

East Ayrshire Council – Road Safety Plan

Foreword

Road crashes are not inevitable - the deaths and injuries which occur each year need not happen. However, in order to reduce these incidents a major effort is required, involving everyone in the community. The Road Safety Plan outlines how everyone can play their part in helping reduce the misery caused by these tragic incidents. Together with Strathclyde Police and other agencies we are working hard reduce the number of road crashes.

Introduction

Road crashes are a major cause of death and injury today. World wide each year over one million people are killed and many more are injured. In EU states Over 45,000 are killed and 500,000 seriously injured. Britain, despite having a good safety record, still has over 2500 fatal and 40,000 serious incidents each year.

In 2010 there were 5 fatal, 48 serious and 205 slight injuries in road accidents in East Ayrshire. The cost of these accidents in terms of the loss and suffering of families and individuals is very high. It is also expensive in economic terms, costing £23 million in East Ayrshire, although the personal impact of accidents is much more important. Nevertheless these costs are an indication of the scale of the problem and the resources needed to tackle it.

Road safety plans

Over 20 years ago, in common with a number of other countries, Britain introduced a road safety plan entitled 'Road Safety: The Next Steps'. This set a casualty reduction target, a focus on cost effective measures and proposed closer liaison between central and local government and other agencies with a role to play in accident prevention.

Strategy

The council has adopted the following strategy which comprises a casualty reduction target and a series of other aims to speed up the downward trend in road accidents:

Activities directed towards achieving casualty reduction targets

In its new road safety framework, the Scottish Government has introduced the following targets, compared with the average Scottish figures for 2004/2008:

Target	2015 milestone (% reduction)	2020 target (% reduction)
People killed	30	40
People seriously injured	43	55
Children (aged <16) killed	35	50
Children (aged <16) seriously injured	50	65

Programmes are data-led

We use accident analysis to identify high risk locations and road user groups. This allows resources to be used where they are most needed. We hold accident records for a number of years and Strathclyde Police supply us with regular updates.

Greater public involvement is encouraged

We see the public as active partners in road safety programmes. We run programmes targeted at road user groups and carry out engineering work at specific locations. We also work to increase your awareness and understanding of the issues involved and the part you can play. Local Committees and Community Forums involve local communities in these programmes.

Council departments and other public agencies work in partnership to promote a corporate approach to accident reduction. We also encourage businesses and commercial organisations to participate in accident reduction work.

Programmes are monitored on a regular basis

We monitor all activities, check their effectiveness make modifications to programmes whenever necessary.

Summary

What is the Road Safety Plan?

The Road Safety Plan sets out what East Ayrshire Council, Strathclyde Police and other agencies are doing to reduce the number of road accidents in the area.

What topics are contained in the Road Safety Plan?

- strategy
- road accident casualties in East Ayrshire
- current activities
- implementation, co-ordination and monitoring of programmes
- action plans

What is the strategy?

- activities aimed at meeting casualty reduction targets
- programmes are data-led
- greater public involvement is encouraged
- a corporate approach is adopted
- business and commercial sectors are involved
- programmes are monitored regularly

What was highlighted by the accident analysis?

- 67% of those injured are car users; 16% are pedestrians
- young drivers and riders of motor cycles and their passengers are a high risk group
- excessive speed is to blame for more than one third of all casualties
- just under one quarter of pedestrian accidents result in death or serious injury
- adult pedestrians are more at risk than children
- accident clusters tend to occur on busy roads in built-up areas

What is being done to improve safety?

- engineering improvements - carried out by East Ayrshire Council's Neighbourhood Services
- education, training and publicity - by East Ayrshire Council
- enforcement - carried out by Strathclyde Police
- encouragement - carried out by council departments and other agencies

What engineering measures are used?

- safety audits and development control for new roads and developments
- accident investigation and prevention
- providing road safety schemes at high risk locations
- speed limit review and 20mph zones
- safety measures near schools
- provision for cyclists
- traffic management and traffic calming
- road maintenance
- street lighting
- trunk road safety
- bypasses and dual carriageways
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What education, training and publicity programmes are there?

- support for parents
- work with children of nursery, primary and secondary school age
- cycle training
- young drivers
- adult training and special schools
- motorcyclists
- youth groups
- driving awareness courses
- older people

- publicity campaigns

What do the police deal with?

- speeding
- careless and dangerous driving
- drinking, drugs and driving
- disqualified driving
- non-compliance with traffic signals/indiscriminate parking
- seatbelts
- traffic education support team
- vehicle checks
- dealing with road deaths

Who else is involved?

- various council departments
- Strathclyde Fire and Rescue
- National Health Service
- Strathclyde Passenger Transport
- Business and commercial sector
- Strathclyde Police

How is the plan implemented and co-ordinated?

- local committees
- liaison with other road safety groups

How is the plan monitored?

- reduction in accidents
- improvement of behaviour
- performance indicators

What activities will be undertaken in the future?

- education, training and publicity initiatives involving different road user groups
- various engineering initiatives
- encouragement of initiatives to be undertaken by various agencies