



Road Safety Plan 2006-2008



A ROAD SAFETY PLAN FOR ORKNEY

WORKING TOGETHER TO MAKE OUR ROADS SAFER

FOREWORD

I am pleased that Orkney has achieved a reduction in fatal and serious injuries to the target groups of people and children arising from road traffic collisions, enabling two of the three targets set by government for 2010 to be achieved to date. Unfortunately, the government's target for a reduction in slight injuries has not yet been met. However, we must not be complacent and must strive to maintain and improve our record. I strongly believe that the reductions in fatal and serious injuries are no coincidence, and come through the partnership approach used by all agencies, and by you, the public. I feel that we are fortunate in having a close community in Orkney and by using this, we can discuss through many forums the need to continue working together to keep our roads safer for all. Road Safety is not just the responsibility of the authorities – it is for people of all ages to play their part in protecting themselves and others.

Road Safety Scotland is also acknowledged for its annual assistance and support with educational plays and resources, which assist the Road Safety Forum in keeping up to date with new initiatives surrounding road safety.

For the future, we must continue to maintain, and, where possible, improve our present record so that the families and communities of Orkney do not suffer the tragic consequences of a serious road crash.

I hope that you agree that this Road Safety Plan for Orkney 2006-2008 is an interesting and useful tool for the public as well as for our road safety professionals. With your help, I trust that when the next plan is published we can report further improvements to Orkney's road safety record.

Councillor Andrew Drever
Chairman
Road Safety Forum
3rd May 2006

Post script

Since I wrote this foreword there has been a significant increase in the numbers of people killed and seriously injured on our roads. My thoughts, and those of my colleagues, are with the families and communities that have been affected by these tragic circumstances. Once again it is the responsibility of both our road safety professionals and the communities of Orkney to intensify our efforts and ensure that the events of the recent past do not recur.

Councillor Andrew Drever
Chairman
Road Safety Forum
25th September 2006

A ROAD SAFETY PLAN FOR ORKNEY

1.1 Introduction

In March 2000 the UK Government, Scottish Executive and National Assembly for Wales announced a national road safety strategy, “Tomorrow’s roads – safer for everyone”, which included 3 road accident reduction casualty targets for 2010. These targets were introduced to achieve further substantial improvements in road safety, with particular emphasis on child casualties.

This Road Safety Plan, covering the period 2006-08, is produced specifically for Orkney. As will be shown in the document, Orkney is performing well in relation to two of the National Targets; however, further work is required to achieve the third National Target of reducing the number of slight casualties. This plan reviews our progress towards these targets and sets out our strategies for achieving them by 2010. With this in mind, an associated Action Plan has been produced and will be reviewed on a regular basis by the Road Safety Forum to ensure we continue to achieve significant reductions and meet all our targets.

Orkney Islands Council strongly believes that the only way of continuing to improve safety on the roads throughout the isles is through an inter-agency partnership approach. With this in mind, the Road Safety Forum has been paramount in the production of the Road Safety Plan for Orkney. The Road Safety Forum, a sub-group of the Community Safety Forum, is a multi-agency group consisting of Orkney Islands Council, Northern Constabulary, NHS Orkney, Highlands and Islands Fire & Rescue Service, Orkney Disability Forum, Orkney Drugs, Alcohol and Smoking Action Team (DASAT), driving instructors and other interested parties. The group re-formed in early 2004, meeting on a quarterly basis to promote road safety. Its members attend various events throughout the year raising awareness of road safety to all age groups. Development of this plan has been carried out in close consultation with other interested agencies in order to achieve a finished document that aims to complement the relevant strategies of those agencies.

Improvements can be brought about through road engineers working with Council Officers, Police, Fire Service, NHS Orkney and other public agencies; however, a key element in any improvement in road safety is the individual road user. With all road users and agencies playing their part, the targets can be met and this is why the slogan for this plan was chosen to be -

“WORKING TOGETHER TO MAKE OUR ROADS SAFER”

1.2 Aim

To reduce the number of road crashes and road casualties in Orkney.

1.3 Objectives

To use **Education, Engineering, Enforcement and Encouragement** as a means:

- To increase the competence and road safety awareness of all road users.
- To prepare and carry out a programme of measures designed to promote road safety.
- To combat drink/drug driving and speeding
- To promote vehicle safety legislation
- To further strengthen an inter-agency approach to achieve all objectives.

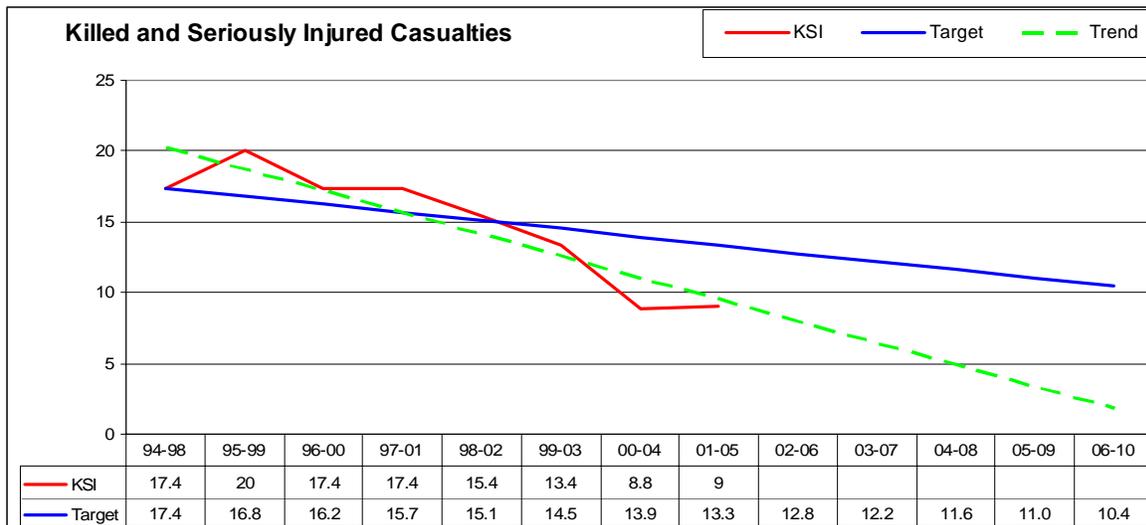
2 Performance Against Targets for Accident Casualty Reduction

In the Department of the Environment, Transport and Regions publication ‘**Tomorrow’s Roads – Safer for Everyone**’ the Government’s road safety strategy and casualty reduction targets are set out as follows:

By 2010 the British Isles have to achieve, compared with the average for 1994 to 1998;

Target 1 (National Target)

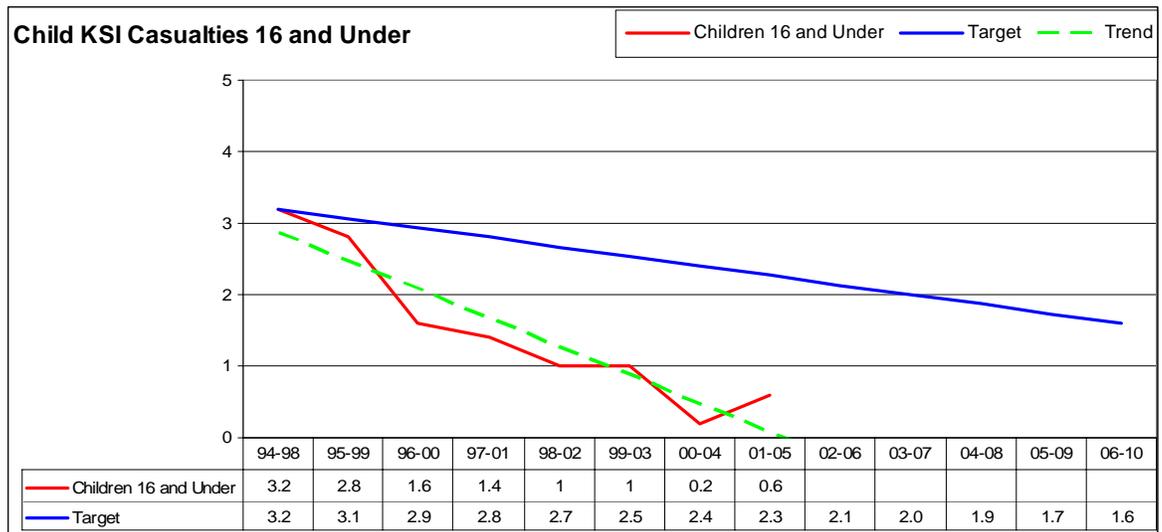
- **to reduce the number of people killed or seriously injured in road accidents by 40%**
 - The average number per annum of road accident casualties in Orkney over the period 1994 to 1998 was 17.
 - This would give a new local target to reduce the number killed or seriously injured to 10 or under per annum.
 - The target has been achieved and exceeded by 22%; the average number of road accident casualties over the period 2001-2005 was 9.



- **National Target 1, a 40% reduction in the number of Fatal/Serious (all ages) Casualties, has been achieved but continued effort is required to maintain this success and reduce future casualties.**

Target 2 (National Target)

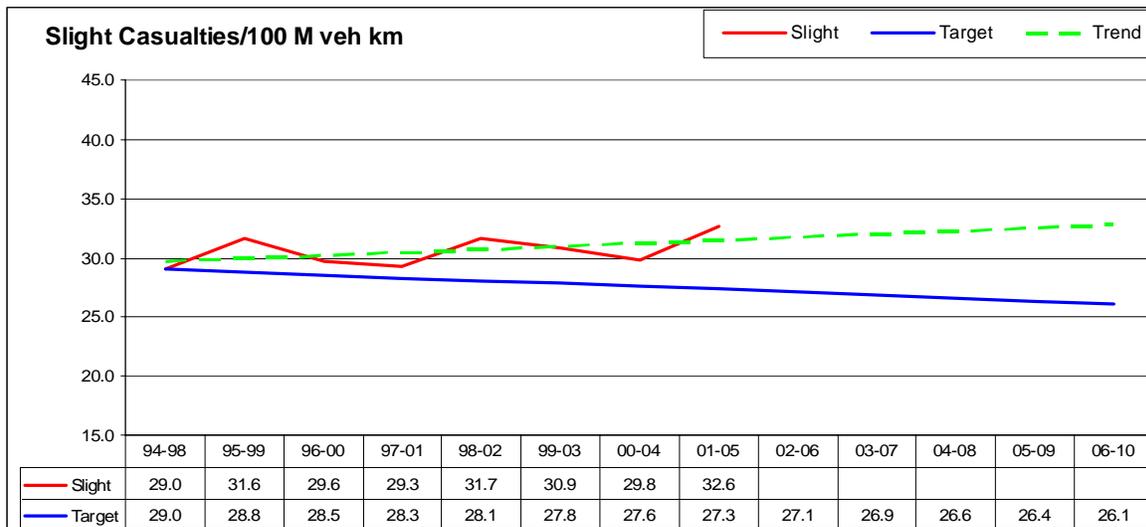
- **to reduce the number of children killed or seriously injured by 50%**
 - The average number per annum of road accident casualties over the period 1994 to 1998 was 3.
 - This would give a new local target to reduce the number of children killed or seriously injured to 2 or under.
 - The target has been achieved and exceeded by 74%.



- **National Target 2, a 50% reduction in Fatal/Serious child casualties, has been achieved with one child injured for the last 5 consecutive years but this must be maintained or improved.**

Target 3 (National Target)

- **to reduce the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres by 10%**
 - The average number per annum of slight road accident casualties over the period 1994 to 1998 was 29.
 - The target has not been achieved, having been missed by 19.4%; the average number per annum of slight road accident casualties over the period 2001-2005 was 33.
 - The current rate in Orkney is 10% below the National rate of 36.1 accidents/100 million vehicle km.



- **National Target 3, a 10% reduction in the Slight Casualty Rate/100 million vehicle km by 2010, has not been achieved. Added effort must be applied to reverse this trend.**

3 The FOUR 'Es'

For road safety measures to be effective, there will be a need to co-ordinate the major disciplines of road safety, i.e. **EDUCATION, ENGINEERING and ENFORCEMENT**, and the benefits of bringing a co-ordinated approach to these disciplines can then be measured by **EVALUATION**. Through analysis of accidents, the resources of all agencies can be directed to resolving local problems. Then, by **ENCOURAGEMENT** of good road safety practice, everyone in Orkney can **work together to make our roads safer**.

In a partnership approach, a progressive and co-ordinated road safety programme of measures is required as part of the Community Safety Action Plan. Many measures are already in place; others require to be developed.

EDUCATION

The continuation of road safety training to all school children in Orkney, such as the Green Cross Code, and awareness raising of issues such as the dangers associated with boarding and alighting from school transport, particularly in the dark, are enhanced by additional recognised schemes such as those detailed below.

- **School Travel Plans**

With the guidance and support of the School Travel Co-ordinator all schools in Orkney are encouraged to prepare a School Travel Plan to develop, promote and support more sustainable transport options throughout the area.

The School Travel Plan has the aim of reducing the number of car trips made to schools by parents and staff, improving conditions and safety on the journey to school, and reducing road casualties.

During the school year 2005-06, 30% of Orkney schools had a School Travel Plan active, being implemented or at the investigation stage.

- **The Children's Traffic Club Scotland (CTCS)**

The CTCS is a free road safety resource for pre-school children, developed to help parents teach their young children how to stay safe when they are out walking, playing or travelling. The Club's materials have been extended for group use with free pack resources available to nurseries and playgroups, childminders, and Health Visitors. In 2005, as part of the CTCS's 10th birthday celebrations, CTCS developed a loan box which nurseries can borrow with puppets, stencils and mobiles of the balloon characters which appear in the Club's material.

Road Safety Scotland provides, on a monthly basis, uptake percentages. In 2005, Orkney achieved 53.2% uptake, which is above the uptake figure for Scotland at 52.2%. These figures show an increase from the previous year and the figures from January to June 2006 show an accumulative uptake of 62.2%.

Orkney will continue to raise awareness of this scheme, thereby increasing the uptake for 3 year olds, giving them knowledge of safe practices.

- **Junior Road Safety Officers**

We are encouraging and supporting participating schools with this national scheme which is intended to enable senior children from Primary 6 or 7 to highlight road safety issues within their schools and the wider community.

The Junior Road Safety Officer scheme links to Citizenship, Health Education, Environmental Studies and Information and Communications Technology.

During the school year 2005-06, 33% of the schools in Orkney were involved in the scheme, supported by the School Travel Co-ordinator.

- **Scottish Cycle Training Scheme**

This scheme introduces the basic skills and knowledge necessary for competent and safe cycling and is intended as a starting point for lifelong development and consolidation of skills necessary for good cycling practice.

Senior primary children receive cycle training from adult volunteer trainers or Community Wardens. The final assessment is undertaken by officers from Northern Constabulary.

In previous years figures were kept by individual schools but data is currently being reported to a central point so that it can be recorded to see the uptake in Orkney schools. This will enable comparison of the uptake figures with those of previous years and possibly with those of other areas in Scotland.

- **Theatre in Education**

Road Safety Scotland has developed a number of theatre tours aimed at different age groups to complement its range of educational resources. In Orkney the plays are scheduled on a 2-yearly basis:

'The Journey' targets Primary 6 pupils. Key road safety messages are: - walking and cycling safely to school, transition from primary to secondary school and peer pressure when crossing the road.

'The Nine Lives of Roddy Hogg' targets first year secondary pupils who, in the transition stage from primary school, are at an increased risk of involvement in a road accident.

The play 'Legal Weapon' targets the Secondary 5/6 age group and explores the consequences of speeding.

'Urban Roadeo' Theatre Tour is for those in the mature road-user category (55+), - and raises awareness of issues which affect them.

- **Streetwise**

Streetwise was developed locally by Sacro, based on the Care and Respect Programme, and covers topics such as the driving test, vehicle roadworthiness, insurance, advanced driver training, and hints for better driving. The dangers of speeding, using mobile phones while driving, bad weather/road conditions, driving under the influence of alcohol or drugs (prescription & non-prescription), and local hazards (farm machinery, animals, narrow roads etc.) are all discussed. Streetwise is delivered jointly by a trainer and the Northern Constabulary and involves group discussions, presentations and videos to provide an interactive session.

Streetwise is targeted at Secondary 4 pupils and aims to:

- reduce levels of drink driving in Orkney through proactive educational programmes,
- improve the knowledge base of young people in relation to responsible road use, and
- encourage young people to be responsible citizens, aware of their responsibilities when they find themselves in charge of a motor vehicle.

- **First Gear**

First Gear is a nationally recognised Youth Work programme that develops young people's skills in decision making in relation to safe and responsible road use and vehicle ownership. The programme covers, through theory sessions, issues such as attitudes, law, substance use, insurance and other running costs, as well as practical sessions covering maintenance and driving techniques.

This programme is co-ordinated by the Orkney Association of Youth Clubs and delivered by representatives from various organisations such as motor mechanics, driving instructors, Orkney DASAT and Northern Constabulary.

ENGINEERING

Although the conditions and design of Orkney roads are not perceived as being contributory factors in the majority of accidents, by careful consideration improvements can be brought about to make the roads of Orkney safer for all users.

All improvements will be based on identified elements of good practice to support both the development of road safety programmes and project implementation, and will have objectives that are Specific, Measurable, Attainable, Relevant and Timed (SMART).

- **Safety at Schools**

Nationally, speeding traffic in the vicinity of schools is seen as one of the greatest dangers to pupils going to school. Orkney Islands Council has already introduced mandatory part-time 20mph zones at Kirkwall Grammar School, Stromness Academy, Glaitness Primary and Stromness Primary and will continue with the introduction of mandatory part-time limits at other schools within the county over the next two years, as part of a national strategy.

Working through School Travel Plans and Safe Routes to Schools, safety audits can identify where safety concerns arise about journeys to and from schools. By noting where these problems are encountered, work can be carried out to either alleviate the danger or provide alternative suitable access routes for all users.

In Orkney, accidents at bus-stops when buses are either picking up or dropping off school children have been identified as a problem. The Council has been innovative in introducing signing in rural areas, warning of the presence of a school bus-stop ahead and advising drivers to slow down. Study of future accident statistics will be used to monitor the effectiveness of these measures.

- **Tourism Conflicts**

The increasing volume of tourist traffic and its relationship with agricultural traffic on rural roads is seen as a safety hazard that should be dealt with urgently.

Improvements to vehicle parking and pedestrian management at the Ring of Brodgar World Heritage Site are designed to allow safe access to the site and ensure vehicles are not causing a danger by parking in an obstructive manner on the carriageway.

Other improvement work to the road network intended to benefit safety is the ongoing provision of parking areas at viewpoints to enable car and coach drivers to safely pull off the main carriageway and not create a hazard to other road users. Parking areas have already been provided at Hurtiso in Holm and adjacent to the wind turbine on Burray, and it is envisaged that extra areas will be provided as funds become available.

Accidents statistics will be monitored to determine the success of these measures.

- **Traffic Management**

Orkney Islands Council is giving full consideration to how reallocation of road space can be used to provide a safe environment for all road users.

The envisioned fully pedestrianised shopping area in Kirkwall will deliver improvements in safety to vulnerable road users by the exclusion of cars and the control of delivery vehicles.

With regard to residential areas, the Council will continue to provide support to groups requesting traffic calming measures, Home Zones or 20mph Zones, where priority is given to pedestrians and cyclists, rather than motorists. Orkney Islands Council is working with residents in the Quoybanks area of Kirkwall to produce a traffic management scheme that will slow vehicles and discourage drivers from using the streets as a through route. An increase in safety should be realised due to vehicle speeds being reduced in the treated areas.

The lack of safe cycle routes in urban areas and along main arterial routes has been highlighted as a major reason why cycling is not more readily undertaken. New cycle tracks have been constructed alongside Ayre Road, and at Muddiesdale Road, Kirkwall. It is intended that the future expansion of the cycle network be investigated with emphasis placed on improving facilities along the main Kirkwall to Stromness route.

With growing numbers of vehicles driving through St Margaret's Hope, a relief road is planned which will divert ferry traffic away from the narrow village centre. This reduction in traffic will improve safety within the village centre.

- **Accident Investigation and Prevention Schemes**

Full details of reported injury accidents are recorded on a database and the locations noted on maps. These maps are used to highlight where accident hotspots are occurring and by analysis of the data relevant to those accidents, it can be determined if there are common causation factors.

Where there are common causation factors that can be tackled by engineering changes to the road environment to improve safety, the costs and benefits of the changes required will be balanced against each other. In this way, cost effective improvements will be introduced to the road network for the benefit of all users.

The junctions of Grainshore Road and Pickaquoy Road, Kirkwall and Cairston Road and Ferry Road in Stromness have been identified as accident hotspots, and improvement works carried out to remedy this situation. Traffic roundabouts were constructed at both junctions to reduce the risk of accidents at these two locations. Subsequent monitoring of both junctions shows an encouraging reduction of reported accidents.

- **Route Strategies**

Strategies are being prepared for the major roads across the County. An integral part of these plans are reviews of road widths, footways, verges, warning signs, direction signs, road markings, street lights and speed limits.

The carriageways will be assessed in order to determine if the existing road widths are adequate for the amount and type of traffic using the routes. Where there are substantial numbers of larger vehicles using a route it might be appropriate to investigate the possibility of widening the carriageway. Road widening has taken place on the A964 at Kirbister in Orphir to accommodate vehicles accessing the ferry at Houton.

The review of street lighting and speed limits will determine if the existing lighting and limits are appropriate with full consideration given to modifying the level of street lighting or implementing local speed limits if it is determined this will increase safety over the route as a whole. Where lighting is deemed to be inadequate, new lighting will be designed, taking account of the need to reduce light pollution.

ENFORCEMENT

Although Northern Constabulary's main objective is **the rigorous enforcement of legislation in respect of drink/drug driving, speeding and vehicle safety**, they continue to work closely with partner agencies locally in relation to **EDUCATION, ENGINEERING & ENCOURAGEMENT**. Recent examples which are referred to in other sections of this document are the introduction of 20mph limits around schools, work in schools and youth clubs with teenagers intending learning to drive and the Scottish Cycle Training Scheme. They also work with young drivers being referred by the court for driver rehabilitation training.

The Police adopt an intelligence led approach to identify and target local problems. Information is gathered from the public regarding drink/drug drivers and areas where speeding is a problem and from police officers /Community Wardens on patrol relating to documentation offences or poor driving. Technology is also utilised to identify local problems with the Golden River/Smiley speed-detection equipment being used to identify or confirm reported problem areas and CCTV, where installed, being used to good effect in relation to certain road traffic offences. By working in this way, resources are deployed effectively being "in the right place at the right time".

The following incidents were reported locally during the period 2001-2005;

- 181 Drink/Driving offences which included drivers exceeding the limit or failing to provide specimens
- 3 Drug/Driving offences.
- 39 Dangerous Driving offences.
- 218 Careless Driving offences.
- 404 Speeding offences in 30mph, 40mph & 60mph limits.
- 445 Seatbelt offences.

Police officers in Orkney routinely carry out pro-active high-visibility patrols to encourage safe driving and to enforce drink/drug driving, speed limit, seat-belt, vehicle roadworthiness and documentation legislation. They are also involved in the prosecution of dangerous/careless drivers (drivers involved in minor road crashes, and at fault, are not as a matter of course charged with careless driving). Crash reconstruction and evaluation is carried out by police officers when required.

When external agencies such as Vehicle & Operator Services Agency and Customs & Excise are in Orkney to carry out enforcement work, they are assisted by officers from Northern Constabulary.

The enforcement work carried out by officers is monitored and evaluated by the sergeant responsible for road safety. He liaises closely with other partner agencies to ensure relevant issues and problem areas are identified and targeted.

ENCOURAGEMENT

- **Pass Plus Scheme**

Pass Plus consists of an additional course of six specially designed training sessions to follow on from a successful practical driving test. It is offered to raise driving standards and better equip newly qualified drivers to deal with the differing situations they are likely to meet after passing the driving test. The Road Safety Forum agreed to provide part funding towards the cost of the scheme for 5 students in the year 2005-06 with part funding being provided by the Road Safety Promotion Group for a further 15 students over the next three years.

- **Bike Safe/Bike Aid**

Training for local motorcyclists and emergency services personnel is routinely provided by the Northern Constabulary and the Scottish Ambulance Service.

BikeSafe, delivered by Northern Constabulary, focuses on accident prevention and skills in reading the road ahead. It involves a short classroom session followed by a practical session during which riders have the opportunity to brush up on their road skills and gain practical knowledge from experienced police motorcyclists.

BikeAid, delivered by the Scottish Ambulance Service, raises awareness of the actions to be taken by those who are first on the scene following a motorcycle accident. It covers the initial interventions required to make the immediate area of the accident safe and the vital signs to look for in any casualties. Guidance is given on when and when not to remove the rider's helmet, and the signs to check for prior to making this decision.

'Hats Off' is a device that can be inserted into a crash helmet permanently or can be inserted following an accident. The device, an inflatable air bag, inflates and pushes the helmet off the rider's head without unnecessary stresses or strains to the neck or spinal cord which could aggravate any injury caused by the accident. The bag is inflated using a small hand pump which can be carried by the rider in a pocket.

BikeSafe and BikeAid training sessions are well attended locally, when provided, and it is intended that they will be offered to local motorcyclists on a periodic basis.

- **Publicity Campaigns**

The local media are helpful in assisting in raising awareness of road safety issues within Orkney and regularly run articles on specific campaigns or topics when asked by partner agencies. Recent coverage has included raising driver awareness to the dangers associated with passing a stationary school bus and the safe use of zebra crossings.

Road safety is one of the topics covered by the Community Safety Team stands displayed at the annual shows, where information packs containing road safety information are distributed to members of the public. In excess of 800 packs are distributed during the summer months with further packs being distributed through schools and youth groups.

The Speed Indicating Device, more commonly known as 'Smiley', is deployed throughout Orkney to record the number and speeds of vehicles that pass. The device can be set up to display the speed of a vehicle to its driver and also to smile or frown depending whether the vehicle is travelling at over or under the speed limit for the area. The device can be set to different speeds and so can be used in areas of differing speed limits. It displays a maximum of 10mph above the set speed to deter drivers from seeing how high a speed they can register.

SUMMARY

The multi-agency approach in producing the Road Safety Plan shows the measures which have been successful in promoting road safety awareness in Orkney and those which can improve road safety for the future. The partnership will constantly strive to get the road safety message heard and to implement measures to improve road safety by 'Working Together to Make Our Roads Safer'.