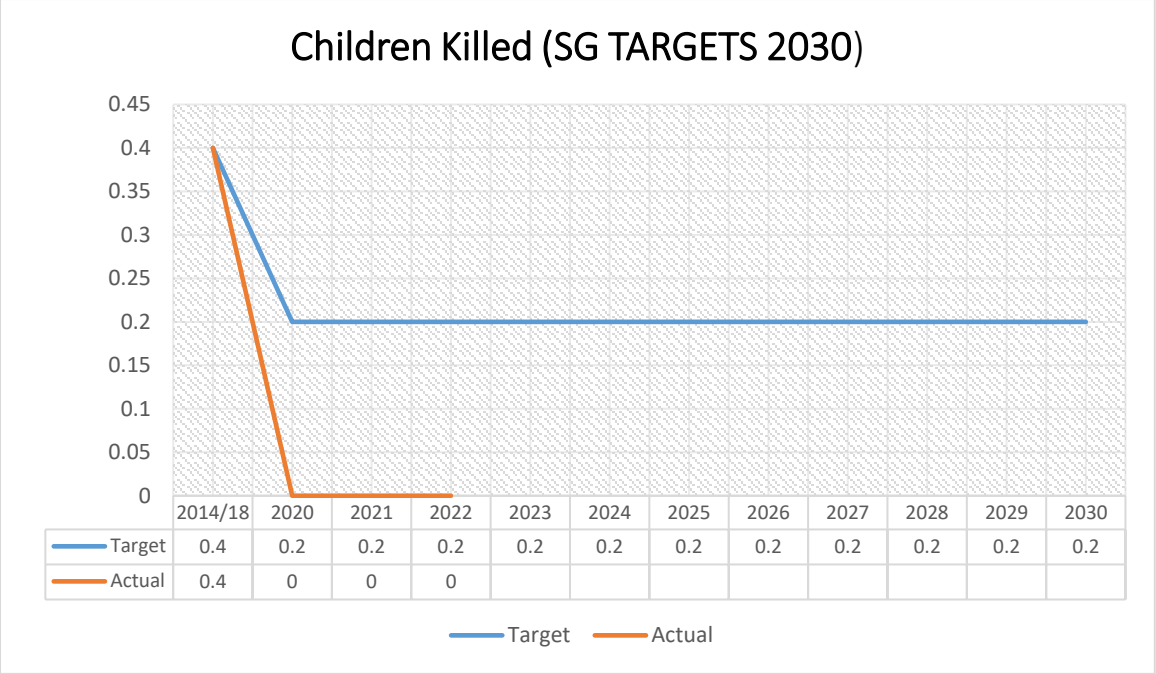
Number of People Killed: Target 50% reduction based on 2014/18 Average



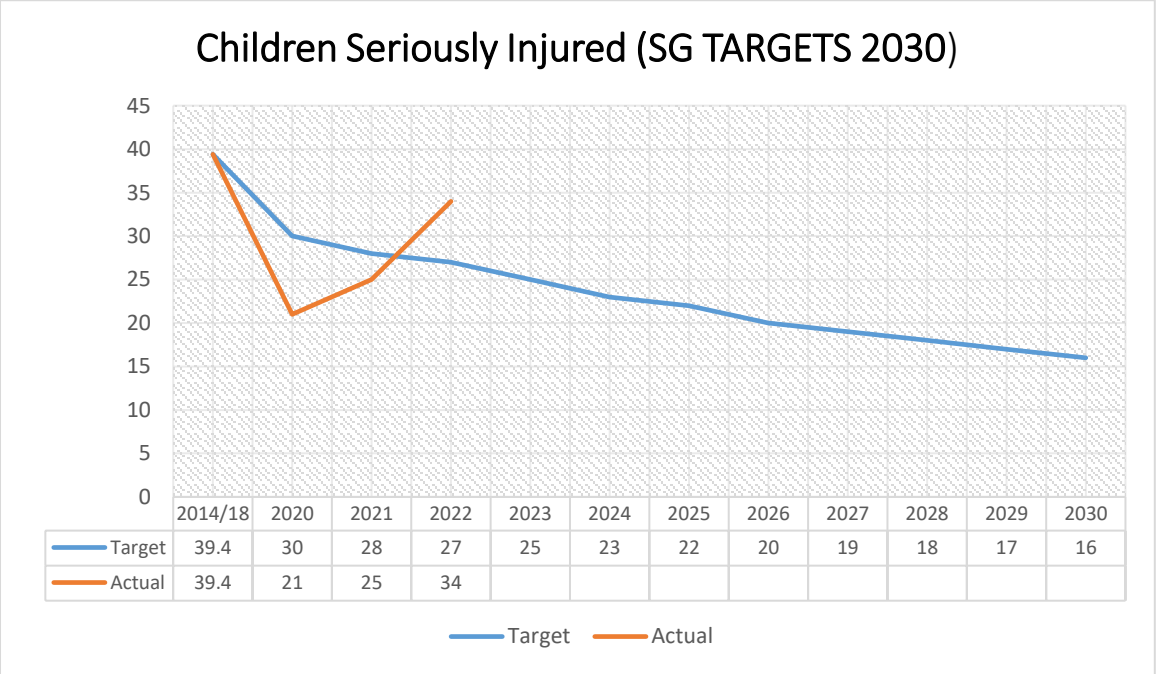
Number of People Seriously Injured: Target 50% reduction based on 2014/18 Average



Number of Children Killed: Target 60% reduction based on 2014/18 Average



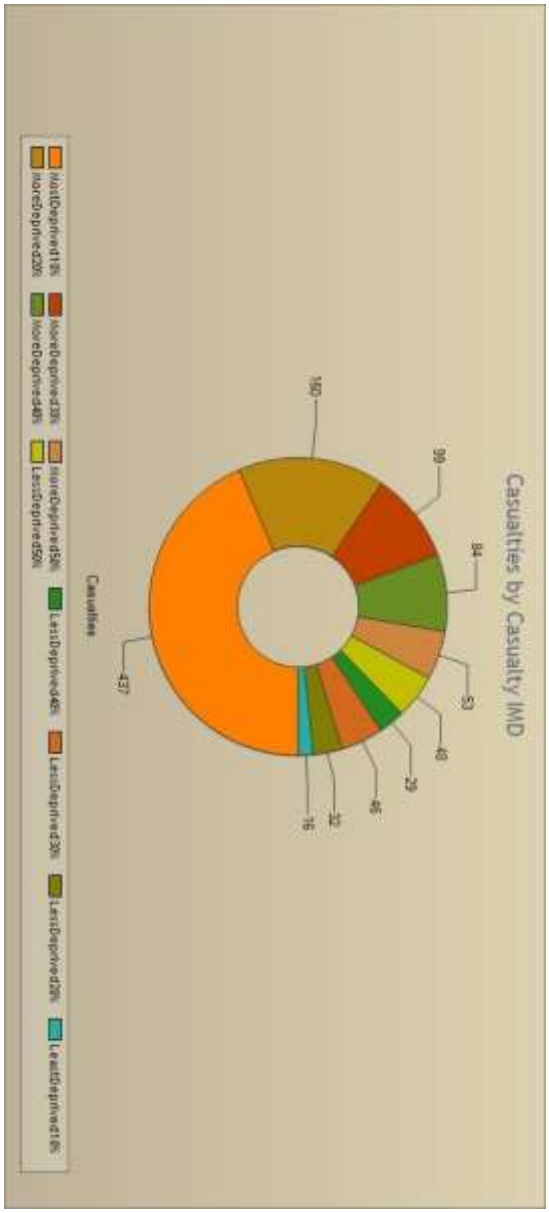
Number of Children Seriously Injured: Target 60% reduction based on 2014/18 Average



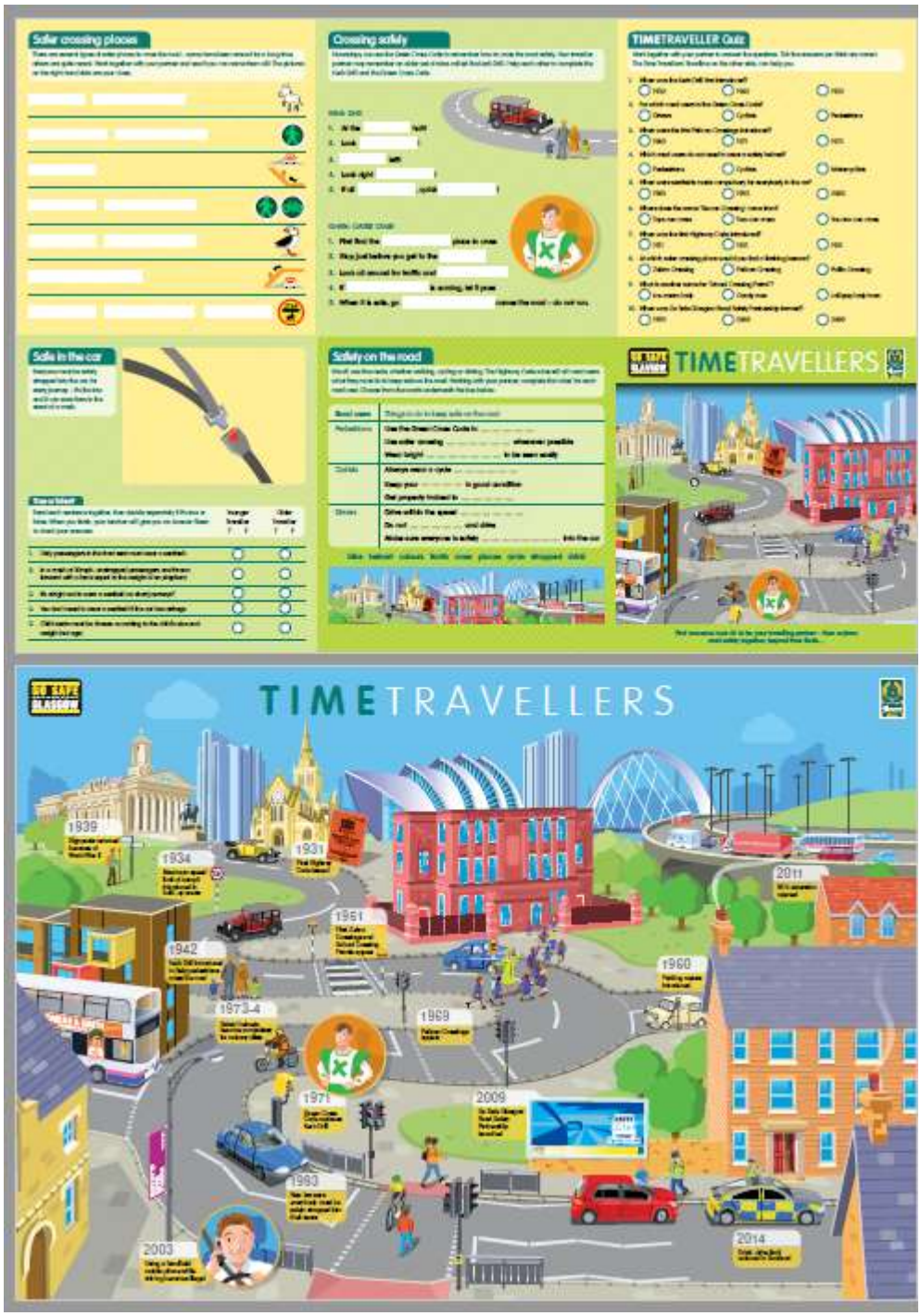
Appendix B

Glasgow Road Casualties by Index of Multiple Deprivation (IMD): 2016 – 2021

Further information on the IMD can be found at: https://www.gov.scot/collections/scottish-index-of-multiple-deprivation-2020/



Appendix C Time Traveller Resource



Appendix D

Road Safety Plan – Actions to 2030 Update.

Safe Systems Action – VRU: Pedestrians

- Mandatory 20mph limit – work has started on this project and Project Officer appointed 2023.
- Small to medium road safety interventions, including signals upgrades, are being supported by a new £1m road safety framework fund for 2023/4.
- The Transport Strategy, Active Travel Strategy and Liveable Neighbourhoods Plan will reduce the number of KM travelled by car and support safe active travel.
- The Go Safe Glasgow road safety partnership (RSP) has delivered a number of campaigns to help raise awareness and reduce pedestrian casualties.
- Older road users continue to be an RSU priority with direct community engagement.
- School STARS programme introduced 2023.
- VRU's now prioritised in new road hierarchy

Safe Systems Action – VRU: Older pedestrians

- RSU ongoing community engagement with older pedestrian
- Recorded KSI 2014-18 Average 30…recorded casualties 2022 7 pedestrians
    - to date 2023 13 pedestrians
- Time Traveller resource delivered 2023
- Go Safe RSP Winter pedestrian campaign to be delivered November 2023
- Actions for this road user group to be reviewed at the next Go Safe Glasgow RSP meeting.
- Road Casualties and deprivation – research planned for 2024.

Safe Systems Action – VRU: Cyclists

- Road Safety Consul underway to gather road safety concerns, particularly for VRU's – Action Plan to follow.
- Partnership working with Police Scotland to address cycling on the pavement – delivered and ongoing.
- Meeting held with Cycling Scotland to discuss their on-going role to engage with fleet operators in the city.
- Go Safe Glasgow RSP awareness campaign planned for 2024 re movement of VRU's around heavy goods vehicles and blind spots
- Analysis of cycling casualty data to be reported February 2024.
- GCC fleet drivers continue to undertake CPC driver training designed by RSU.
- Bikeability expanded using new charitable delivery model – RSU staff resource review may be required.

Safe System Action -VRU: Child Casualties

- New STARS project/website developed to support child road safety active travel to school.
- STARS film project developed.
- Schools in areas of deprivation now classed as high priority in the delivery of road safety education.
- RSU staff resource diverted to increase active travel measures, including support for walking and bike buses.
- Study into deprivation and road safety links planned for 2024.
- Child Casualties 2023 will be subject to review and report in February 2024.
- All school zoned to be subject to forthcoming mandatory 20mh limit
- Junior Road Safety Officers appointed for 2023/4

Safe Systems Action – VRU: Motorcyclists

- Motorcycle casualties reduced significantly following 4 fatalities recorded in 2020/21.

- Think Bike campaign delivered 2021/22

- Contact with other local authorities to discuss pros/cons of powered two wheelers accessing bus lanes – may be subject to a report 2024.

- Motorcycling casualties 2023 will be subject to review and report in February 2024.

Safe Systems Action - VRU: Blind and partially sighted

- Meeting held with representatives from partially sighted group to discuss concerns over roadworks and street furniture.

- No further action to date.

Safe Systems Action - Speed

- New sites identified for 2023 – subject to forthcoming report.

- Speeding Campaign delivered 2023

- Speed compliance tool purchased to review speeding complaints

Safe Systems Action - Mandatory city-wide 20mph zone

- Mandatory 20mph limit in progress

- Draft Communications strategy developed

Safe System Action- School Car Free Zones (SCFZ)

- School Streets programme delivered, no further suitable schools identified,

- Ongoing support, events and liaison with schools and Police Scotland

- RSU School Travel Plan service no operating – online interactive version to be launched 2024.

- Pilot being considered at Shawlands Primary School to provide intervention measures to raise awareness of school zones situated on main roads/bus routes.

Safe Systems Action – Road safety education (Schools) – refer to **Item 3.**

Safe Systems Action – Cycle Training and Bikeability - refer to **Item 4.**

Safe Systems Action – Publicity - refer to **Item 5.**