



Glasgow City Council

**Environment and Liveable Neighbourhoods
City Policy Committee**

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

Contact: Nicola Bell

Road Safety Update: January - December 2025

Purpose of Report:

The purpose of this report is to provide the Committee with an update on road safety matters between January and December 2025 including the Council's progress towards its adopted target reduction of road traffic casualties by 2030.

Recommendations:

It is recommended that the Committee:

- (a) Notes the casualty trends;
- (b) Supports the continued delivery of a balanced road safety approach; and
- (c) Acknowledges the importance of sustained investment and partnership working.

Ward No(s):

Citywide:

Local member(s) advised: Yes
No

consulted: Yes No

1. Introduction

- 1.1 This report provides an overview of road safety activity and road casualty trends in Glasgow during 2025. It aligns with *Glasgow's Road Safety Plan 2020 – 2030*, approved by the Environment, Sustainability and Carbon Reduction Policy Committee on 24 August 2021, and outlines the city's progress toward the Scottish Government's 2030 casualty-reduction targets.
- 1.2 The accident analysis is based on Police Scotland data processed through the Key Accident system, which examines injury collisions recorded using STATS19 forms. The dataset includes variables such as date, time, location, weather conditions, direction of travel, and contributory factors (e.g., speeding, reckless driving, failure to look).
- 1.3 This information is reviewed routinely and informs the planning and prioritisation of engineering measures, education programmes, training initiatives, and publicity campaigns.

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 (Scottish Index of Multiple Deprivation) 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 (the Collision Recording and Sharing system) 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>

3.0 Overall Casualty Performance and Strategic Context

3.1 Overall road casualty performance in 2025 shows positive progress towards the 2030 targets, with reductions across several key groups, particularly vulnerable road users. This reflects the Council's Safe System approach, including delivery of 20mph schemes, active travel measures, People First Zones and targeted AIP (Accident Investigation and Prevention) interventions.

3.2 Progress is supported by education, engagement and partnership working, including delivery through the ETP (Education, Training and Publicity) and Go Safe Glasgow, with a strong focus on children and vulnerable road users through initiatives such as STARS (School Travel and Road Safety) and the Lord Provost's Awards. This is underpinned by data-led analysis to target interventions effectively. Maintaining progress will require a balanced and sustained approach, combining infrastructure, education and partnership working to support behaviour change and achieve the 2030 targets and Vision Zero ambition.

3.3 Fatal Casualties

Fatalities in 2025 remain low, with a predominance of pedestrian incidents, often linked to crossing behaviours or complex environments, alongside some junction-related collisions. Continued delivery of AIP, 20mph and place-based measures, supported by education, enforcement and partnership working, will be key to sustaining progress.

3.4 Serious Casualties

In 2025, 204 people were seriously injured across 193 collisions. Key factors include junction conflicts, failure to give way and inappropriate manoeuvres, with a notable proportion involving vulnerable road users. Continued delivery of AIP schemes, speed management and partnership activity will support further reduction.

3.5 Pedestrian Casualties (Killed and Seriously Injured)

Pedestrian KSIs total 73 in 2025, a significant reduction on recent years. Collisions commonly involve crossing away from facilities, unexpected

carriageway entry and complex urban environments. Continued focus on speed reduction, street design and targeted engagement will be key in addressing this.

3.6 Children Killed and Seriously Injured (KSI)

Child casualties remain low, with 21 seriously injured and no fatalities recorded. Incidents often involve crossing behaviours, visibility issues and some pedal cycle use (including potential e-bikes). Continued delivery of education, training and publicity activity, including STARS (School Travel and Road Safety) and the Lord Provost's Awards, alongside engineering and partnership working, will support the ambition of zero child KSIs.

4. Summary

4.1 Glasgow's road safety performance improved in 2025, following the sharp and unexpected rise in fatal collisions seen in 2023. The city is once again on course to meet the Scottish Government's 2030 casualty-reduction targets.

4.2 Sustained progress, however, depends on continued commitment. Ongoing investment in education, training, publicity, and engineering measures remains essential as we work towards Vision Zero, ensuring no one is killed or seriously injured on Glasgow's roads by 2030.

4.3 Glasgow's performance towards national targets is outlined in the tables in **Appendix A**.

5. Partnership Work and Road Safety Publicity

5.1 The Go Safe Glasgow Road Safety Partnership 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 2024/2025, including the delivery of several public-facing campaigns:

- **Ride to School**

A city-wide public awareness campaign delivered across TV and social media, promoting active travel as an option for school age children.



- **Think Bike**

A targeted campaign in conjunction with Police Scotland to improve motorcycle safety across Glasgow. This campaign features posters, a social media video, and resources provided to the police to hand out to bikers at events.



- **Speeding Awareness Campaign**

A comprehensive initiative highlighting the dangers of excessive speed and encouraging safer driving habits citywide.



- **In The Dark, Drive Smart**

A city-wide awareness campaign aimed at drivers across Glasgow, highlighting the need for extra precaution when driving during the winter months. This campaign utilised posters in council depots and car parks around the city, digital advertising boards, bus backs, and a social media video made as part of the “Let’s Talk About Road Safety” series.



Link to the Road Safety website for more information:

<https://www.glasgow.gov.uk/roadsafety>

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 Puffin Crossing (2024/2025)*
- *In the Dark: Drive Smart (2024/2025)*
- *Think Bike (2025/2026)*
- *First Bus (2025)*
- *Close Pass (2025)*

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

- *Safety cameras*

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 meets Biannually and 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 2025/6 include:

- A Traffic Trail resource aimed at helping children learn how to stay safe during their journey to and from school.
- A 20mph School Pack designed to support schools in promoting safer driving speeds within their local communities.
- 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.

7. Road Safety Engineering

7.1 The Road Safety Improvement Fund, awarded by Transport Scotland, continues to bring key road safety benefits to Glasgow. An investment last year of £1.45M supported a wide range of 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 2025/26 Safe Systems projects delivered to date include:

Location	Description of Works
Baltimore Road	High Friction Surfacing and solar powered road studs
Lyoncross Road	Traffic Calming – Speed Cushions
Barnton Street / Silverburn Street	Traffic Calming – Road Humps
Cumberland Street	Footway build outs
Kinfauns Drive	Traffic Calming – Splitter Islands and Speed Cushions
Hermitage Avenue	Traffic Calming – Road humps
Willowford Road / Wiltonburn Road	Traffic Calming – Speed Cushions
Greenfield Avenue / Inveresk Street	Traffic Calming – Speed Cushions
School Keep Clear TRO	Upgrade of TRO, markings and signage
Woodend Road	Traffic Calming Works
School Crossing Patrol Signs	Upgrade of existing signs
Standburn Road / Hillhead Road	New Junction including pedestrian crossing facilities near school
Balshagray Ave / VPDN	Junction improvements for pedestrian crossing facilities
Balshagray Ave / Essex Dr	Upgrade Pedestrian Crossing (tied into above)
Clydeside Expressway	High Friction Surfacing and bend warning signs
Ashtree / Shawbridge Rd	Complete pedestrian crossing works from 2025 (held up by building works)

8.0 City Wide Mandatory 20MPH Speed Limit – Update

8.1 The phased introduction of a citywide 20mph speed limit, commencing in 2026, will apply to approximately 3,700 streets across all 23 electoral wards. The programme is intended to improve road safety, reduce vehicle speeds, and support the development of healthier, more liveable neighbourhoods.

- Around 3,700 streets will move to mandatory 20mph limits.
- Approximately 650 streets will remain at 30mph.
- Existing 20mph zones, covering roughly 1,300 streets, will be retained.

8.2 A comprehensive data-gathering exercise has informed the design and targeting of the rollout, including:

- 316 Automatic Traffic Count surveys, representing the largest concurrent speed-monitoring exercise undertaken in Scotland.
- Data has been used to establish baseline speeds and support evidence-based decision-making.

8.3 A new publicly accessible dashboard will be introduced to support transparency and community engagement. It will provide:

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

More information on the scheme can be found on the Council's website:

<https://www.glasgow.gov.uk/20mph>

8.4 Since the previous update in 2025, the implementation of the citywide 20mph speed limit has continued to progress well. All streets have now been assessed and prioritised using ward level accident data. The design of entrance signage, along with all associated signing and lining requirements within the proposed zones, has been completed. Approximately 90% of design drawings have been fully checked and approved.

8.5 Officers are currently finalising a comprehensive programme for the delivery of citywide 20mph speed limit. A standalone report will be brought to a future meeting of the Committee, setting out the full programme and proposed delivery approach. In advance of this, an interim update on the progress of Phase 1 will be provided to Elected Members in the coming weeks.

9. Policy and Resource Implications

<i>Financial:</i>	Funding Sources: Active Travel Infrastructure Fund, Road Safety Improvement, 20mph Project Transport Scotland allocation. 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
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 2025-29? 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

N

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

10. Recommendations

It is recommended that the Committee

- (a) Notes the casualty trends;
- (b) Supports the continued delivery of a balanced road safety approach; and
- (c) Acknowledges the importance of sustained investment and partnership working.

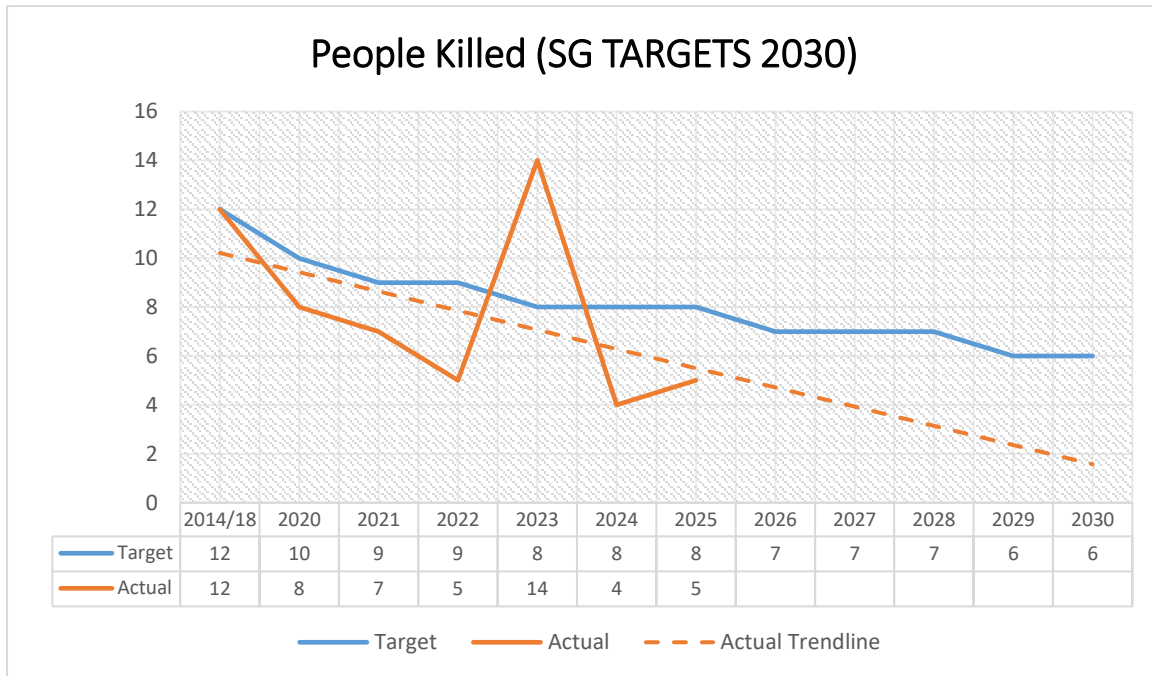
Appendices

Appendix A

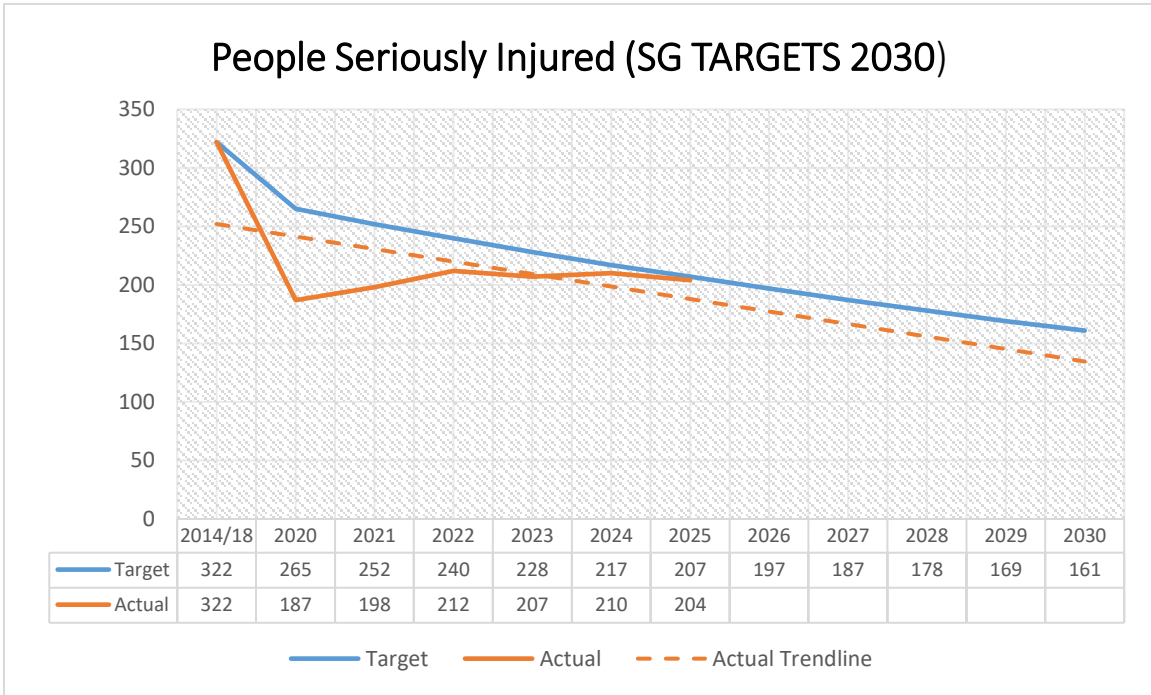
Glasgow City Council

Scottish Government Road Casualty Reduction Targets to 2030:

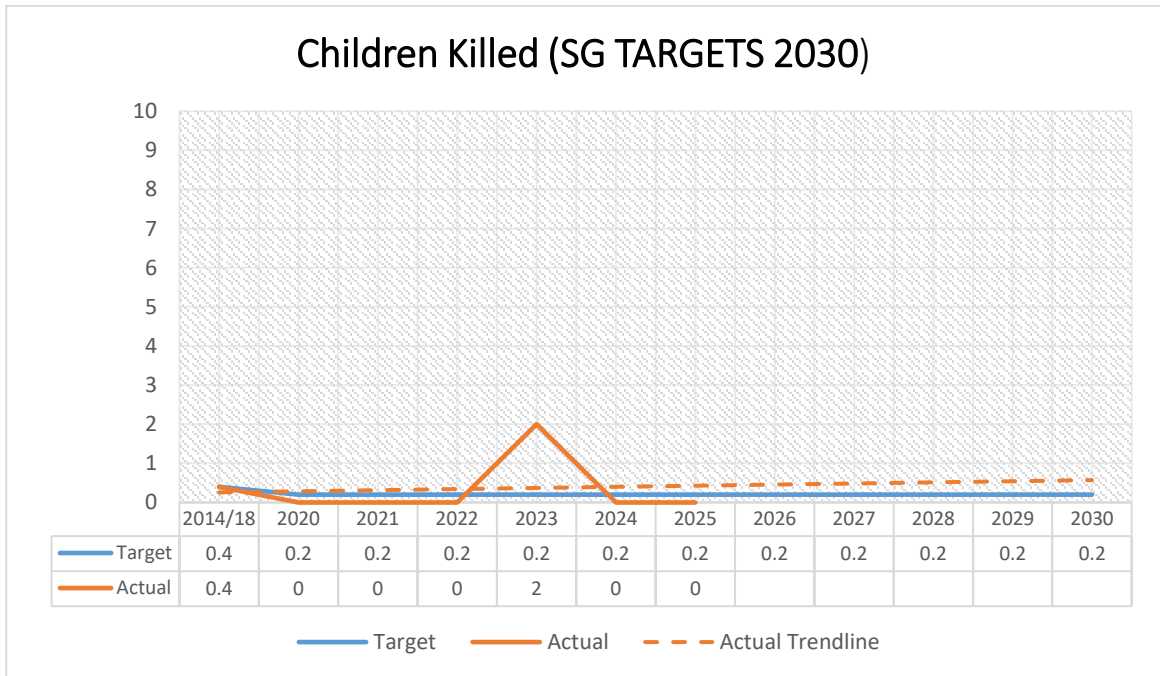
Number of People Killed: Target 50% reduction based on 2014/18 Average



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

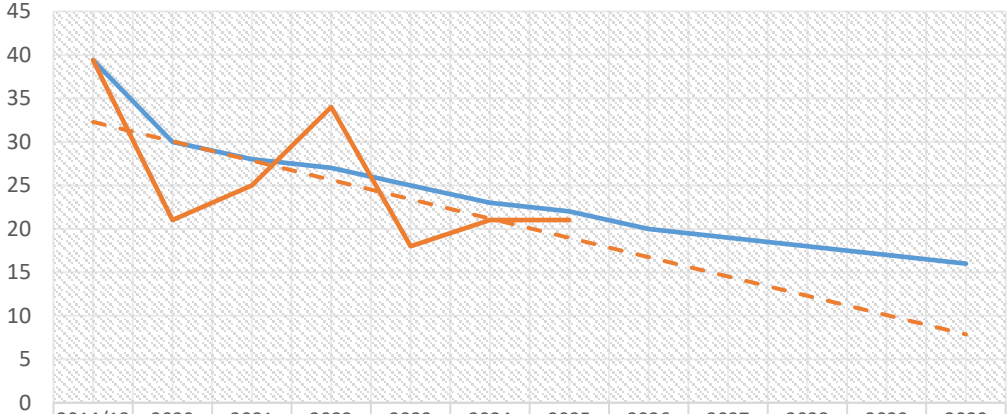


Number of Children Killed: Target 60% reduction based on 2014/18 Average



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

Children Seriously Injured (SG TARGETS 2030)



	2014/18	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Target	39.4	30	28	27	25	23	22	20	19	18	17	16
Actual	39.4	21	25	34	18	21	21					

— Target — Actual - - - Actual Trendline