



Glasgow City Council

**Environment and Liveable Neighbourhoods
City Policy Committee**

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

Contact: Nicola Bell

Item 1

10th June 2025

Road Safety Update: January - December 2024

Purpose of Report:

The purpose of this report is to provide the Committee with an update on road safety matters between January and December 2024, including the Council's progress towards its adopted target reduction of road traffic casualties by 20230 in the areas of road safety education, training, publicity and engineering initiatives aimed at reducing casualties and improving the safety of travelling across Glasgow's road network.

Recommendations:

It is recommended that the Committee:

- (a) Notes the progress towards road casualty reduction targets to 2030.
- (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 provide a general update on road safety matters and information relating to road casualties in the city during 2024, aligned with Glasgow's Road Safety Plan 2020 – 2030, approved by the Environment, Sustainability and Carbon Reduction Policy Committee on 24th August 2021 (<https://www.glasgow.gov.uk/councillorsandcommittees/submissiondocuments.asp?submissionid=101742>). It also outlines the city's progress towards the Scottish Government's casualty reduction targets for 2030.
- 1.2 The data used is sourced from Police Scotland and analysed through Key Accident software, which reviews injury collisions recorded using STATS 19 forms. The data includes variables such as day, date, time, location, weather, direction of travel, and contributory factors (e.g., speeding, reckless driving, and fail to look).
- 1.3 This data is reviewed routinely and underpins the planning of engineering, educational, training, and publicity initiatives.

2. Background

- 2.1 The Scottish Government has set national road casualty reduction targets for each local authority to achieve by 2030. These are based on an average of injury collision data collected between 2014-2018 and place particular focus on vulnerable road users including:
 - Pedestrians
 - Children
 - Cyclists
- 2.2 These national targets support Glasgow's Vision Zero – an ambition for no one to be killed or seriously injured on the city's roads by 2030.
- 2.3 Target Reductions (based on 2014-18 average):
 - 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 to the least deprived 10% SIMD areas.

2.4 It should be noted that Police Scotland's introduction of the CRASH database in 2020 brought enhanced classification of serious injuries (three levels instead of one). Historical data has been adjusted accordingly from 2014 onwards, allowing comparison across the reporting period.

2.5 Further details on the adjustments made to casualty reporting can be found via the following link: <https://www.gov.uk/government/publications/guide-to-severity-adjustments-for-reported-road-casualty-statistics/guide-to-severity-adjustments-for-reported-road-casualties-great-britain>

3. Summary

3.1 Since the unprecedented rise in fatal collisions recorded in 2023, there has been a significant improvement in road safety performance across Glasgow. The city is now back on track to achieve the Scottish Government's 2030 casualty reduction targets.

3.2 However, it is essential that we do not become complacent. Continued investment in road safety education, training, publicity, and engineering measures remains crucial as we work towards our Vision Zero target – a future where no one is killed or seriously injured on Glasgow's roads by 2030.

3.3 Glasgow's performance towards national targets is outlined in **Appendix A**.

4. Road Safety Roundtable (2023)

4.1 In response to the increase in fatal collisions during 2023, the Safe Glasgow Partnership convened a digital road safety roundtable. This initiative included a city-wide public survey designed to capture residents' concerns and perspectives on road safety issues.

4.2 Following the analysis of survey results, the partnership identified four priority road safety actions to address the key areas of concern:

- Introduction of new legislation to ban pavement parking across Glasgow
- Direct engagement with companies employing delivery cyclists to tackle emerging road safety issues
- Completion of an in-depth study examining the link between road safety and deprivation
- Creation of 20mph public engagement plan and delivery of city wide mandatory 20 mph

4.3 Outcomes:

- New parking legislation prohibiting pavement parking is now in effect across the city:
- The pavement parking ban in Glasgow will significantly benefit parents with prams on the school journey, as well as other vulnerable road users such as wheelchair users, the elderly, and those with mobility aids. By preventing vehicles from blocking pavements, the ban ensures that footways remain clear, safe, and accessible for everyone. This creates a more inclusive and comfortable walking environment, allowing parents and children to travel to school more safely and independently. It also supports active travel by encouraging walking, helping to build healthier communities and safer neighbourhoods.
- Ongoing engagement with delivery companies is underway, supported by city-wide enforcement measures
- Research into the relationship between road safety and deprivation has been completed see: [Area Profile html](#)
- The 20mph communication and engagement plan has been finalised, with Phase One of the rollout scheduled for delivery late 2025

5. Partnership Work and Road Safety Publicity

5.1 The Go Safe Glasgow Road Safety Partnership was re-established in 2023 to monitor casualty trends and oversee the delivery of:

- Road safety education
- Training and publicity campaigns
- Road safety policy development

The partnership includes key stakeholders such as Police Scotland, the Scottish Fire and Rescue Service, and the West of Scotland Safety Camera Unit.

5.2 The partnership agreed on a series of coordinated actions for 2023/2024, including the delivery of several public-facing campaigns:

- **“Let’s Look Out for Each Other”**
A city-wide public awareness campaign delivered across TV and social media, promoting safer road user behaviour.
- **Think** **Bike**
A targeted campaign to improve motorcycle safety across Glasgow.
- **Speeding Awareness Campaign**
A comprehensive initiative highlighting the dangers of excessive speed and encouraging safer driving habits citywide.

5.3 The new **“Let’s Talk About Road Safety”** social media campaign remains active, with the production of short educational films.

Completed Films:

- *How to Use a Pelican Crossing*
- *In the Dark: Drive Smart*

Films In development (to be reviewed at the May partnership meeting):

- *The story of a pedestrian seriously injured by a speeding driver*
- *An older pedestrian's perspective on road safety*
- *Cycle safety awareness*

In addition, a city-wide “**Cycle to School**” campaign was launched, including an advert aired on STV. Further promotion is planned throughout 2025 (See **Appendix B** for campaign imagery).

5.4 NRS Road Safety has participated in multiple meetings of the newly established G Division Road Safety Group, led by Police Scotland. The group focuses on:

- Strengthening local enforcement partnerships
- Ensuring Glasgow's interests are represented in road safety enforcement
- Sharing intelligence and best practices among local stakeholders

This collaboration has been highly effective in aligning local enforcement with broader road safety goals.

5.5 National Engagement

NRS Road Safety also contributes at the national level, with active participation in:

- The National Road Safety Framework
- Various national working groups focused on improving safety for vulnerable road users.

This ensures Glasgow's strategies are aligned with national priorities and that local insights inform wider policy development.

6. Road Safety Education

6.1 The STARS (School Travel and Road Safety) education programme continues to be delivered by the NRS Road Safety Unit, providing road safety lessons to thousands of children across the city. The programme maintains a strong focus on areas of deprivation while actively promoting sustainable travel. In addition, the NRS Road Safety Unit engages with vulnerable road users within the wider community, including older adults, to raise awareness and support safer travel behaviours.

New Resources for 2024/5 include:

- A Traffic Trail resource aimed at helping children learn how to stay safe during their journey to and from school (see image in **Appendix C**).
- A 20mph School Pack designed to support schools in promoting safer driving speeds within their local communities (*currently under development*).
- An Online School Travel Plan Toolkit to assist schools in creating and maintaining safe, sustainable travel strategies (*currently under development*).

- The award-winning STARS film project, which received recognition at last year's Scottish Transport Awards, is now being expanded to include podcasts and additional media format.

6.2 The Lord Provost's Road Safety Award will continue to recognise schools across the city for their outstanding efforts in promoting road safety among children and the wider community. (see image in **Appendix D**)

7. Road Safety Engineering

7.1 Glasgow continues to benefit from a £1 million investment from the National Road Safety Framework Fund, supporting a range of 'Safe Systems' road safety engineering projects across the city.

7.2 The Safe Systems approach to reducing road casualties places the human being at its core, based on the principle that every road death or serious injury is preventable.

This approach recognises two fundamental truths about people:

- People make mistakes, and will continue to do so when using the roads.
- People are vulnerable to serious injury or death if involved in a crash.

The Safe Systems methodology aims to design these factors out of the equation to enhance safety.

The 2024/25 Safe Systems projects delivered to date include:

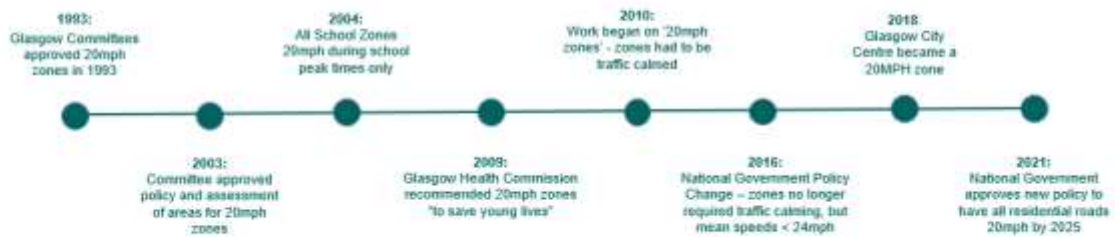
<u>Schemes</u>	<u>Location</u>
Gateway Feature and illumination of speed limit signs	Balmore Road
Traffic Calming – Pedestrian refuge islands and speed cushions	Arrochar Street
Traffic Calming – Pedestrian refuge islands and speed cushions	Roths Drive
High Friction Surfacing	Bearsden Road @ Ilay Avenue / Ilay Road
Footway extension / pedestrian refuge island	Langside Avenue @ Camphill Avenue / Mansionhouse Road

Traffic Calming – Speed cushions	Lochend Road
Footway extension	Smithycroft Road at Cumbernauld Road
Pedestrian refuge islands	Gartloch Road @ Elibank Street / Gartcraig Road
Installation of Smart Cross Units	Various
Upgrade existing traffic signal junction	Balmore Road / Ashgill Road
Upgrade existing crossing	Ashtree Road / Shawbridge Street
Upgrade existing crossing	Pollokshaws Road / Maxwell Road / Eglington Toll
Upgrade existing crossing	Gallowgate / Sword Street
Upgrade existing crossing	Dumbarton Road / Hawick Street
Upgrade existing crossing	Pollokshaws Road / Titwood Road
Upgrade existing crossing	Paisley Road West / Lourdes Avenue
Upgrade existing crossing	Dalmarnock Road / Summerfield Street
Upgrade existing crossing	Old Shettleston Road / McNair Street

8. City Wide Mandatory 20MPH Speed Limit

8.1 Under discussion since 1993, this is Glasgow's most ambitious road safety measure and a key driver in reducing casualties by 2030.

Glasgow 20MPH Timeline



(Image: Glasgow's 20MPH Historical Timeline)

8.2 The new citywide 20mph speed limit, to be delivered in phases starting in late 2025, will affect approximately 3,700 streets across all 23 electoral wards. This major initiative is designed to:

- Improve road safety
- Reduce traffic speeds
- Support healthier, more liveable neighbourhoods

8.3 Coverage:

- 3,700 streets will receive new mandatory 20mph speed limits
- 650 streets will retain their existing 30mph speed limit
- Existing 20mph zones, covering approximately 1,300 streets, will remain in place

8.4 Data Collection: an extensive data collection effort has supported the project, including:

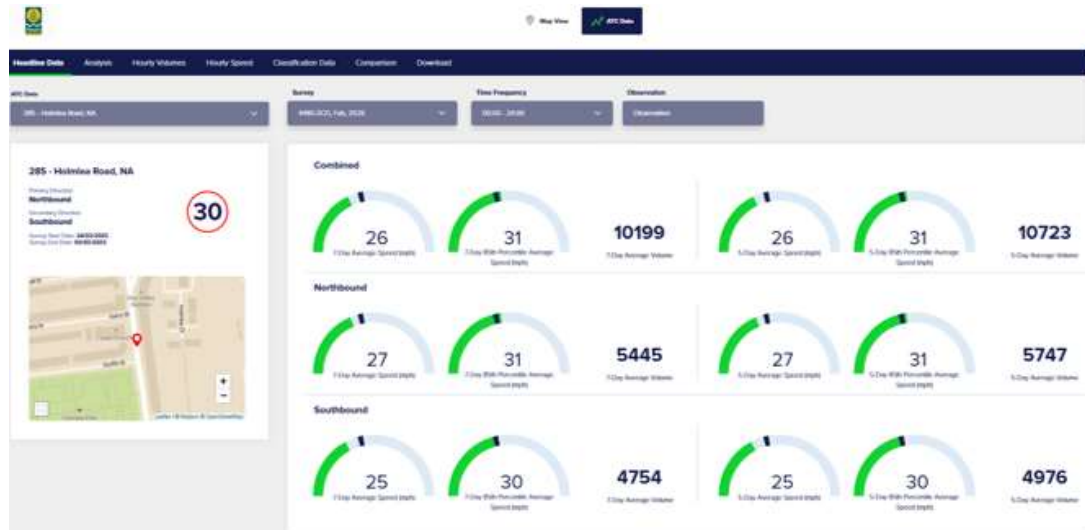
- 316 Automatic Traffic Count (ATC) surveys — representing the largest concurrent speed data collection ever undertaken in Scotland
- Collected data has been used to assess baseline vehicle speeds and inform the design and targeting of the rollout

8.5 Interactive Speed Monitoring Dashboard

A new publicly accessible dashboard will enhance transparency and community engagement.

Key features include:

- Display of average speeds, traffic volumes, and vehicle classifications
- Customisable views by day of the week and time period
- Support for before-and-after comparisons across three survey phases



(Image: New 20MPH Dashboard)

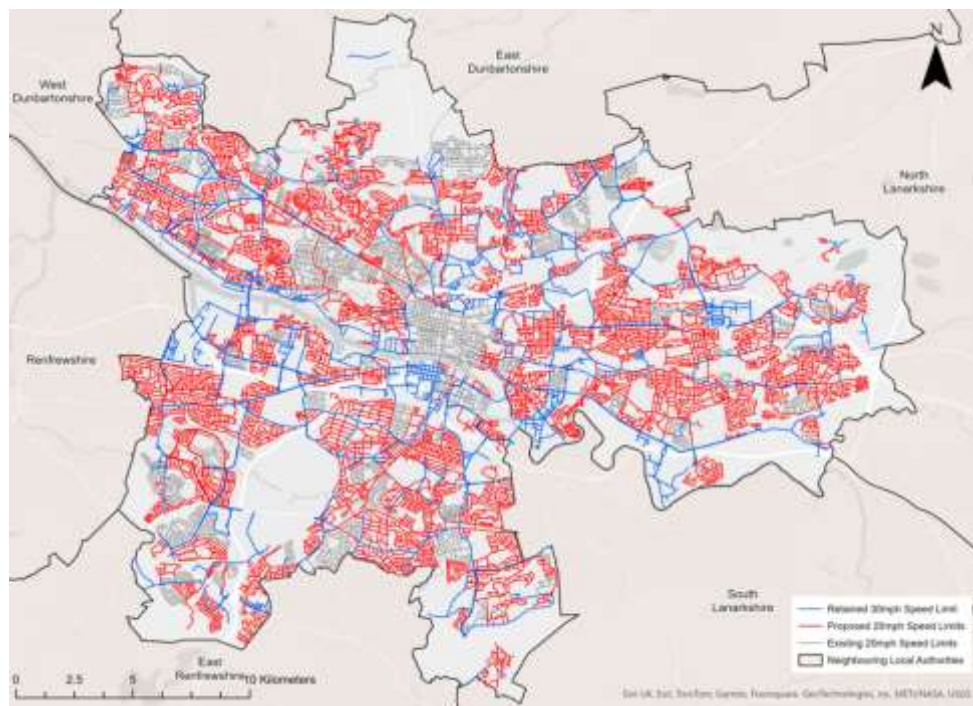
8.6 The below map demonstrates the extent of the city-wide 20mph limit.

Map Key

Grey: Existing 20mph zones

Red: Proposed new 20mph speed limits

Blue: Streets retaining 30mph limit



(Image: City Wide Mandatory 20MPH)

8.7 Glasgow has also contributed internationally through its involvement in the 'Eurocities 20's project, which advocates for a Europe-wide approach to speed reduction. The city's 20mph initiative was presented to representatives from over 30 European cities, showcasing Glasgow's leadership in urban speed management. A document signed by all participating cities will be taken to the European Parliament with the aim of influencing continent-wide policy on lower speed limits.

8.8 It is anticipated that the installation works will begin in September 2025, and that these will be implemented on a ward-by-ward basis. This is, however, subject to the agreement from Transport Scotland on the additional costs to the contract. A further update will be provided in due course.

Eurocities TF on 30 km/h & speed reduction strategies in cities

Observers:



(Image: Eurocities Map)



9. Policy and Resource Implications

<i>Financial:</i>	Staff and associated costs
<i>Legal:</i>	Roads (Scotland) Act 1984, Road Traffic Regulation Act 1984. S39 Road traffic Act 1988
<i>Personnel:</i>	None
<i>Procurement:</i>	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.
<i>Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.</i>	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.
<i>What are the potential equality impacts as a result of this report?</i>	No negative impact

<i>Please highlight if the policy/proposal will help address socio-economic disadvantage.</i>	Informs on increased casualties in areas with the highest IMD and identifies solutions to address this.
Climate Impacts:	
<i>Does the proposal support any Climate Plan actions? Please specify:</i>	Supports a reduction in car use through the promotion of active sustainable travel.
<i>What are the potential climate impacts as a result of this proposal?</i>	Supports Transport Strategy indicators.
<i>Will the proposal contribute to Glasgow's net zero carbon target?</i>	Supports a reduction in car use, increase in active travel.
Privacy and Data Protection Impacts: Are there any potential data protection impacts as a result of this report? Y/N If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out.	N

10. It is recommended that the Committee:

- (a) Notes the content of this report and planner road safety actions for 2024/5.
- (b) Otherwise, notes the contents of this report.

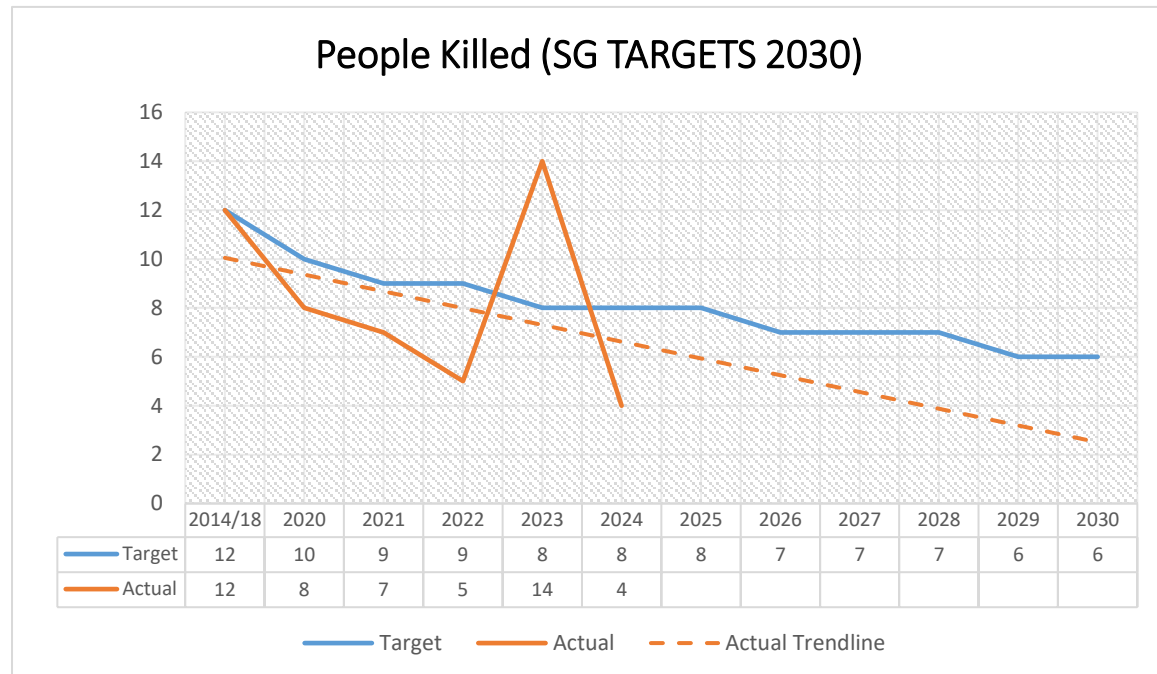
Appendices

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



Insight:

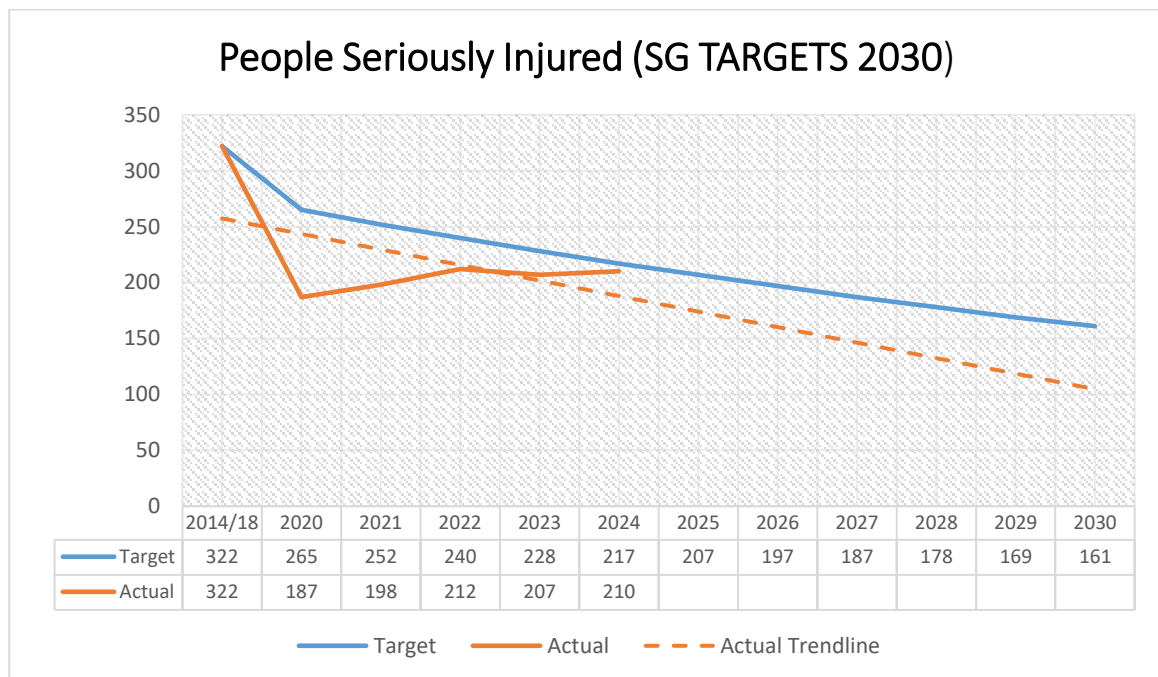
People Killed

A total of **four people** were killed on Glasgow's roads:

- 2 pedestrians
- 1 car driver
- 1 mobility scooter user

Each incident involved some element of human error or poor judgment, indicating that these tragic events were entirely preventable.

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



Insight:

People Seriously Injured

Serious Injury Trends and Contributing Factors

While the overall trend for serious injuries on Glasgow's roads is declining, progress has stalled since the pandemic. To help address this, the introduction of a city-wide mandatory 20 mph speed limit, alongside improvements in infrastructure and the prioritisation of vulnerable road user is expected to support a further reduction in serious injuries by 2030.

Top 3 Contributing Factors:

- Driver/rider failed to look properly
- Driver/rider exhibited careless or reckless behaviour
- Pedestrian failed to look properly

Top 3 Road User Groups Involved in Serious Injury Collisions:

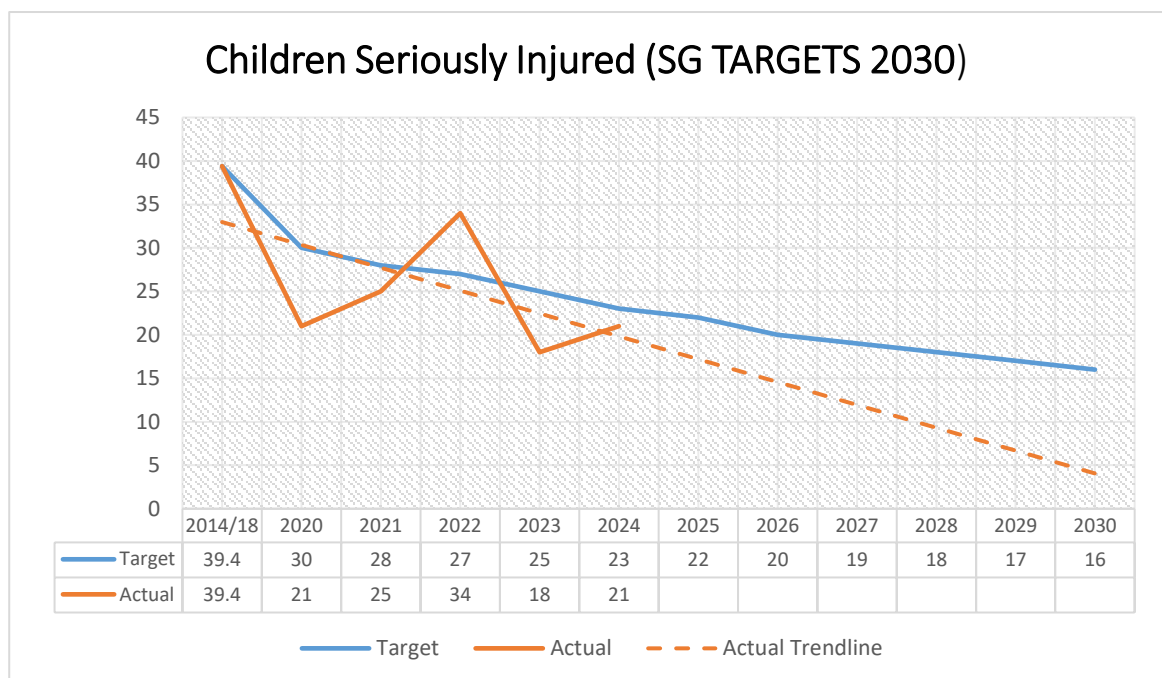
- 45% Pedestrians
- 17% Car drivers
- 15% Pedal cyclist

The causation factors highlight the need to focus road safety resource and campaign messaging on driver behaviour and pedestrian awareness.

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



Insight:

Children Seriously Injured

It is worth noting that serious casualties involving children have decreased significantly compared to the 2014–2018 average, and the overall trend continues to move

downward. However, sustained investment in and development of road safety education remains essential to maintain and build on this progress.

Top 3 Causation Factors:

- Pedestrian failed to look
- Masked by parked car
- Driver failed to look

The majority of child serious injuries involve cars and child pedestrians and occur in fine weather conditions.

It should be noted that a mosaic study of child casualties in Glasgow indicates that children from our most deprived communities are far more likely to be involved in a collision than children from more affluent communities. This is a national issue throughout Scotland; however, Glasgow is currently above the national Scottish average.

Road safety education is a key factor in addressing this issue and as such; NRS Road Safety Unit has focused their efforts during 2024 to engage with schools situated in areas with the highest index of multiple deprivation (IMD).

Appendix B



(Image: Cycle to School Campaign)

Appendix C



(Image: New Traffic Trail Resource)

Appendix D



(Image: Lord Provost's Road Safety Awards)