

SHETLAND'S ROAD SAFETY STRATEGY & ACTION PLAN

2023/28

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Foreword

It is with great pleasure that I introduce the Road Safety Strategy and Action Plan on behalf of Shetland's Road Safety partners. This plan recognises the many actions that have been implemented through the previous Road Safety Plan and seeks to enhance those existing measures through an effective partnership of all our road safety stakeholders.

This document shows that we exceeded the road safety targets set by the UK Government. The aim is that the enhanced and additional actions will ensure that we remain on track to meet, and hopefully surpass, the current road safety targets. As chair of the Shetland Road Safety Panel, I am encouraged to report that we have made great progress towards meeting these national targets. However, to meet these targets all members of the Shetland community must take responsibility for their behaviour on our roads.

Shetland's road safety partners implemented a number of actions under the previous road safety plan. These included the renewal of roadside safety barriers, the introduction of reduced speed limits in a number of settlements and the surface dressing of sections of carriageway with low skid resistance.

There have also been a number of initiatives to educate and engage with road users. We have:

- held "Child Car Seat Clinics" to give advice to parents on the correct fitting of the seats in their vehicles;
- delivered "Bikeability" training in every primary school in Shetland, training all pupils over 10 years of age to be safe when cycling on the road;
- held "Driving Ambition" days for young drivers to encourage them to drive carefully on our roads and to highlight the dangers of speeding, not wearing seatbelts, checking their vehicle is road worthy etc.; and
- delivered a winter driving campaign each winter with various different events including a Police Scotland operation to stop vehicles and check their lights and tyres, as well as giving advice on preparing their vehicle for winter.

We must remember that even the low numbers of casualties on Shetland's roads are people with family and friends who love them. We must never be complacent, must build on our efforts and must continue to work hard at reducing death or injury on our roads. This plan will further improve the joint approach between Shetland's road safety partners and communities and as a result we should continue to see good progress being made on the reduction of those killed or seriously injured. This can be achieved through our commitment to and promotion of the 5 E's of road safety, namely Education, Engineering, Enforcement, Encouragement and Evaluation.



Councillor Robbie McGregor

Chairperson, Road Safety Advisory
Panel

Executive Summary

“Shetland’s Road Safety Strategy & Action Plan 2023/28” sets out what Shetland’s road safety partners will do to maintain and improve safety on our public roads. The document lists and details the actions in our Strategic Action Plan that have been identified by the various road safety partners, who will retain ownership of them. These actions are how we intend to address the main priorities listed in Scotland’s Road Safety Framework to 2030. It is the responsibility of the relevant partners to deliver the actions within the five-year life of this plan.

The partners have given consideration to legislation, national, regional and local strategy when developing this document, which replaces its 2019 predecessor. It is linked to a number of existing policies including “Shetland’s Partnership Plan 2018-2028,” the “Shetland Transport Strategy 2018-2028” and the “Police Scotland Local Policing Plan 2017-20.” It is also strongly linked to the regional “Highlands and Islands Joint Road Casualty Reduction Strategy” with which Shetland’s road safety partners will work to achieve the overarching outcomes and long term road safety vision.

This strategy details the current national road safety targets against which progress will be measured. It also considers the progress that has been made to date with the conclusion that we have been successful in reducing the number of road accidents and have largely met or even exceeded national targets.

Finally, this document revisits the “Vision Zero” and “Safe System Approach” concepts that were introduced in the previous version of this document and formally adopted by Shetland’s road safety partners and the Environment & Transport Committee in March 2019. This approach is embedded in the National Framework as the Government considers its adoption to be a necessity if national and local road safety targets are to be met.

Introduction

In February 2021 the Scottish Government published its Road Safety Framework to 2030. The Government's road safety vision for Scotland as outlined in this document is:

“For Scotland to have the best road safety performance in the world by 2030.”

The first Road Safety Framework “Go Safe on Scotland’s Roads – It’s Everyone’s Responsibility, published in 2009, contributed to the considerable progress that has been made in Scotland in achieving, and indeed in exceeding, road casualty reduction targets. However, the risk of death and injury is still unacceptably high and more needs to be done, particularly in respect of children, pedestrians, cyclists, motorcyclists, elderly road users, young drivers and deprived areas. The Framework details the aims, commitments and targets for addressing these issues and how we are to move towards the ultimate vision of no fatalities and serious injuries on Scotland’s roads.

The Government considers it “unacceptable and unethical that anyone is killed or seriously injured on our roads; any road user must be free from road traffic harm as much as they are free to drive/ride/walk/travel.” The Framework identifies the part each of us has to play in ensuring that the long-term aspiration for “Vision Zero” becomes a reality. It also embeds the “Safe System” approach as the methodology by which this vision can be achieved.

It will take a considerable effort to move towards this approach. This will not only be required from the road safety community but also from the public as road users, employers, teachers, parents and all others who have a role to play in road safety. The difficulty of the task should not be underestimated. However, the Council and its partners on “Shetland’s Road Safety Advisory Panel” are fully committed to road casualty reduction and implementing the “Safe System” approach to achieve “Vision Zero” on Shetland’s roads. The “Shetland Road Safety Strategy and Action Plan 2023-2028” builds on our previous strategies, the Local Outcome Improvement Plan, the Regional Transport Plan and the National Framework to provide a detailed plan for achieving our road safety actions and targets.

The Government’s approach to road safety is detailed in its National Transport Strategy under the “improves our health and well-being” priority. The other priorities are “reduces inequalities,” “helps deliver inclusive growth” and “takes climate action.” Road safety policy and delivery can play a significant part in achieving these four strategic priorities. Therefore, road safety as with other cross-cutting policies, must consider these national priorities. This latest version of Shetland’s road safety strategy and action plan is a key strategic tool to assist with the reduction of road accidents. It reviews our performance against earlier and current safety targets. It also details how Shetland’s road safety partners will work together to meet the latest targets including listing the activities to be undertaken by various organisations in a detailed action plan. The organisation specific and collective progress towards these safety targets will be monitored through the Road Safety Advisory Panel (RSAP) and the Shetland Community Safety and Resilience Board.

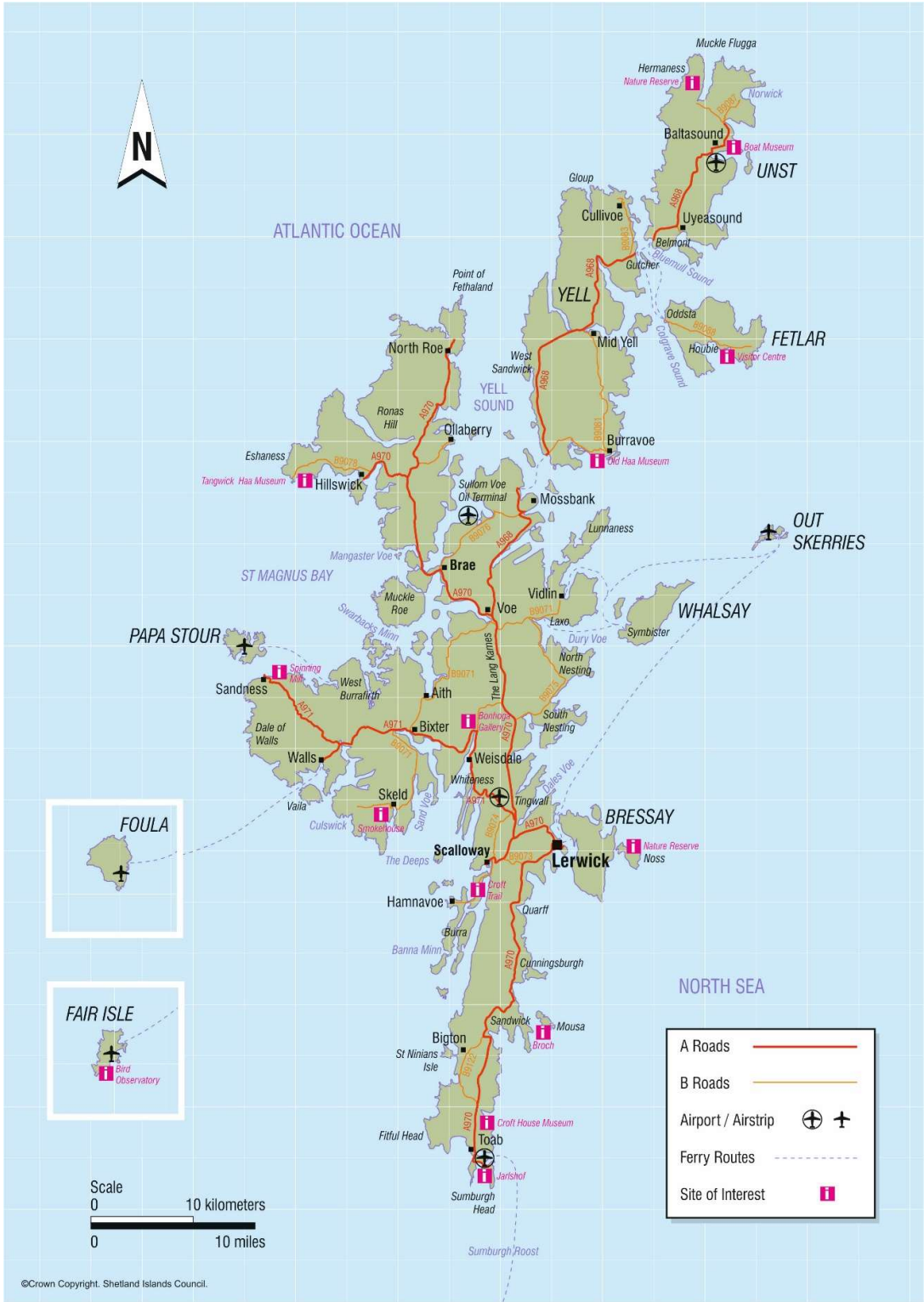
Road Safety Partners

The Road Safety Advisory Panel and the Shetland Community Safety Partnership developed this document, following consultation with the partners that contribute to the road casualty reduction strategy and the promotion of road safety in Shetland. These organisations are listed in the following table.

Partner	Responsible for	Provision
Shetland Islands Council, Roads Service	Road Safety Education Road Safety Encouragement Road Safety Engineering Road Safety Evaluation	Appropriate training, campaigns and publicity by Roads Safety Officer. Road maintenance, traffic calming measures, speed limits, road signs, etc.
Police Scotland	Road Safety Enforcement	National Road Policing Strategy states that the Police will “make the roads in Scotland safer by reducing death, injury and crime.”
Road Safety Advisory Panel	Member/Officer multi-agency Panel comprising key officers from a range of agencies with the common goal of making our roads safer and reducing the number of casualties.	Membership includes representation from Police Scotland, Shetland Islands Council (representatives of the Environment & Transport, Education and Development Committees), Scottish Ambulance Service, Scottish Fire & Rescue Service, etc.
Shetland Community Safety & Resilience Board	Community Safety Strategy for 2005 – 2010 tackling issues such as crime, diversity, anti-social behaviour, road safety and personal safety.	Membership includes the Emergency Services, Shetland Islands Council and NHS Shetland
ZetTrans	The Regional Transport Partnership (RTP) for Shetland.	RTP’s are statutory bodies responsible for bringing together key stakeholders in transport planning to produce and deliver strategies that aim to make an improvement to users.
NHS Shetland	Health & well-being of Shetland’s population.	Liaising with partners regarding active travel and other road safety initiatives which benefit health/well-being.
Shetland Islands Council, Education	Safe travel to and from schools for pupils.	Liaising with partners regarding safe routes to school, bus provision etc.
SIC, Transport Planning	Transport policy and its implementation.	Co-ordination of the provision of active travel infrastructure.
SIC, Planning	Planning policy and its implementation.	Integration of active travel and other road safety initiatives with new developments.
Shetland Islands Council, Active Schools	Programme to increase activity among school pupils.	Promotes road safety with school pupils as part of their programme.
Association of Shetland Community Councils	Shetland wide political representation.	Disseminating road safety information and updates to the public and community council members.

Shetland Road Network

The following map shows Shetland’s population centres, the strategic road network that links them and the inter-island ferry terminals and routes.



The public road network in Shetland currently measures 1,050 km (652 miles) in length. In addition to carriageways, the network consists of 300 bridges with a span of over 900mm, several thousand culverts, 7,500 traffic signs, 4,000 streetlights, 430 cattle grids and 56 kilometres of safety barrier. The total value of the road network is approximately £1 billion making it Shetland Islands Council's largest asset. A breakdown of carriageway length by classification is listed in Table 1 below.

Road Category	Length 2 Lane	Length Single Track	Total Length (kilometres)	Built on Peat*
A Class	181	44	225	10.5%
B Class	34	128	162	55.3%
C Class	27	172	199	57.6%
Unclassified	87	377	464	31.6%
Total	329	721	1,050	35.7%
<p>*Note – definition of “Built on Peat” includes only those roads with a structural depth of less than 650mm carrying more than 20 HGVs per day.</p>				

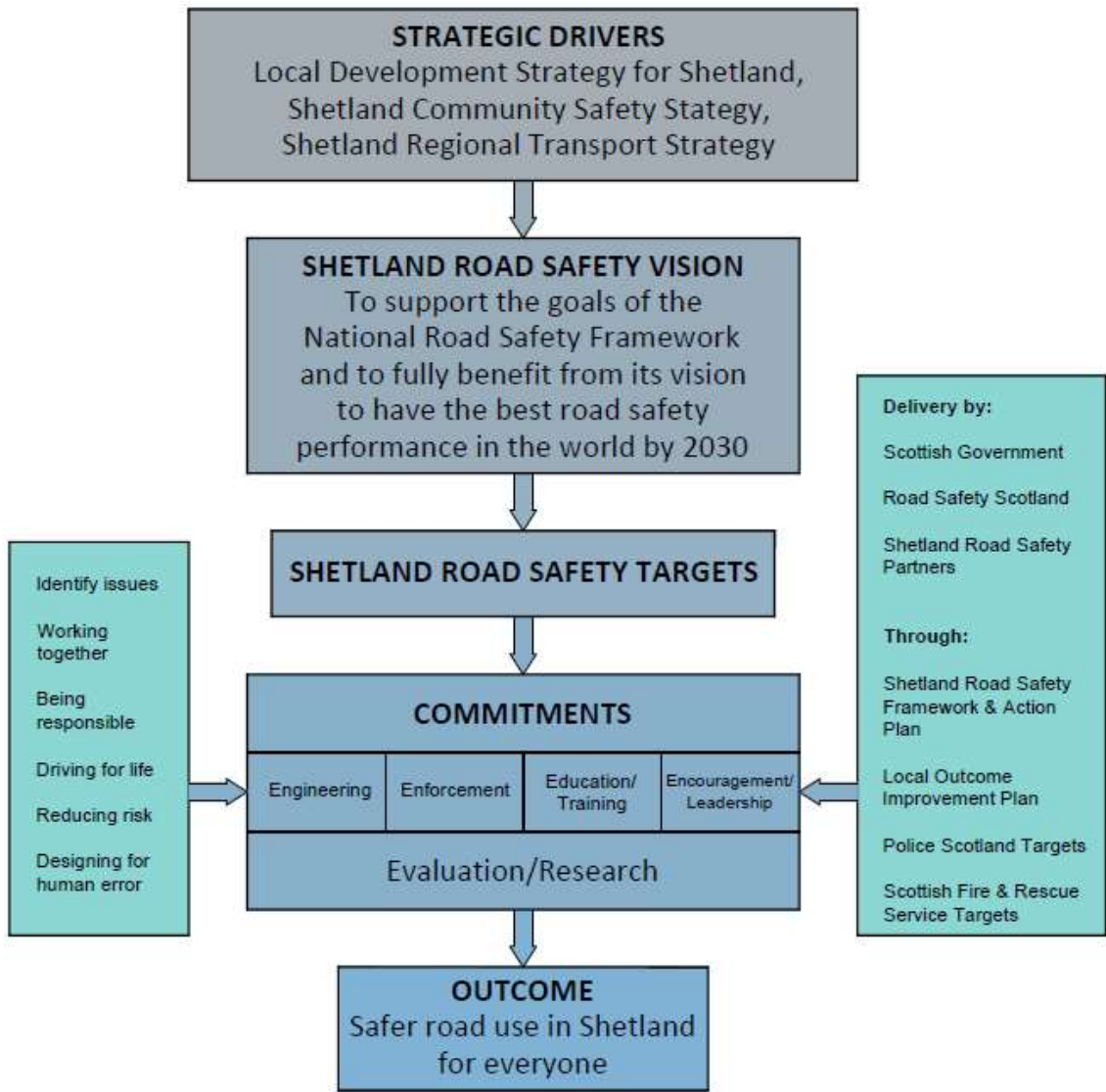
The provision of a comprehensive road and footway network benefits every business, visitor and person in Shetland and contributes to the social and economic wellbeing of the community. It is not just car users and pedestrians that benefit; all transport, emergency and other services (including utilities) require a safe and well-maintained road network to operate effectively and serve their customers.

Therefore, using the road is an essential part of everyday life and the ability to use our road safely is an essential life skill. Failure to do so can have devastating consequences. Nationally in 2019 there were 165 people reported killed and 2,016 reported seriously injured on Scotland's roads. In addition, 2 of those reported killed and 123 of those seriously injured were children.

In Shetland alone during the same period there were six seriously injured casualties of which none were children. Tragically, there was a single fatality of an adult road user.

Strategy and Outcomes

The strategic diagram below summarises the relationships between the aims of this Framework and key strategic, policy and delivery vehicles. It also shows the main disciplines under which we will deliver the commitments with Evaluation underpinning the others.



Policy Links and Consultation

National

Scotland' "National Performance Network (NPF)," launched in June 2018, reflects the nation's values and its aspirations for the future. Its purpose is to:

"focus on creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing, and sustainable and inclusive economic growth"

In order to achieve this the NPF sets out a number of National Outcomes with those that link most closely to road casualty reduction being:

- Communities– We live in communities that are inclusive, empowered, resilient and safe;
- Environment – We value, enjoy, protect and enhance our environment.
- Economy – We have a globally competitive, entrepreneurial, inclusive and sustainable economy; and
- Health – We are healthy and active

These outcomes are reflected in Scotland's second "National Transport Strategy (NTS2)" published in February 2020. Its vision is that

"We will have a sustainable, inclusive, safe and accessible transport system, helping deliver a healthier, fairer and more prosperous Scotland for communities, businesses and visitors."

This is underpinned by four Priorities each of which has three associated Outcomes as shown below:

Reduces Inequalities

- Will provide fair access to services we need;
- Will be easy to use for all; and
- Will be affordable for all.

Takes climate action

- Will help to deliver our net-zero target;
- Will adapt to the effects of climate change; and
- Will promote greener, cleaner choices.

Helps deliver inclusive economic growth

- Will get people and goods where they need to go;
- Will be reliable, efficient and high quality; and
- Will use beneficial innovation.

Improves our health and well-being

- Will be safe and secure for all;
- Will enable us to make healthy travel choices; and
- Will help make our communities great places to live.

The delivery plan for NTS2 includes the following actions under the latter priority:

- we will publish Scotland's Road Safety Framework to 2030 with an ambitious long-term vision where there are zero fatalities or serious injuries on Scotland's roads by 2050. It will have a renewed focus on pedestrians and cyclists and will embed the Safe System, including ambitious interim targets where the number of people killed or seriously injured on our roads will be halved by 2030; and
- we will undertake a National Speed Management Review in order to support a range of policies include better road safety and health outcomes, promotion of active travel, climate change mitigation, place making and economic growth.

The partners of the Shetland Road Safety Strategy confirm:

- a) There is a strong commitment to achieving the established national road safety targets;
- b) There is an acknowledgement of the road safety related outcomes and actions within Local, Regional and National Transport Strategies, as well as those within the plans and strategies of partner organisations;
- c) There is a strong commitment to working together with other partners to achieve our joint road safety objectives;
- d) Achievement of road safety objectives is highlighted as an important means to accomplish wider policy goals, principally those related to increased levels of active travel (e.g. walking and cycling), improved health and reduced environmental impacts.

Local

The Council in its role as Roads Authority has a statutory duty, under the Road Traffic Act 1988, to “carry out a programme of measures to promote road safety” it must also “carry out studies into accidents arising out of the use of vehicles on roads within their area and must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents.” This includes “the dissemination of information and advice relating to the use of the roads and the giving of practical training to road users.”

The Road Safety Strategy and Action Plan is linked to the following documents and policies:

- Shetland’s Partnership Plan 2021-28 or Local Outcome Improvement Plan;
- Shetland Islands Council Corporate Plan or “Our Ambition 2021-26”;
- Community Safety Strategy;
- Shetland Transport Strategy 2021-28 by ZetTrans;
- School Travel Plans;
- Active Schools Programme;
- Health Promoting Schools;
- Eco Schools;
- ACPOS National Road Policing Strategy; and
- Police Scotland Local Policing Plan 2020-23
- Shetland Local Policing Plan 2020-23

The Scottish Government together with partners delivering services in Shetland and the local community has developed Shetland’s “Local Outcome Improvement Plan (LOIP).” It sets out the activity of the Shetland Community Planning Partnership to deliver the Shetland Community Plan.

The Community Empowerment (Scotland) Act 2015 gave Community Planning a statutory purpose for the first time. This concept is about how public bodies work together and with local communities to design and deliver better services that make a real difference to local people’s lives. Community planning is a key driver of public service reform at local level. Partners work together to improve local services, ensuring that they meet the needs of local people.

The LOIP and Shetland Community Plan describe the priorities that have been identified as having the greatest benefit to Shetland. These include:

“We live in communities that are inclusive, empowered, resilient and safe.”

There is a strong local commitment to work in partnership to tackle the issue of road safety. However, there is also an important connection between improving road safety, wider policy areas around connectivity, mobility and economic performance such as encouraging greater levels of active travel, improved health outcomes, enhanced driver training and targeted interactions with communities and vulnerable road user groups.

Review of Road Safety Strategy & Action Plan 2012 – 2017

Stewart Stevenson, Minister for Transport, launched “Go Safe on Scotland’s Roads: Its Everyone’s Responsibility” Scotland’s Road Safety Framework to 2020 on 15 June 2009. It set out a high-level vision for road safety in Scotland, the main Scottish priorities in road safety, the first ever Scottish Road Safety Targets and a number of commitments all intended to further reduce death and serious injury on Scotland’s roads.

With regard to this Framework Shetland’s road safety partners developed the “**Shetland Road Safety Strategy & Action Plan 2012-2017.**” It listed the following aims and objectives for Shetland that linked to local programmes and initiatives:

Aims

- To reduce road casualties in Shetland;
- To reduce the number of drink and drug drivers in Shetland; and
- To encourage healthier and more environmentally friendly alternatives to car journeys such as walking, cycling and public transport.

Objectives

- To reduce the number of people killed, seriously injured and slightly injured on Shetland’s roads by 2020;
- To make Shetland roads users aware of the risks their actions impose on others and seek to change behaviour;
- To promote appropriate road speeds especially around schools and “home zones;”
- To reduce the need for single car journeys, where practical, in favour of healthier or more environmentally friendly alternatives;
- To conduct analysis of crash statistics to highlight problem areas;
- To commit resources to intelligence led policing initiatives and campaigns;
- To increase awareness of safety equipment, for example, cycle helmets and seat belts.

The plan contained many and varied actions required to achieve these objectives. Progress has been made with the majority of these actions and in particular those involving young people. These actions were based around the theme of the four “E’s,” namely Education, Engineering, Enforcement and Encouragement. For example, they included the participation of school pupils in road safety issues through the Junior Road Safety Officers (JRSOs) initiative, child pedestrian training, installation of passive safety signposts and the targeted enforcement of drink/drug driving.

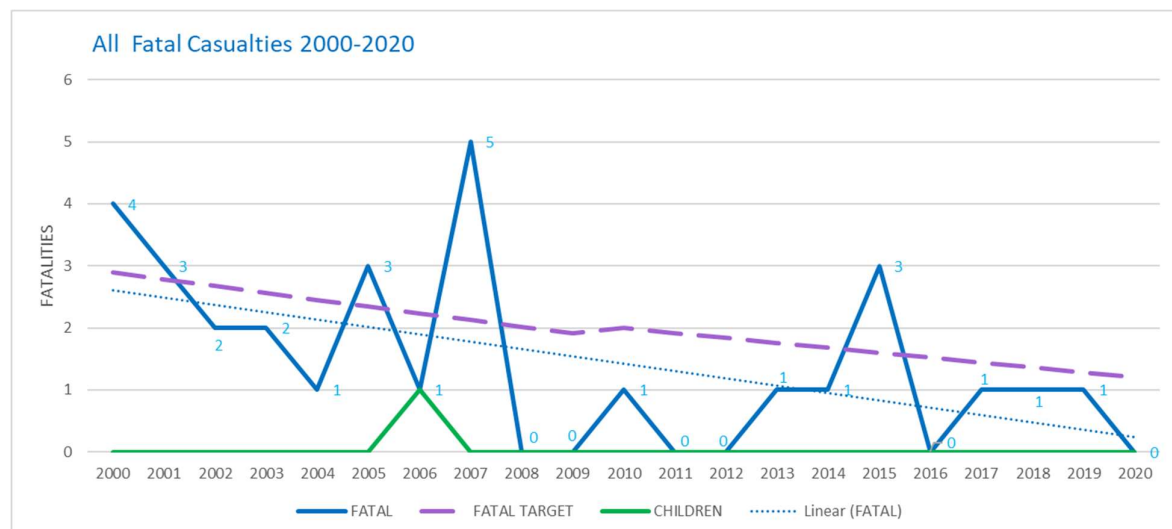
Earlier Targets and Accident Statistics – How We Performed

Great Britain road safety targets since 1987 have helped focus attention on the need to achieve significant casualty reductions. In 2000 the Great Britain Government, in association with the Scottish and Welsh devolved administrations, published the document “Tomorrow's roads - safer for everyone.” The document introduced targets designed to achieve a substantial improvement in road safety over the following ten years to 2009, with particular emphasis on child casualties. These targets had a baseline derived from the road accident statistics between 1994 and 1998 and were set as follows:

- **A 40% reduction in those killed or seriously injured in road accidents;**
- **A 50% reduction in the number of children killed or seriously injured; and**
- **A 10% reduction in the slight casualty rate.**

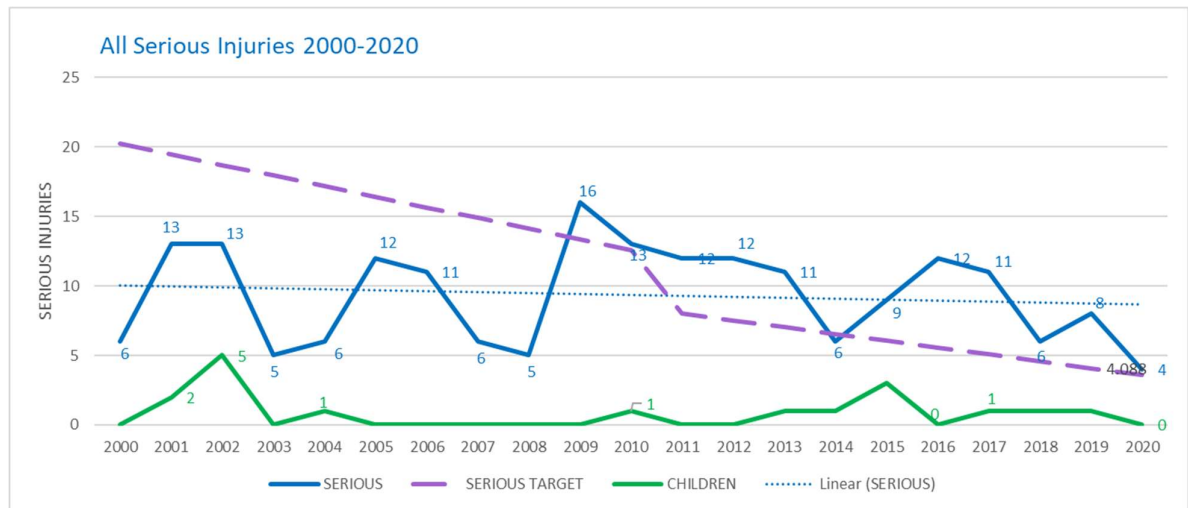
The following graphs show Shetland road casualties from 2000 to 2020 and allows Shetland's figures for 2000 to 2009 to be compared with these UK targets.

Graph 1: All Fatal Casualties on Shetland Roads 2000-2020 Compared to UK and Scottish National Targets



In the period from 1994-98 the number of fatalities on Shetland's roads averaged three per year. During the initial target period from 2000 to 2009 this reduced to an average of two per year. During the latter period, from 2010 to 2020, the average reduced to less than one per year. The casualty figure in this latter period was less than the target in all but one year, the anomaly being 2015 when tragically there were three fatalities on Shetland's roads.

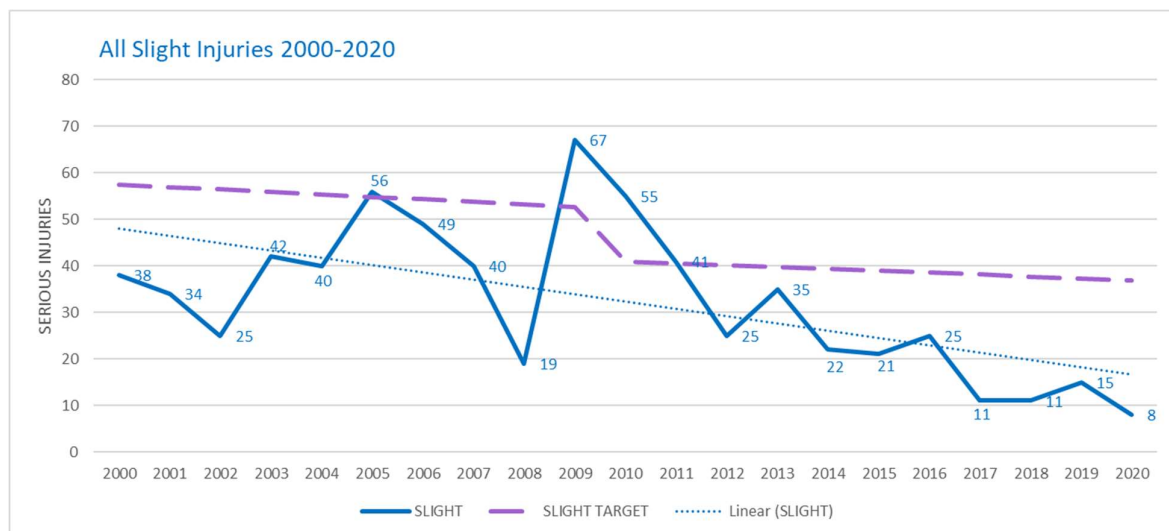
Graph 2: All Serious Injuries on Shetland Roads 2000-2020 Compared to UK and Scottish National Targets



In the period from 1994-98 the number of serious injuries on Shetland's roads averaged twenty one per year. During the initial 10 year period between 2010 and 2020 this reduced to an average of approximately nine per year. Therefore, the combined killed or seriously injured (KSI) figure reduced from an average of 24 per year to only 10 per year. This was a 54% reduction so exceeded the UK target of a 40% reduction by 2010.

However, at the end of the first period and into the initial years of the second there was a significant rise in the number of injury accidents with 16 and 13 respectively in 2009 and 2010. Therefore, the trend line shows only a very slight decline in serious injuries and this continues right through until 2020. The result being that following 2010, the target has not been met in all but one of the subsequent years. The reduction in serious injuries has not kept pace with the lower baseline and more stringent target that was introduced in that year. Thankfully, there has been some improvement since 2018 with the figures heading down toward the target and actually meeting it in 2020. This improvement is to be taken with some caution given that this was the year of the Covid-19 lockdown and significantly reduced traffic volumes.

Graph 3: All Slight Injuries 2000-2020 Compared to UK and Scottish National



The slight injury accidents reduced from an average of 58 per year to an average of 41 per year between 2000 and 2010, equating to a 29% reduction which compares very favourably with the UK target of 10%. However, there was a slight upward trend during this period due to initially low figures in the region of 38 per year rising to a high of 67 per year. This rise would have been a cause for concern but this was allayed by the figures for the second target period between 2010 and 2020. The trend line for this section of the graph is diverging from the target line at a significant rate with an annual average of 24.5 slight injuries. This equates to a 28% reduction from the baseline figure which was taken as the annual average from 2004-08.

The number of child casualties both before and during the specified target period was thankfully very low meaning that even one injury accident had a significant effect on whether the target was met. However, the number of killed and seriously injured (KSI) children reduced from an average of four per year, between 1994 and 1998, to less than one. This equates to a 78% reduction so greater than that required to meet the 50% target.

The data and graphs show that as a result of national initiatives and the actions of Shetland's road safety partners the reduction targets for fatalities and slight injuries were not only met but exceeded in the period from 2000 to 2009. The concern is the serious injury accidents which have only declined very slightly over the past twenty years. There are signs that this may be improving but it is too early to say especially when the last figure to be reported was from 2020 when traffic volumes were much reduced.

Scotland's Road Safety Framework Delivery Plan to 2020

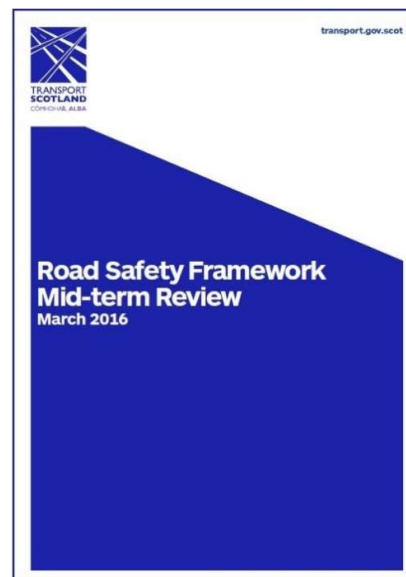
While "Tomorrow's roads - safer for everyone" applied across the whole of Great Britain its replacement, published by the Scottish Government in June 2009, only applies to Scotland. Their road safety framework titled "Go Safe on Scotland's Roads: Its Everyone's Responsibility" included Scotland's road safety vision that there will be:

"A steady reduction in the numbers of those killed and those seriously injured, with the ultimate vision of a future where no-one is killed on Scotland's roads, and the injury rate is much reduced."

The framework also contains road safety topics identified through public consultation, expert opinion, research and statistics. The eight main priorities to be focused on are:

- Leadership
- sharing intelligence and good practice
- children
- drivers aged 17-25
- rural roads
- drink driving
- seatbelts
- speed

These are the priorities that road safety partners consider important, and most in need of addressing, in order to achieve the targets and make headway towards the road safety vision.



The Government published a mid-term review of the Framework in March 2016. The review reiterated this vision but went further stating that an aim of the Framework is:

“to help move systematically towards Vision Zero” and “The Review has identified that the Safe System approach should be formally adopted in progressing towards 2020 targets.”

The review also identified the three priority focus areas that were to be prioritised nationally for action. These priority areas were “Speed and Motorcyclists,” “Pre- Drivers, Drivers Aged 17 to 25 and Older Drivers,” and “Cyclists and Pedestrians.”

“Go Safe on Scotland’s Roads set casualty reduction targets compared with the average figures from 2004-08. The targets were as follows:

- **A 40% reduction in those killed;**
- **A 55% reduction in those seriously injured;**
- **A 50% reduction in the number of children killed;**
- **A 65% reduction in the number of children seriously injured; and**
- **A 10% reduction in the slight casualty rate.**

These targets were deliberately challenging, particularly for child deaths. Scotland’s record for child deaths were proportionately worse than that of England and Wales and the Government wanted to rectify this. Ambitious targets are also a powerful stimulus in developing new approaches to prevent loss of life and serious injury on the roads.

Graphs 1, 2 and 3 above also show Shetland road casualties from 2011 to 2019 compared to the Scottish targets.

In this ten-year period the number of fatalities due to road accidents reduced from an average of two to 0.9 per year, equating to a 55% reduction, and exceeding the 40% target. The trend line for this period on Graph 1 shows a slight upward gradient but this is largely due to the three fatalities in 2015. The other years in this period have had either one or no fatalities. Therefore, it would appear that the significant reduction achieved in 2000 to 2009 has now plateaued.

The number of serious injuries reduced from an average of 8 to 4.6, equating to a 42.5% reduction which unfortunately is less than the 55% reduction required to meet the target. This is largely due to the recent peaks of eight and six serious injuries in 2017 and 2019 respectively.

Slight injury accidents reduced from an average of 41 to 30.5 per year, equating to a 26% reduction, so exceeding the 10% reduction target. The trend line for this period starts above the target which, as mentioned above, is due to a rise in the number of slight injuries at the end of the previous target period. However, there has been a rapid decline in the figures until in 2019 the trend is approximately twelve per year compared to the target figure of 38.

The number of child casualties before and during this specified period was again very low with the result that even one injury accident can have a significant effect on the outcome. However, the number of seriously injured children has not exceeded one in any of the years in this period. Thankfully no children were killed in road accidents during this time.

These results are in the main positive. However, there is no room for complacency as the knock-on effects of any accident can spread across the whole of Shetland, affecting in one way or another on all members of the community. We need to maintain the effort made towards making our roads safer. Indeed, we need to take stock and see what more we can do. The recent plateauing of the fatality and serious injury figures indicates that a step change in road safety delivery is required if further improvements are to be achieved. In the past road safety has focused on reacting to where casualties occur and promoting safer road use through education training and publicity. This is important, however as the number of casualties reduce and the number of collision cluster sites disappear, we need to update our approach. Hence the embedding of the Safe System approach into the delivery of national and local activity.

Vision Zero and “The Safe System Approach”

The mid-term review of “Go Safe on Scotland’s Roads Its Everyone’s Responsibility” moved the Government’s road safety strategy “systematically towards Vision Zero” and advised, “the Safe System approach should be formally adopted in progressing towards 2020 targets.” These methodologies are explained below.

Vision Zero

In October 1997 the Swedish Parliament adopted its “Vision Zero” road safety policy. It set a *“target of zero deaths and zero serious injuries”* in the road traffic environment and put the *“responsibility for achieving this goal on all those responsible for the total road safety system.”* This means that the detailed design of the road, the vehicle and driving behaviour must be tackled as a “total system” so that *“a mistake in the road traffic environment does not carry the death penalty.”*

“The Safe System Approach”

The Safe System approach recognises that humans as road users are fallible and will make mistakes. There are also limits to the kinetic energy exchange which humans can tolerate (e.g. during the rapid deceleration associated with a crash) before serious injury or death occurs. A key part of the Safe System approach requires that road infrastructure be designed to take account of these errors and vulnerabilities. Therefore, in the event of a crash, the impact energies should remain below the threshold likely to produce serious injury or death.

The four guiding general principles of the Safe System approach are:

- people make mistakes that can lead to road traffic accidents;
- the human body has a known, limited physical ability to tolerate crash forces before harm occurs;
- individuals have a responsibility to act with care and within traffic laws, but a shared responsibility exists with those who design, build, manage and use roads and vehicles to prevent crashes resulting in serious injury or death and to provide post-crash care; and
- in order to multiply their effects, all parts of the system must be strengthened in combination, and road users are still protected if one part fails.

The Safe System approach rejects the view that road deaths and injuries are an inevitable price that must be paid for a highly motorised mobility and challenges the public’s frequently poor perception of risk. It sees the road user as the weakest link in the chain, unpredictable and capable of error, education and information efforts notwithstanding. In order to reduce road accidents a more holistic strategy is needed including enforcement supported by public awareness campaigns, safer road design, and improved vehicles and vehicle technologies. A strategy that improves the safety of vehicles and road infrastructure rather than just pursuing the impossible task of eliminating all human error will be more effective in reducing accidents on our roads.

Implications for Road Safety Strategy of the Safe System Approach

Adoption of these methodologies will have implications for road safety partners responsible for enforcement, education and encouragement. For example, closer working between the Police, roads authority and communities regarding locations for speed limit enforcement and more emphasis on risk awareness in the education programme. However, perhaps the most significant change would be in the engineering approach.

There has been a dramatic improvement in the safety of vehicles in recent years though improved “mechanical” engineering, especially since the introduction of the European New Car Assessment Programme (EuroNCAP) in 1997. This has undoubtedly played a huge part in the national and local reductions in road accident figures. Many Governments and national road authorities, including the Scottish Government, now consider a similar approach to road infrastructure to be the next area where significant road safety advances should be made.

The International Road Assessment Programme (iRAP) is a star rating process, similar to the NCAP rating for new cars, that provides a simple and objective measure of the level of safety that is ‘built-in’ to the road for vehicle occupants, motorcyclists, bicyclists and pedestrians. Five-star roads are the safest while one-star roads are the least safe. The process only assesses attributes that can have an impact on safety. It does not consider the accident data from the road in question.

The Star Rating can be improved by safety improvements to a road’s infrastructure that will in turn reduce the number and/or severity of accidents. The following are examples of infrastructure or engineering improvements recognised by iRAP:

- rumble strips on the inside of bends;
- centre hatching to separate vehicles moving in opposite directions;
- the removal of obstacles close to the carriageway, replace them (with frangible alternatives) or protect them with safety barriers;
- remote footways;
- anti-skid surfacing on bends; and
- replace T-junctions and crossroads on major routes with roundabouts.

These measures result in more “readable” and forgiving roads that reduce human error and cushion crash impacts.

Highways England have now committed to 90% of travel on England’s strategic road network to be at three stars or above, as assessed by the iRAP Process, by the end of 2020. Transport Scotland are also considering the introduction of a similar star rating system on Scotland’s trunk roads.

There will be a need for greater financial investment in road safety when implementing the “safe system” approach. This may appear unaffordable but will be required if significant further accident reductions are to be achieved. Should these accident reductions be forthcoming then there will be very significant financial savings due to the financial costs

associated with each road accident (see Appendix 2). The Department for Transport noted that the UK economy as a whole would receive “a 10-year stream of benefits that can be valued at £111 billion” from the implementation of Vision Zero. Studies have also shown that there is a benefit to cost ratio of 3:1 from implementing the type of engineering improvement listed above, meaning that for every £1 spent on these types of treatment, £3 or more is returned to the wider economy in accident savings

It should be noted that although the Scottish Government has moved the national strategy towards the “safe system” approach the legislation on road safety remains the same. Therefore, the Council in its role as roads authority still has a duty to “carry out studies into accidents” and “must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents.” This means that the Council must retain its current “Accident Investigation and Prevention” budget. The additional funding required for infrastructure improvements, identified through the “safe system” approach, would require a different funding source. Depending on the nature of the works this may be available through the Council’s Gateway Process for capital funding. Some safety improvements could also, in the past, have been funded through revenue budgets. However, in the current economic climate these budgets have remained stagnant or been reduced in the drive for efficiency savings. Therefore, there is little if any scope to do other than essential maintenance with these budgets.

A number of these budgets, such as road markings and traffic signs, are at least in part used for the provision of road safety projects. Therefore, without additional funding the allocation of these revenue budgets may have to be skewed more towards safety. For example, a “policy” that faded warning signs are replaced but faded direction signs are not.



Damage following collision with a conventional signpost

Road Safety Targets to 2030

The new Framework has the Long-term Goal of moving to zero fatalities and serious injuries on Scotland's roads by 2050. Interim Targets to 2030, based on a 2014-18 baseline, have been set out as follows:

- 50% reduction in people killed;
- 50% reduction in people seriously injured;
- 60% reduction in children (aged < 16) killed; and
- 60% reduction in children (aged < 16) seriously injured.

These are the main indicators for measuring progress toward the 2030 interim targets. The Government has developed a number of secondary or intermediate indicators, with "intermediate outcome targets," to give "a clearer understanding of the different issues which influence overall safety performance." These, "intermediate outcome targets," which again have a 2014-18 baseline, are as follows:

- 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 (More work is required on a speed national indicator or modal/type of road indicators); and
- the casualty rate for the most deprived 10% SIMD areas is reduced to equal the least deprived 10% SIMD areas.

These in turn are supported by the following "intermediate measures:"

- Casualty rate per 100 million vehicle kilometres for cyclists killed and seriously injured;
- Casualty rate per thousand population for pedestrians killed and seriously injured; and
- Number of people killed and seriously injured in collisions where at least one driver/rider was driving for work, not commuting.

Partnership Approach 2023

Statistical evidence shows that road casualty trends can vary quite significantly, sometimes for no apparent reason. A road user group who are shown to be particularly vulnerable during the course of several years, with involvement in increased levels of collisions, can move to a more favourable position over a relatively short time period.

While this may be because of concerted preventative activity, it can also occur for reasons which are less clear. Partners need to remain alert to changing trends and be able to respond effectively to meet new challenges, including those which fall outwith the Priority Focus Areas, as they arise. The manner in which partners share information and the local processes used to oversee road safety activity therefore becomes increasingly important, if we wish to achieve sustainable reductions in the number of casualties.

How We Will Work

We will deliver the overarching outcome of this strategy on a joint basis through targeting resources and expertise at the above actions and by adopting the following principles:

- a) Partnership Working: We will be active participants in partnership working; we will co-operate in sharing data; we will agree joint solutions to specific problems; we will support the work of all partners in providing education to target groups.
- b) Being Intelligence Led: We will act on facts; we will analyse data to identify patterns; we will allocate resources where they will be most effective in reducing casualties.
- c) Maximising the Use of Technology: We will investigate new and emerging technology; we will adopt procedures to achieve best value; we will be innovative and proactive in our approach.
- d) Maximising Community Involvement: We will engage with local communities; we will work with vulnerable road user groups; we will consult with subject experts in the wider community.
- e) Learning From the Best: We will support the good work of each partner; We will seek out and develop research on roads safety issues; We will showcase the work of ourselves and our colleagues.
- f) Maximising Use of the Media: We will take a proactive approach to the media; we will develop joint messages; we will answer queries positively.

Through applying these principles to the key theme areas we will be able to establish clear action plans, link to wider policy development and provide a regular evaluation of performance against the national road safety targets, the “intermediate target outcomes” and our desired outcome.

Strategic Action Plan

The actions in our Strategic Action Plan have been identified by the various road safety partners, who will retain ownership of them. These actions are how we intend to meet the national road safety targets. They are strongly linked to the regional “[Highlands and Islands Joint Road Casualty Reduction Strategy](#)” with which they will work to achieve the overarching outcome and long term vision. It is the responsibility of the relevant partners to deliver the actions within the five-year life of this plan. The actions are SMART (Specific, Measurable, Achievable, Realistic, Time based) where possible, and progress reports will be made back to the Road Safety Advisory Panel and Shetland Community Safety & Resilience Board. The actions have all been agreed by the partners as a whole and are summarised on the following pages.

The actions are grouped under the theme of the five “E’s,” these now being Education, Engineering, Enforcement, Encouragement and Evaluation. The partners responsible for each of the five “Es” is shown below:

- Education Shetland Islands Council, Road Safety Officer
Shetland Islands Council, Active Schools
- Engineering Shetland Islands Council, Roads Engineers
- Enforcement Police Scotland
- Encouragement All road safety partners
- Evaluation All road safety partners



Single vehicle accident on the
A970 at the Loch of Girlsta

Within each of these topic areas there will be some significant areas of work such as engagement with communities and vulnerable road user groups, encouragement of individual responsibility, community ownership of changing attitudes and practices, working with the private sector, consideration of funding streams, enhanced driver training, media and promotional activities, route action schemes, data collection, data analysis and monitoring.

Importantly, evaluation of the identified actions and what they have achieved throughout the lifespan of this strategy will be an integral part of how we operate locally.

Flexibility and responsiveness is a key principle of the strategy. If data analysis identifies new trends, or route based collision concerns, action can be taken based upon the strategy's overarching outcome of seeking a reduction in the number of those killed or seriously injured on our roads.

The road safety initiatives and actions listed in this document will contribute to cross-cutting national priorities and outcomes. Those listed in the National Transport Strategy's (NTS2) are, of course, the most relevant outcomes for this safety framework as detailed below.

Reduces Inequalities

There is a strong relationship between deprivation and pedestrian casualties among all age groups. Serious inequalities in injury and death rates remain, particularly for children, pedestrians and cyclists. Children's exposure to higher risks of traffic injury is related to a lack of safe, secure, and well-maintained public spaces and to costly leisure venues. Therefore, a number of the actions in this Framework, whether it is the provision of safe active travel facilities or 20 mph speed limits, **will provide fair access to services we need**. These same actions will also provide safe facilities that **will be easy to use for all** and **will be affordable for all**.

Take Climate Action

A number of actions in this document, such as school travel plans, will support this priority by promoting **greener, cleaner travel choices** and helping to achieve the Government's aim of reducing car kilometres by 20% by 2030. (Car use contributes approximately 15% of Scotland's total greenhouse gases). This in turn **will help deliver Scotland's net-zero target** by 2045. The road maintenance and improvements actions, including drainage and anti-skid treatments, **will adapt to the effects of climate change** and resulting extreme weather events such as increased rainfall intensities.

Helps deliver inclusive economic growth

The safety of road users is an important consideration when designing new roads such as the B9082 at Cullivoe and the A970 at Levenwick. Hence, the action to undertake safety checks of road improvement schemes. These checks ensure that we **will get people and goods where they need to go** and that this will be done on a safe road network. This network **will be reliable, efficient and high quality** due to the use of the latest materials and equipment such as passive safety sign poles and proprietary safety barriers during a roads initial construction and ongoing maintenance. A number of our actions **will use beneficial innovation** to improve road safety. For example "road maintenance" will make use of an

“Artificial Intelligence” tool to analyse the road surface, identify defects and more effectively manage their repair.

Improves our health and well-being

The provision of segregated routes for active travel in Shetland, with the assistance of grant funding provided by the Government through Sustrans etc., is an action that **will enable us to make healthy travel choices**. (£500 million funding to be provided nationally over five years for active travel infrastructure projects and access to bikes). The introduction of further 20 mph speed limits on our roads would reduce perceptions of road danger, encourage people to walk and cycle, and create more pleasant streets and neighbourhoods so **will help make our communities great places to live**. The actions in this document all have the intention that Shetland’s road network **will be safe and secure for all** road users.

Education

Initiative	Aim	What we hope to gain	How we will achieve this
Child Car Seats	To reduce the numbers of incorrectly fitted child car seats	More Children in correctly fitted car seats resulting in less children injured in car accidents	Promotion and clinic to advise parents on how to fit their child car seats correctly
Go Safe with Ziggy	To inspire children's learning in road safety	Fewer children injured on our roads	Road Safety Officer (RSO) will visit nurseries promoting Ziggy story books and resources.
Street Feet Kit	To teach children how to cross the road safely	Fewer children injured on our roads	RSO will use the footpath and road mats to deliver sessions to teach the children how to cross the road safely
Streetsense2	To challenge knowledge, attitudes and behaviours, enabling children to self-reflect	Fewer children injured on our roads.	RSO will use and encourage teachers to make use of the lesson plans and resources
DIMS	To encourage children to wear their seatbelts in the car	Fewer children injured in cars because of inappropriate seatbelt use or not wearing their seatbelts	RSO will use the car and ramp to deliver sessions to pupils demonstrating the benefits of wearing their seatbelt.
JRSO (Junior Road Safety Officer)	To encourage peer learning and promote partnership working	Fewer children injured on our roads.	RSO will visit the participating schools twice per year to encourage the pupils to work on promoting road safety in their school and community.
POP (Play on Pedals)	To teach safe cycling to nursery children	Young children learning how to cycle safely from a young age	RSO will deliver POP training to early years establishments and they will then be able to borrow the POP sets of bikes to teach the pupils how to cycle. Each set comprises 4 balance bikes, a pedal bike and 5 helmets.
Bikeability Levels 1&2	To teach safe cycling to older pupils	P5-7 pupils cycling safely on our roads	Cycle Training Assistants CTA's and instructors will deliver: <ul style="list-style-type: none"> • Level 1 to P1-4 pupils in a safe off road area • Level 2 is taught to P5-7 pupils on a quiet roads near the school.

Education

Initiative	Aim	What we hope to gain	How we will achieve this
Theatre in Education	To raise awareness of the dangers to which the age group may be exposed and to enable them to analyse, discuss and change decisions and outcomes.	Fewer teenagers hurt on our roads	RSO will book and organise regular performances of these plays in our schools every 3 years.
Your Call	To engage S1-S3 pupils in a number of activities such as risk taking, decision making, peer pressure and allow them to self-reflect on their behaviour in the road environment	Fewer teenagers hurt on our roads	PSE (Personal and Social Education) teachers use the Your Call toolkit provided by RSO in sessions with the pupils
Crash Magnets	To engage S4-S5 pupils in a number of activities such as risk taking, decision making, peer pressure and allow them to self-reflect on their behaviour in the road environment	Fewer teenagers hurt on our roads	PSE teachers use the Crash Magnets toolkit provided by RSO in sessions with the pupils
Driving Ambition	To improve the knowledge of S5/6 pupils of the issues relating to becoming a driver. To influence young driver behaviour on seatbelts, understanding distractions in the car and understanding the effects of drink and drugs on their ability to drive. To promote the importance of vehicle safety and maintenance To help them understand the responsibilities connected to driving and to deal with emergency situations confidently	Less young drivers involved in accidents on our roads	Deliver a Driving Ambition initiative every year to S5/6 pupils where they will attend 6 workshops: <ul style="list-style-type: none"> • Police Scotland • Scottish Fire Service • Scottish Ambulance Service • Driving Instructor • Mechanic • Road Safety Unit featuring: <ul style="list-style-type: none"> ○ Seatbelt convincer ○ Reactions timer ○ Beer Goggles

Education

Initiative	Aim	What we hope to gain	How we will achieve this
Hands Up Surveys	To take part in the national survey of all pupils travel modes to/from school, annually.	Accurate data on travel modes to and from school. Comparable results between Shetland schools and other Scottish schools.	By distributing the survey form to all schools, for completion in September each year. Sending compiled Shetland results to Sustrans for addition into the Scottish results.
School Travel Plans	Every School to produce a Travel Plan detailing how pupils and staff travel to school and the measures the school will take to encourage active travel to/from school.	Pupils choosing safe routes to schools. Encouragement of healthy travel choices e.g. Walking buses or cycle trains. To reduce the number of single car journeys to school if possible. To encourage safety on the road.	By contacting and working with every school to develop a suitable school travel plan. By liaising with the active schools team, Zet-trans, NHS Shetland and other partner organisations.
A2Bsafely.com	To support people with additional support needs to encounter the road environment safely in an interactive real-world setting	Fewer people hurt on our roads	RSO to promote the a2bsafely website to staff and parents who care for additional support needs people.
getinlane .com	The promotion of a website that advises and informs young people of the law and rules of the road	Fewer teenagers hurt on our roads	RSO to promote the website in schools and to young people.
Opportunities for Pedal Cyclists to Access Educational Information and Training	The promotion of opportunities for pedal cyclists, irrespective of age and ability to access educational information and training to encourage safe cycling.	Increased community engagement, understanding and support on cycling policy and alternatives to driving. Increased number of people cycling. Enhanced air quality. Enhanced opportunities to travel actively.	Improving junctions where increased collision rates involving cyclists occur.

Education

Initiative	Aim	What we hope to gain	How we will achieve this
More Co-ordinated Approach to Road Safety Education	Work across partners to develop a more co-ordinated approach to road safety training and education, to link work across current and future activity to reduce the level of road casualties.	<p>Increased awareness and knowledge of road safety in the 16-25 year age group.</p> <p>Reduced traffic speeds and reduced numbers of local concerns related to speed of traffic and driver capability.</p>	Increased engagement, understanding and support on road casualty reduction.

Engineering

Initiative	Aim	What we hope to gain	How we will achieve this
Road Maintenance	To provide a safe road network suitable for all road users.	A road network without hazards for road users.	Repair of potholes, verges, footways etc. as identified by regular inspections.
Surface Dressing & Anti-skid Surfacing	To ensure carriageways have sufficient skid resistance.	A road network without carriageways that are hazardous due to insufficient "grip."	The dressing and surfacing of the lengths of road identified by the SCRIM survey as being deficient in skid resistance.
Street lighting Maintenance & LED Upgrade	To provide adequate street lighting where it is required.	Roads and footways that are safe to use during the hours of darkness.	Proposed capital scheme to upgrade lanterns to more reliable LED technology and replacing columns that are in the poorer condition bands.
Drainage	To keep roads free of excess water.	Roads that are safe to use during all weather conditions.	By maintaining or improving drainage as necessary.
Road Markings and Signs	Clear guidance to all road users.	A safe and easy to understand road network.	Continue to replace road markings and signs as necessary and providing new ones when appropriate.
Winter Maintenance	To facilitate the safe use of the road network in wintry conditions.	Safe carriageways and footways irrespective of weather conditions.	Monitoring of forecasts, pre-salting, gritting, snow ploughing and providing public information.
School 20 MPH Speed Limits	To maintain the existing 20 mph limits at Shetland's schools.	Safer routes to school for Shetland's children.	Proposed capital scheme to replace and upgrade the existing variable signs, many of which are now in poor condition.
Residential Area 20 MPH Speed Limits	Continue to reduce vehicle speeds on the roads that run through Shetland's largest residential areas.	To provide safer streets and a better quality of life for residents, and to encourage walking and cycling.	Promotion of traffic orders, consultation and provision of traffic calming where required such as Gilbertson Road and the "North Crescents" in Lerwick.
Village/settlement speed limits	Continue to provide 30, 40 or 50 mph speed in accordance with national guidance	Safer roads through our rural settlements, recognising the needs of all road users.	Identify areas now suitable for a reduced speed limit (perhaps following recent housing development), consultation and promotion of traffic orders.
Safety Barrier Renewals	Continue the upgrading of the existing barriers at our roadsides.	Reduction in the severity of accidents involving collision with a safety barrier.	Replace timber post untensioned barrier with tensioned barriers that absorb the impact of a vehicle.

Engineering

Initiative	Aim	What we hope to gain	How we will achieve this
Bike Guard Motorcycle Safety Barriers	Continue to fit “Bike Guard” beams below existing safety barriers.	Improved safety performance of the barriers when impacted by motorcyclists by preventing riders from striking the barrier posts.	Assess further locations similar to the A970 Brig o’ Fitch, the A970 Channerwick and the A971 Wormadale Bend for the fitting of “Bike Guard.”
Passive Safety Sign Posts	Continue to replace hazardous large diameter steel signposts with frangible alternatives.	A safer roadside in the event of vehicle leaving the carriageway.	Proposed capital scheme to continue the programmes of steel post upgrades onto the A968. Also large signs that need to be replaced elsewhere to be installed on passive safety poles.
Footway/Cyclepath Improvements & Other Active Travel Facilities	Improved safety and amenity for pedestrians and cyclists.	More walking and cycling with fewer pedestrian injuries.	Provide footway and cyclepath improvements where appropriate with assistance of Sustrans as per Millbrae improvements.
Safety Check of Road Improvement Schemes	To ensure all road improvement schemes are as safe as practicably possible	Road improvements that are safe for all road users.	Safety checks of proposed road improvements by experienced staff.
Development Control	To ensure all proposed developments are as safe as practicably possible.	Developments that are safe for all road users.	Advise Planning staff of the road safety implications of proposed developments.
Accident Investigation and Prevention	Reduce hazards and the number of road accidents on the network.	Fewer people injured in future than might otherwise be the case.	Examine past accident patterns and undertake works to address their cause.
Further Review of Speed Limits on “A and B” Class Roads	Continue to ensure that local speed limits are in accordance with national guidance.	Appropriate speed limits for the road alignment, environment etc., and the level of accidents.	Apply the speed assessment framework to any length of road where there has been an increase in the number of accidents occurring.
Bells Brae School Safety Improvements	Improve the safety of pupils when entering and leaving the school via Gilbertson Rd and Bell’s Road.	A safer route to school for pupils especially in the vicinity of the “zig zag” markings on Gilbertson Rd and the staff car park.	Proposed capital scheme to improve crossing facilities, ensure sufficient visibility is available and that vehicle speeds are reduced.

Enforcement

Initiative	Aim	What we hope to gain	How we will achieve this
Modify driver behaviour and reduce injury on Shetlands roads through engagement and proportionate enforcement of legislation	Reduce the number of instances of drink driving on Shetlands Roads	Maintain a further reduction in the number of people serious injury or killed on Shetland Roads.	Work with partners and the community to identify drivers over the prescribed limits and target those offending through the enforcement of legislation. Utilise the media/ social media and partnerships to educate and influence driver behaviour positively.
„	Reduce the number of instances of speeding on Shetlands Roads	Maintain a further reduction in the number of people serious injury or killed on Shetland Roads.	Deploy marked and unmarked police vehicles to enforce road traffic legislation in areas of concern such as schools and built up areas. Utilise the media/ social media and partnerships to educate and influence driver behaviour positively.
„	Reduce the number of instances of distraction type offences such as the use of mobile phones.	Maintain a further reduction in the number of people seriously injured or killed on Shetland's Roads.	Deploy marked and unmarked police vehicles to enforce road traffic legislation in areas of concern such as schools and built up areas. Utilise the media/ social media and partnerships to educate and influence driver behaviour positively.
„	Reduce the number of instances of people not wearing seatbelts.	Maintain a further reduction in the number of people serious injury or killed on Shetland's roads.	Enforce relevant road traffic legislation through and maintain a visible police presence on the roads. Utilise the media/ social media and partnerships to educate and influence driver behaviour positively.
„	Reduce anti-social behaviour and criminality on our roads.	Keep road users safe and provide re-assurance to the public.	Maintain a visible police presence on the roads. Utilise appropriate legislation and implement police powers to remove vehicles used in an

Enforcement

Initiative	Aim	What we hope to gain	How we will achieve this
			<p>anti-social manner from the roads.</p> <p>Utilise the media/social media and partnerships to educate and influence driver behaviour positively.</p>

Encouragement

Initiative	Aim	What we hope to gain	How we will achieve this
Temporary “Smiley Face” Speed Indication Sign	Encourage drivers to reduce their speed and comply with the posted speed limit.	Vehicles driven at the appropriate and safe speed on the road network.	Continue to install the sign on lengths of road where the Roads Service, Police or Community Councils have concerns about excessive vehicle speeds.
Attend events to promote road safety	Promote road safety and reduce the likelihood of crashes occurring		
Develop Communication Strategy	Increase awareness and knowledge of road safety issues and events. Media campaigns including national and local press/radio and social media.		
Reinvigorate Operation Zenith	Reinvigorate the road safety initiative Operation Zenith, to reduce the number and severity of accidents among motorcyclists.	Reduction in the number of collisions involving motorcyclists. Increased public awareness of enforcement.	Consulting and working with road users.
Single Communication Campaign for Highland and Islands Road Casualty Reduction	Create a single communication campaign for Highland and Islands road casualty reduction.	Increased public awareness of local road safety related issues. Ability to effectively engage with the wider road using community.	The use of social media and other formats to deliver co-ordinated and relevant local road safety messages and information.

Encouragement

Initiative	Aim	What we hope to gain	How we will achieve this
Improved Awareness Amongst Elderly Drivers	Raise awareness amongst elderly drivers and their families about vulnerability and potential loss of driving skills over time.	Increased engagement, understanding and support for elderly drivers, in terms of their ongoing use of roads. Reduction in the number and severity of road traffic accidents involving older drivers.	Promote suitable driver training for mature drivers. Create a leaflet for senior road users. Include information on priority within local authority concessionary pass applications.
Engagement with Tourist Organisations	Engage with tourism and other organisations in respect of persons visiting Shetland to increase awareness of advice and guidance when using our roads.	Seek to influence tourist operators, accommodation providers and other organisations in respect of road safety.	Work with car rental companies to promote road safety to tourists and visitors who use hire vehicles to ensure that every vehicle hired contains basic road safety materials and that car hire websites provide road safety information/links. Promote and conduct local initiatives to promote safe driving by visitors.
Increased Qualifications, Safe Driving Attitudes and Behaviours	Promote initiatives that lead to increased qualifications, safe driving attitudes and behaviours.	Reduced traffic speeds and reduced numbers of local concerns related to the speed of traffic.	Involve the business community through bespoke Driving at Work Policies and Travel Plans.
Formal Links to Educational Establishments	Consideration of future technological opportunities that will aid the reduction of casualties.	Reduced traffic speeds and reduced numbers of collisions related to speed of traffic and driver capability.	Support formal links.
Influence the Nature of Local and National Road Safety Policies	Influence and inform the nature and content of road safety policies and strategies, both local and national, from 2020 onwards.	Identification and inclusion of local road safety issues in future road safety policies and strategies.	Actively participate in preparatory work.

Evaluation

Initiative	Aim	What we hope to gain	How we will achieve this
Improved Road Accident Data	Improve upon the information available in respect of those killed and injured on roads across Shetland.	Increased awareness of existing data sources among partners. Development of data sharing opportunities and protocols.	Review the collection, analysis, reporting, sharing and dissemination of road traffic collision data and intelligence, or other relevant information, to maximise local road casualty reduction efforts.
Bespoke Operational Group Business Process	Develop a bespoke Operational Group business process.	Defined outcome based system, providing accountability and structure for those involved in service delivery. Consistent and clear actions and initiatives delivered to communities. Future road safety priorities clearly identified, upon which future work can be based.	The annual identification and inclusion of road safety priorities based upon the five E's, which will be used to influence and monitor local road safety activity.
Evaluate Driving Ambition Initiative	Conduct an evaluation of "Driving Ambition" to determine whether the initiative be developed further/linked to year round community based road casualty reduction activity and wider engagement approaches to positively influence younger drivers.	Increase awareness and knowledge of road safety in the 15-18 years age group.	Compare with schemes in other Council areas. Before and after surveys of pupils knowledge.

Evaluation

Initiative	Aim	What we hope to gain	How we will achieve this
Review of Road Safety Education	Review the current approach to road safety education provided in schools, including the use of speed enforcement, school travel plans and parking around schools.	<p>Increased awareness and knowledge of road safety among younger road users.</p> <p>Increased engagement, understanding and support on road casualty reduction.</p> <p>Reduce traffic speeds and reduced numbers of local concerns related to speed of traffic.</p>	<p>Compare with schemes in other Council areas.</p> <p>Before and after surveys of pupils knowledge.</p>

Delivery

Individual road users have important responsibilities for ensuring the safety of themselves and other road users. However, the public sector also bears important responsibilities for the safety of the road network, enabling residents and visitors to Shetland to travel on our road network without fear of death or serious injury.

The development of this strategy under the direction of the Road Safety Advisory Panel, demonstrates the acceptance of these responsibilities and the commitment that each organisation will bring to meeting them.

Whilst the statutory functions relating to the safe use of our road network sit with the individual organisations, we believe that they must be delivered in partnership to ensure that they are as effective as possible. Therefore a core principle of this strategy is that the RSAP will have a key responsibility to ensure its delivery and ensuring performance against the various actions identified.

This strategy contains a range of actions, the outcomes of which can potentially influence the operational plans and business practices of each of the partners, as well as the road safety policies and strategies they develop. Together, the operational plans, policies and strategies will direct delivery on the ground, enabling positive road casualty reduction outcomes to be achieved.

Delivery and outcomes will be heavily influenced by wider competing priorities and budgetary constraints. However the wider significance of road casualty reduction across Shetland cannot be underestimated.

Injury Classification Definitions

The classification of the severity of an accident (as fatal, serious or slight) is determined by the severity of the injury to the most severely injured casualty. The Police usually record this information soon after the accident occurs. However, if further information becomes available which would alter the classification (for example, if a person dies within 30 days of the accident, as a result of the injuries sustained in the accident) the police change the initial classification of the severity.

For the purposes of the Road Accidents statistical returns:

a fatal injury is one which causes death less than 30 days after the accident;

a serious injury is one which does not cause death less than 30 days after the accident, and which is in one (or more) of the following categories:

- (a) an injury for which a person is detained in hospital as an in-patient or
- (b) any of the following injuries (whether or not the person is detained in hospital): fractures, concussion, internal injuries, crushing, severe cuts and lacerations, severe general shock requiring treatment or
- (c) any injury causing death 30 or more days after the accident;

a slight injury is any injury which is neither fatal nor serious – for example, a sprain, bruise or cut which is not judged to be severe, or slight shock requiring roadside attention.

The Cost of Road Accidents

Each accident has an impact on the community and is often nothing short of devastating. The loss of any life is one too many and the cost to the community in those terms is simply immeasurable.

In addition to that, road accidents cost the country millions of pounds each year. The Department of Transport publishes valuations each year of accident and casualty costs. These are intended for use in the cost-benefit analysis of the prevention of road casualties and accidents in safety improvements and other road schemes.

These include monetary values for:

- Human cost – pain, suffering, grief, loss of enjoyment of life etc.;
- Economic costs – loss of output due to injury and medical costs;
- Cost of damage to vehicle and property; and
- Police and insurance administration.

The table below shows the cost per casualty type for the annual averages in Shetland from 2010-19, with the current accident costs applied. As can be seen, the cumulative total is substantial. These costs affect every individual, and are not restricted solely to those who directly suffer grief and financial hardship as the result of being involved in a car crash.

Severity of Casualty	Cost per Casualty (£)	2010-19 Average Annual Casualties	Total Cost (£)
Fatal Casualties	2,309,788	0.9	2,078,809
Serious Casualties	273,510	4.6	1,258,146
Slight Casualties	27,985	30.5	853,543
TOTAL Cost of Injury Accidents to Shetland (Annual Average)			£4,190,498

Please note that if accident figures were still as they had been between 1994 and 1998, before the introduction of the first national road accident reduction targets, the financial cost to Shetland society would be over **£14 million** in an average year.