



Glasgow City Council

**Environment and Liveable Neighbourhoods
City Policy Committee**

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

Contact: Christine Francis Ext: 78086

Item 3

30th April 2024

ROAD SAFETY UPDATE: JANUARY – DECEMBER 2023

Purpose of Report:

The purpose of this report is to provide the Committee with an update on road safety matters between January - December 2023.

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 provide information relating to the road casualties in the city during 2023, 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>) and to show general progress towards the Scottish Government's road casualty targets to 2030.
- 1.2 The data used in this document is provided by Police Scotland and analysed using Key Accident software.
- 1.3 Key Accident software provides Council Officers with an overview of all injury collisions recorded by Police Scotland using a STATS 19 form. The data includes information such as day, date, time, place, weather conditions, direction of travel and causation/contributory factors, such as speeding, reckless behaviour and failing to look.
- 1.4 Key Accident data is analysed on a regular basis and forms the foundation for any planned engineering, education, training and publicity intervention.

2. Background

- 2.1 The Scottish Government has set out national road casualty reduction targets for each authority to 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 where no-one is 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 to the least deprived 10% SIMD areas.

2.4 It should be noted that Police Scotland introduced a new CRASH database in 2020 which now records 3 levels of serious injury, as opposed to the previous system, which only recorded 1 level of serious injury. This has resulted in pre 2020 figures being adjusted to match the new levels of serious injury. This adjustment has been approved by the Department for Transport and Transport Scotland; and as such, all historical serious injury collisions have been adjusted back to 2014 to allow the 2014-18 average figures to be compared to post 2020 figures and the Scottish Government set targets to 2030. Pre 2020 figures shown in the Road Safety Plan to 2030 reflect data gathered before the CRASH system adjustment.

Further information on this can be found at:

<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 The increase in road fatalities in Glasgow in 2024 is unprecedented in recent years. However, although extremely concerning, it is important to note that this unusual peak in fatalities should not be considered at this stage as an indicator of an upward trend. Investigation of each accident showed that they occurred at different times of day, different days, different age groups and genders etc. No clear trend could be identified. Officers will monitor road fatalities closely throughout the coming year.

3.2 Collisions tend to have multiple factors which define the severity of the outcome, for example, driver experience/competence, the type, weight and age of the vehicle, vehicle speed, weather conditions, road surface, point of impact and age/health of the vulnerable road user. For example, if a collision with an older pedestrian or child occurs at 20 mph instead of 30 mph the outcome may be a slight injury as opposed to a serious injury.

3.3 It is therefore important, when reviewing city-wide road safety performance, that fatal and serious collision data is combined to provide an overall view of casualty trends and road safety performance. The serious injury data is not demonstrating a similar peak to that of road fatalities.

3.4 It is important to note that fatal collisions are fully investigated by highly skilled police crash investigators and that full liaison takes place with Engineering Officers from NRS Collision Investigation and Prevention team.

3.5 Glasgow's performance towards national targets is outlined in Appendix A

4 Actions

4.1 As a result of the increase in fatal collisions, a road safety digital roundtable was formed by the Safe Glasgow Partnership to undertake a city-wide online road safety survey. The outcome of the survey has resulted in 6 actions outlined below:

- Glasgow City Council will carry out a full survey of all pavements in Glasgow to find out where we can use new legislation for restricting footway parking.
- The Go Safe Glasgow Road Safety Partnership will engage with companies that use delivery cyclists to address emerging road safety issues.
- Working with our partners and community organisations, Glasgow City Council will have a communication plan to keep the public engaged and informed on the roll out of the 20mph programme.
- Glasgow City Council will identify priorities for individual communities and will use agreed design options to improve our streets to allow for easier movement for people with mobility impairments.
- Glasgow City Council will have ongoing and targeted communication and promotional campaigns to continue to encourage everyone to consider using sustainable transport modes for their everyday journeys (with a 30% reduction in car kilometres travelled)
- Glasgow City Council will carry out a study into the links between road safety and deprivation.

4.2 The Go Safe Glasgow Road Safety partnership has also been re-established to monitor casualty trends and oversee the delivery of road safety education, training, publicity, and policy.

4.3 The partnership, which includes Police, Fire and Safety Cameras agreed several actions for 2024 which include:

- A sustained 12 month 'Road Safety Focus' social media campaign consisting of 12 short road safety films to be published on joint social media channels.

- Publicity campaign on the dangers of vulnerable road users walking/cycling near HGV's.
- Campaign to target delivery cyclists with Fire/Road Safety messaging - to be translated into various languages.
- THINK BIKE city-wide motorcycle safety campaign
- SPEEDING city-wide campaign
- Continued partnership working in schools and communities

4.4 A new 'G Division' Road Safety Group has also been formed by Police Scotland and is attended by NRS Road Safety. This group discusses road safety partnership working at a local divisional level.

4.5 NRS also delivered a city-wide "Let's Look Out For Each Other" road safety campaign which included a TV advert, radio and other media-channels. The campaign has been shortlisted in this year's Scottish Transport Awards. (Image can be found in Appendix B)

4.6 Road Safety education has also been reviewed and now falls under a new STARS (School Travel and Road Safety) theme with a focus on delivering road safety education in areas of deprivation. The programme works with schools to deliver road safety training which is integrated with the Curriculum for Excellence. A great example of this is the new annual STARS Lord Provost award and short film project, which has been shortlisted in the 2024 Scottish Transport Awards. (Photograph can be found in Appendix C). Children worked with their teachers to plan, script, produce and film a short road safety film. There were 45 entries and the effort and enthusiasm the youngsters put into it was fantastic.

4.7 Links to winning film and LP's special award film 2023:

Kelvindale Primary https://youtu.be/E1bW_dovVSg

St Bridgid's Primary https://youtu.be/mY_Wd5oHfOs

4.8 A new £1m road safety fund has also been approved by Transport Scotland to support the delivery of 'Safe Systems' road safety engineering projects across the city.

4.9 The Safe Systems approach to road casualty reduction puts the human being at its centre and stems from the belief that every road death or serious injury is preventable.

The Safe System approach is built upon two basic facts about people.

- people make mistakes, and will make mistakes when on the roads

- people are vulnerable to being killed or seriously injured, if they are involved in a crash.

The Safe System takes into consideration these facts and seeks to design them out of the equation.

4.10 The 2023/24 'Safe Systems' projects delivered during 2023/4 included:

Location	Improvements
Old Castle Road	Installation of Traffic Calming to reduce vehicle speeds
Fernleigh Road	Installation of Traffic Calming to reduce vehicle speeds
Woodend Road	Installation of Traffic Calming to reduce vehicle speeds
Cowal Road	Installation of Traffic Calming to reduce vehicle speeds
Hurlet Road	Installation of antiskid carriageway road surfacing, due to accident history
Leeside Road	Road closure implemented to prevent through traffic and rat running
Laggan Road	Road closure implemented to prevent through traffic and rat running
Kilmarnock Road	Construction of new footway buildouts to improve pedestrain crossing points
Pollokshaws Road	Installation of 2no. vehicle activated signs, outside Shawlands primary school, road safety measure in conjunction with the local Bike Bus
Installation of Smart Cross Units	Installation of smart cross units at traffic signals to improve access for all users by introducing a touchless pushbutton system to help pedestrians with a visual impairment or mobility issue cross the road.
Carntyne / St Andrews	Upgrade existing crossing to a new Toucan to improve journeys to school by walking or cycling. Improving access by bringing the site up to the current standard and installing tactile cones, tactile paving and improving safety and pedestrian waiting times by introducing puffin detection.
Dalmarnock / Springfield	Upgrade existing traffic signal junction to improve active travel journeys and road safety in areas of deprivation. Improving access by bringing the site up to the current standard and installing tactile cones, tactile paving and improving safety and pedestrian waiting times by introducing puffin detection.
Royston / Blochairn	Upgrade existing traffic signal junction to improve active travel journeys and road safety in areas of deprivation. Improving access by bringing the site up to the current standard and installing tactile cones, tactile paving and improving safety and pedestrian waiting times by introducing puffin detection.
Edinburgh / Dunan	Upgrade existing crossing to improve active travel journeys and road safety in areas of deprivation. Improving access by bringing the site up to the current standard and installing tactile cones, tactile paving and improving safety and pedestrian waiting times by introducing puffin detection.
Various (5no.)	Supply of new Variable Message Signs, to be used for road safety and active travel messaging and collection of road traffic data such as volumes and speeds.

5. 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
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Equality and Socio-Economic Impacts:	Supports reduction in casualties in areas with highest index of multiple deprivation.
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<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.
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<i>What are the potential equality impacts as a result of this report?</i>	No negative impact
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<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.
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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.
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<i>What are the potential climate impacts as a result of this proposal?</i>	Supports Transport Strategy indicators.
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*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
as a result of this report N
Y/N

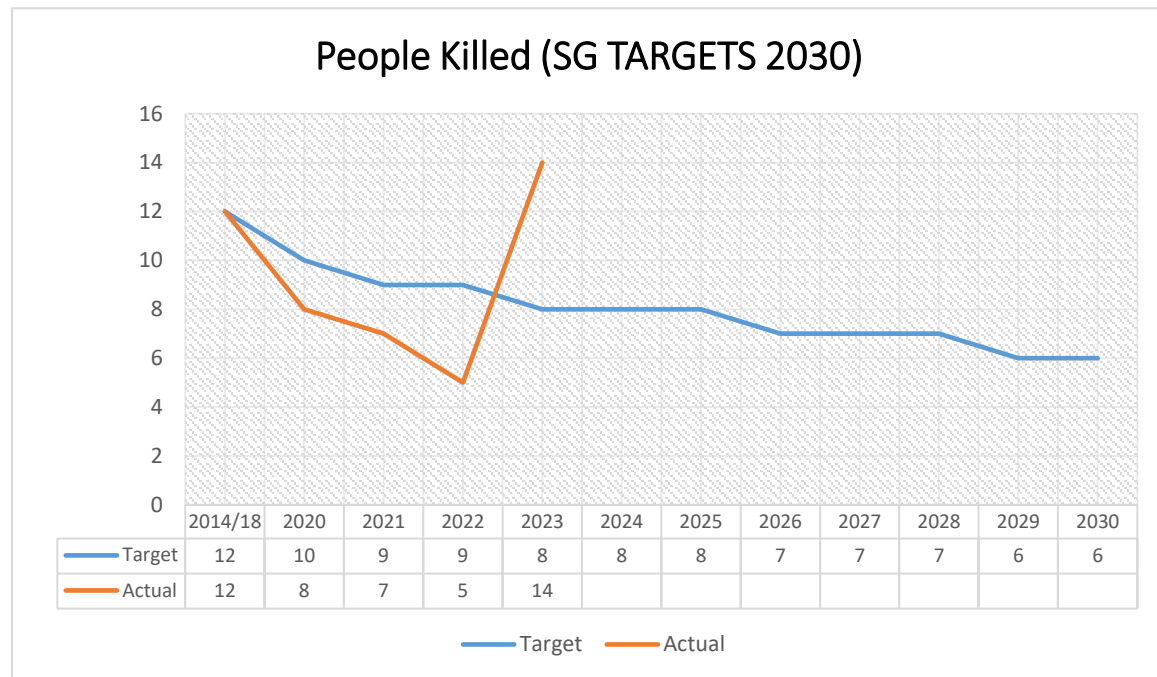
If Yes, please confirm that
a Data Protection Impact
Assessment (DPIA) has
been carried out

- 6.** 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.

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

14 people were killed on Glasgow's roads in 2023, this included 11 pedestrians (2 children), 2 Cyclists and 1 Passenger within an emergency vehicle.

10 collisions occurred on a weekday.

7 collisions involved a VRU over the age of 60.

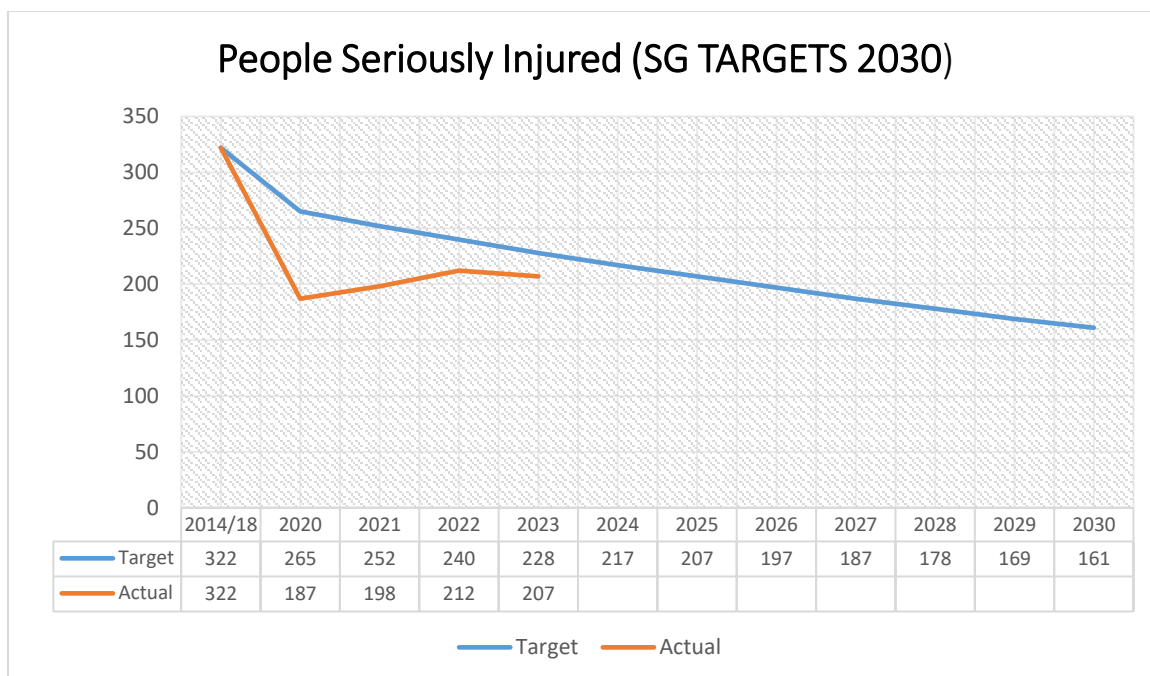
6 collisions occurred in the dark.

5 collisions involved larger vehicles, including 2 buses, 2 Heavy Goods Vehicles and 1 SUV.

Speed was not a common factor, however, a 20mph mandatory speed limit may have reduced the impact speed and therefore the severity outcome of some of the collisions.

Drivers failing to notice pedestrians/riders in the carriageway and pedestrians failing to notice vehicles approaching was also a common factor.

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



Insight:

People Seriously Injured

Serious injuries have reduced by 36% during 2023 compared to the 2014/18 average.

Top 3 Causation Factors:

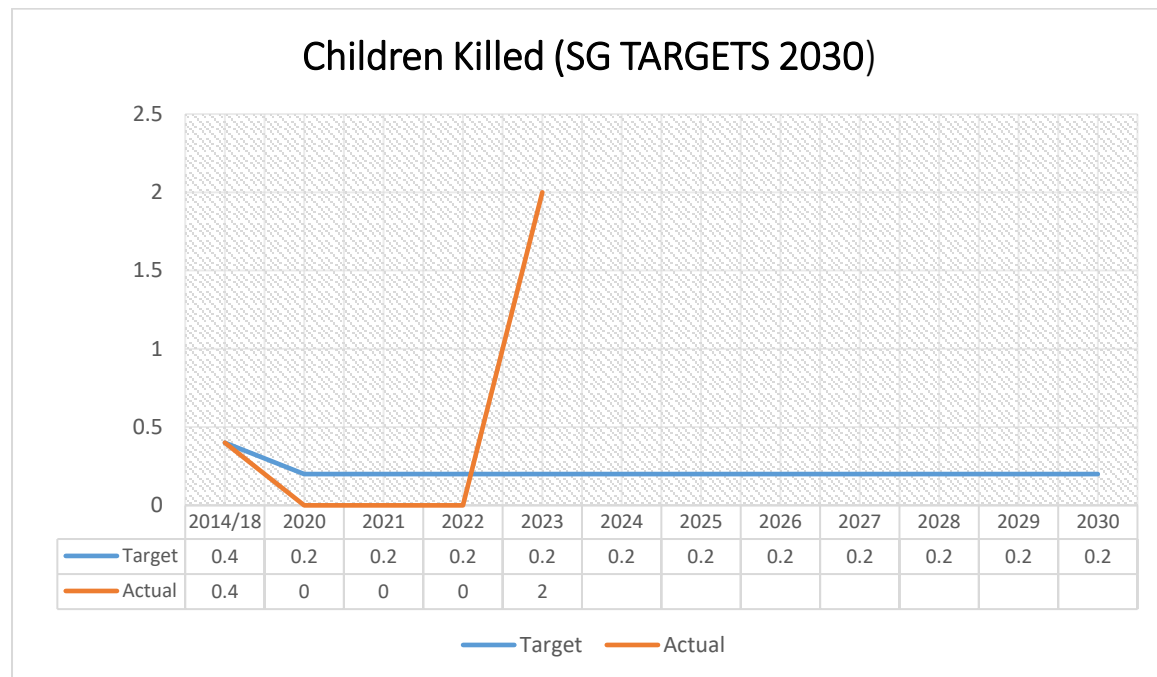
- Driver/rider failed to look properly
- Driver/rider careless/reckless behaviour
- Driver/rider exceeding the speed limit

Involving:

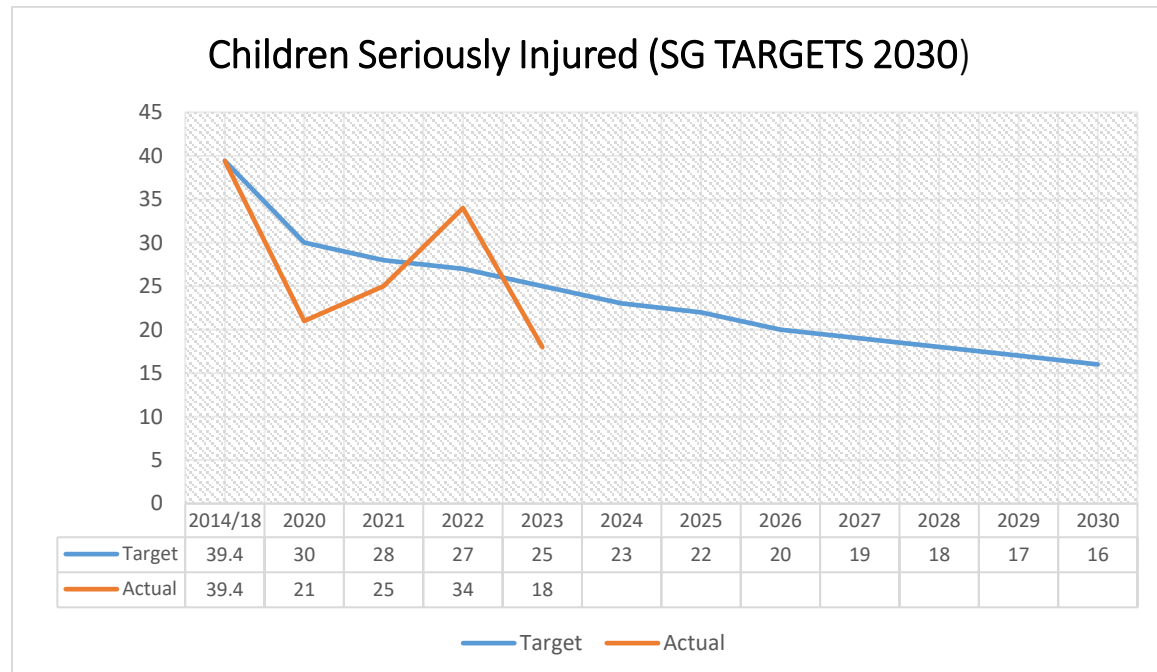
Pedestrians	Driver/Rider	Passengers
86	88	33

The causation factors highlight the need to focus road safety resource and campaign messaging on driver behaviour, however, smaller interventions such as new city centre pavement transfers and banners will be used to remind pedestrians to take care at busy junctions. 'Fail to look – pedestrian' and 'masked by parked vehicle' also continue to be a cause for concern in terms of causation factors.

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 of note that child serious casualties have reduced by 55% during 2023 compared to the 2014/18 average and by 47% compared to 2022.

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. Only 3 collisions occurred during peak school times.

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 2023 to engage with schools situated in areas with the highest index of multiple deprivation (IMD).

NRS road safety service includes a team responsible for road safety education in Glasgow's Schools. This includes on-going development of resources such as the new Lord Provost's STARS (School Travel and Road Safety) award, a STARS filming project and a supporting website; where schools can develop an online school travel plan and seek support to create walking and bike buses.

The film project involves children from each school creating a short film on road safety and/or active travel which is then put forward for an award to be presented annually at the City Chambers. Children taking part also have access to a state-of-the-art film studio where they can learn more about the film industry in Glasgow.

Child casualties also tend to increase with age due to more independent and unsupervised travel. NRS Road Safety Unit is currently working in partnership with Police Scotland to target children in this age group using 3D short films and interactive technology.

Appendix B

“Let’s Look Out for Each Other” – Road Safety Campaign



Appendix C

Photograph of Lord Provost with winning pupils from Kelvindale PS – STARS Film Awards 2023

