



# Glasgow's Road Safety Plan 2020 - 2030

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# Introduction

**This Road Safety Plan 2030 sets out a new vision and direction for our road safety work. I strongly welcome our commitment to Vision Zero: nobody being killed or seriously injured on our roads by 2030. This commitment is at the heart of the plan. But there is also acknowledgement of the role our streets play in our city's life.**

There is a quantifiable financial cost to collisions, and of course the immeasurable impact they have on those involved. But there is also a far wider cost to our communities, of roads that discourage residents from walking, cycling, playing and spending time outside. To build healthier communities it is essential that we design streets for people rather than traffic.

We will take a significant step towards shifting that balance by implementing a city wide 20mph speed limit. Slowing vehicle speeds opens up opportunities to walk and cycle more journeys, improving the environment we all live in.

Our focus throughout this plan must be in our more vulnerable groups. We will take actions that enable older people and children to walk more safely around their neighbourhoods. Through the expansion of the School Car Free Zone project, we will ensure that the streets outside our primary schools are calm and traffic free for the beginning and end of the school day. These zones will be supported through school travel plans to help create a shift towards more walking and cycling.



We will continue to make Glasgow a city that is ever safer and welcoming for all cyclists, but especially those who are new to cycling or feel less confident on a bike.

Road safety begins with preventing collisions, but it also enables more sustainable travel choices, cleaner air, and healthier citizens. The actions in this plan will take us closer to fulfilling those ambitions for Glasgow.

**Councillor Anna Richardson**

City Convener for Sustainability and Carbon Reduction

# Welcome to Glasgow's Road Safety Plan to 2030

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**In 2010 the Scottish Government set new casualty reduction targets to reduce the number of people killed or seriously injured on Scotland's roads.**

Over the past decade we have made significant investment in our road safety service and I am pleased to announce that our road casualty figures are now at their lowest ever on record.

However, targets include statistics and behind every statistic is the immeasurable pain, loss and suffering caused when someone is killed or seriously injured on our roads. This is why I am now taking the bold step to announce that we will continue to monitor our performance against set national targets, but we will also set out our own vision, which is to reduce the number of people killed or seriously injured (KSI) on our roads to ZERO by 2030.

This is a vision that we and our partners are determined to achieve, through the development of active travel policies, car free environments, street design, technology, innovation, education, behavioural change, enforcement and finally, encouragement to share our roads safely.

The start of this decade began with a devastating global pandemic which put our city into lockdown and restricted travel for all road users. This had a negative impact on all of our lives, however, it also helped highlight



the importance of our road network and how essential it is to our every-day lives. It also demonstrated that more people are willing to choose active travel measures if there are less cars on our roads and if we have the correct infrastructure and safety measures in place to support this.

Innovation and technology are also progressing at a rapid pace. Working from home became the norm for thousands of office workers. This demonstrated, that with some effort, we can reduce the need for travel, thereby improving air quality, reducing congestion and the number of collisions that occur at peak times.

New and emerging forms of affordable transport are also being developed, such

as electric scooters, bikes and motorcycles, all of which are viable alternatives to single occupancy car use. This type of transport will free up road space and allow our engineers to re-assign this valuable asset to active travel and a more streamlined public transport system. More importantly, from a road safety point of view, fewer cars on our roads will result in a significant reduction in serious and fatal collisions.

It is now time for change, time to create a safe, accessible and healthy city, where active sustainable travel is prioritised and our most

vulnerable road users are at the centre of our day-to-day decisions to improve road safety and achieve our vision of zero road casualties by 2030\*



**George Gillespie**  
Executive Director Neighbourhoods  
Regeneration and Sustainability

# Go **Safe** Get **Active**



## Police Scotland



"Reducing road deaths by half over the next 10 years is, rightly, an ambitious target and Police Scotland is committed to working closely with our road safety partners to achieve this.

"Deaths and serious injuries caused on our roads can often be prevented and we will continue in our efforts to improve driver behaviour and educate road users, in addition to carrying out enforcement activity against people who put themselves, or other road users, at risk. I genuinely believe that the co-ordination of efforts and co-operation by Go Safe Glasgow Road Safety Partnership and all other local authorities has made a significant contribution to safer roads in our communities. There can be no room for complacency where lives are concerned and we must continue to aspire to greater reductions in road casualties and be clear in our partnership approach of what we want to achieve."



### Assistant Chief Constable Mark Williams

Police Scotland

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## Scottish Fire and Rescue



"The Scottish Fire and Rescue Service has long been associated with responding to Road Traffic Collisions that occur on our road network. We have a statutory duty to respond to this type of incident along with many other forms of rescue. Our crews across Glasgow are highly trained in the necessary skills required, and train regularly utilising current extrication and stabilisation equipment to safely rescue casualties from the aftermath of vehicle collisions. Yet, no matter how swift and effective our response, a tragically high number of people are still injured and lose their lives on the road as a result of these incidents. Like our partners, the Scottish Fire and Rescue Service is committed to preventing these incidents from occurring wherever possible and we work closely with other key agencies to educate people about the dangers and risks on our roads. We are recognised by all stakeholders as a major contributor in the formulation and delivery of road safety policies and initiatives across the city of Glasgow, and we fully support Glasgow City Council in developing Glasgow's Road Safety Plan 2020-30."



### Deputy Assistant Chief Officer Ali Perry

Head of Prevention and Protection  
Scottish Fire and Rescue Service

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# Local Authority Statutory Duty to Reduce Road Casualties

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The 1988 Road Traffic Act (RTA), Section 39 states that each local authority must provide a road safety service and must carry out studies into accidents arising out of the use of vehicles on roads or part of roads, other than trunk roads, within their area.

In the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of the roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are the highway authority (in Scotland, local roads authority) and other measures taken in the exercise of their powers for controlling, protecting or assisting the movement of traffic on roads, and in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

This document provides an overview and commentary on reported road casualties in Glasgow for the period 2010 to 2020 and how as a local authority we intend to reduce casualties over the next decade in line with our statutory duty under S39 RTA 1988.

It will also outline our commitment to achieve 'Vision Zero', where no-one is killed or seriously injured on our roads, streets, cycle ways and footpaths.

In the past decade we have focused our efforts on the traditional approach to road safety, 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 adopt a new city-wide safe systems approach to casualty reduction.

# Safe Systems

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Safe systems is an approach to road safety management, based on the principle that our life and health should not be compromised by our need to travel. No level of death or serious injury is acceptable in our road transport network.

Safe systems is designed with the human being at its centre, taking human fallibility and vulnerability into account, and accepting that even the most conscientious person will make a mistake at some point. The goal of safe systems is to ensure that these mistakes do not lead to a crash; or if a crash does occur, it is sufficiently controlled to not cause a death or a life-changing injury.

Responsibility for the system is shared by everyone. Policy makers, planners, engineers, vehicle manufacturers, fleet managers, enforcement officers, road safety educators, health agencies and the media are accountable for the system's safety; while every road user, whether they drive, cycle or walk, is responsible for complying with the system's rules.

A safe systems approach also aligns road safety management with broader ethical, social, economic and environmental goals by creating partnerships to tackle other problems associated with road traffic, such as congestion, noise, air pollution and lack of physical exercise.

The Safe System approach has five pillars of action.

- Safe road use.
- Safe vehicles.
- Safe speeds.
- Safe roads and roadsides.
- Post-crash response.



The strategies we need to support include:

- Encouraging use of safer modes of transport and safer routes.
- Safety conscious planning and proactive safety engineering design.
- Safe separation or safe integration of mixed road use.
- Managing speeds to crash protection levels.
- Providing crash protective roadsides.
- Providing vehicles with collision avoidance and collision injury mitigation and protection.
- Deterring dangerous behaviour and ensuring compliance with key safety rules by social marketing and increased highly visible police enforcement and use of camera technologies and by providing proven driver assistance safety technologies in motor vehicles to help drivers keep to speed limits, wear seat belts, and avoid excess alcohol.
- Managing risk via driver standards e.g. graduated driver licensing.
- Fast and efficient emergency medical help, diagnosis and care.

As a local authority, there are only certain measures within the safe systems approach that we have a direct responsibility for, however we intend to work closely with our partner organisations at a local, regional and national level to ensure that we engage, influence and encourage others to support the system and our vision.

Taking into consideration the traditional 4E's of road safety (education, engineering, enforcement and encouragement) and combining this with a new safe systems approach, Glasgow will introduced a unique formula to manage road safety to 2030.

## 4E's and 4P's = VISION 0



**Education**



**Enforcement**



**Engineering**



**Encouragement**



**Prioritise**



**Prevent**



**Protect**



**Plan**

### **Education:**

Provide a world class road safety education and active school travel service.

### **Engineering:**

Apply engineering measures to promote safe active travel and support the safe systems approach.

### **Enforcement:**

Support Police Scotland and civil parking and bus/cycle lane enforcement.

### **Encouragement:**

Work with our partners, businesses and communities to prevent and reduce collisions and their severity.

### **Prioritise:**

Pedestrians, cyclists and all other vulnerable road users.

### **Protect:**

All vulnerable road users.

### **Prevent:**

Using the Safe Systems approach.

### **Plan:**

Be prepared for change in how people travel including, new modes of transport, technology and innovation and how this will influence casualty reduction measures.

# The National Framework for Road Safety

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Scotland's Road Safety Framework to 2030 sets out an ambitious and compelling long-term goal for road safety where no one dies or is seriously injured by 2050.

The framework advocates a vision for Scotland to have the best road safety performance in the world. As Scotland's largest authority, we have a significant role to play in supporting the framework goals and as such we have set out our own vision where no-one is killed or seriously injured on our roads by 2030.

**Our vision is a city where no one  
is killed or seriously injured (KSI)  
in road crashes by 2030. This means  
that no death or serious injury while  
travelling on our roads is acceptable.**

Provisional casualty figures for Scotland in 2019 show the total number of casualties fell by 7,594, the lowest number since records began in 1950. In international terms, Scotland's overall road death rate was the fifth lowest of 42 countries surveyed.

In order to quantify our performance in relation to historical data, it is necessary to set local and national targets alongside the vision to reduce the number of people killed or seriously injured to zero. In setting targets, we must not forget, that every single statistic represents 'someone'.

## National interim targets to 2030 (based on the 2014/18 baseline)



**50%  
reduction**

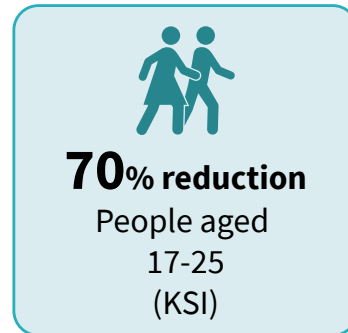
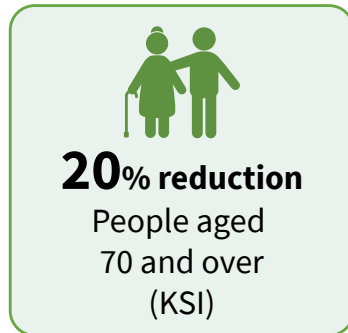
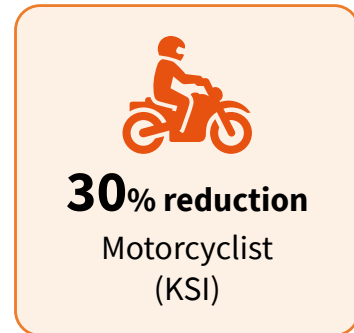
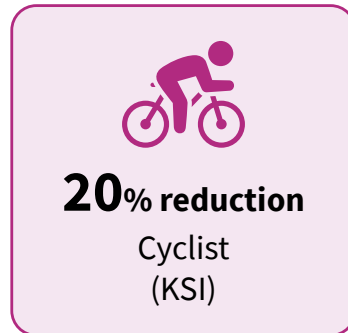
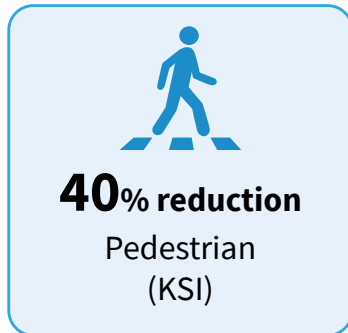
In the number of people killed  
or seriously injured (KSI)



**60%  
reduction**

In the number of children  
killed or seriously injured (KSI)

## National intermediate outcome targets



Percentage of motorists driving/riding within the posted speed limit.

The casualty rate for the most deprived **10%** SIMD areas is reduced to equal to the least deprived **10%** SIMD areas.

The national framework is a live document and as such a number of key performance indicators are currently being considered to monitor road safety behaviours.

# Road Safety to 2030

## Safe road use



Our vision zero, safe systems approach, aims to eradicate fatal and serious injuries on our local road network. Our role as a local authority is to manage and maintain our roads to make sure they are safe, however, road users also need to play their part by first of all paying attention and secondly by abiding by the rules of the road for the benefit of themselves and for other road users.

Reducing car-based traffic, particularly on short to medium journeys at peak times, is just one of the key elements to reducing road casualties in Glasgow. We need to encourage safe sustainable active travel such as walking, cycling and wheeling and explore and support new methods of travel such as e-bikes and scooters. We also need to ensure our public transport system is an affordable and reliable option for everyone, and that it provides good access to healthcare, services and employment.

Education, training and publicity is also a vital component in the safe-systems approach, to ensure all road users are risk aware, not only for themselves, but for other road users.

## Safe roads

Our road system needs to be designed and managed in order to protect our most vulnerable road users, reduce the risk of a collision and the severity outcome of any collision. A city-wide mandatory speed limit, combined with segregation and prioritisation for vulnerable road users is another key priority for vision zero.



## Safe speeds

Glasgow is committed to introducing a city-wide 20mph mandatory speed limit on the majority of our roads by 2030. More than 82% of all serious pedestrian casualties in Scotland occur on 30mph roads. National studies have also shown that non-compliance within 20mph zones has risen from 39% to 44%. We will work closely with our partners and local communities to ensure our 20mph programme is effectively managed, communicated and where necessary enforced.



## Safe vehicles

Technology such as in car safety and driver assistance systems will inevitably help reduce casualties on our roads. Connected and autonomous vehicles (CAVs) linked to an intelligent transport system will also transform how we travel and how we interact safely with other road users. Glasgow will work closely with the Scottish Government and support the national CAV Roadmap, national transport strategy and the draft national intelligent transport system.



# Road Casualties in Glasgow

## 2000 – 2020

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### Casualty statistics

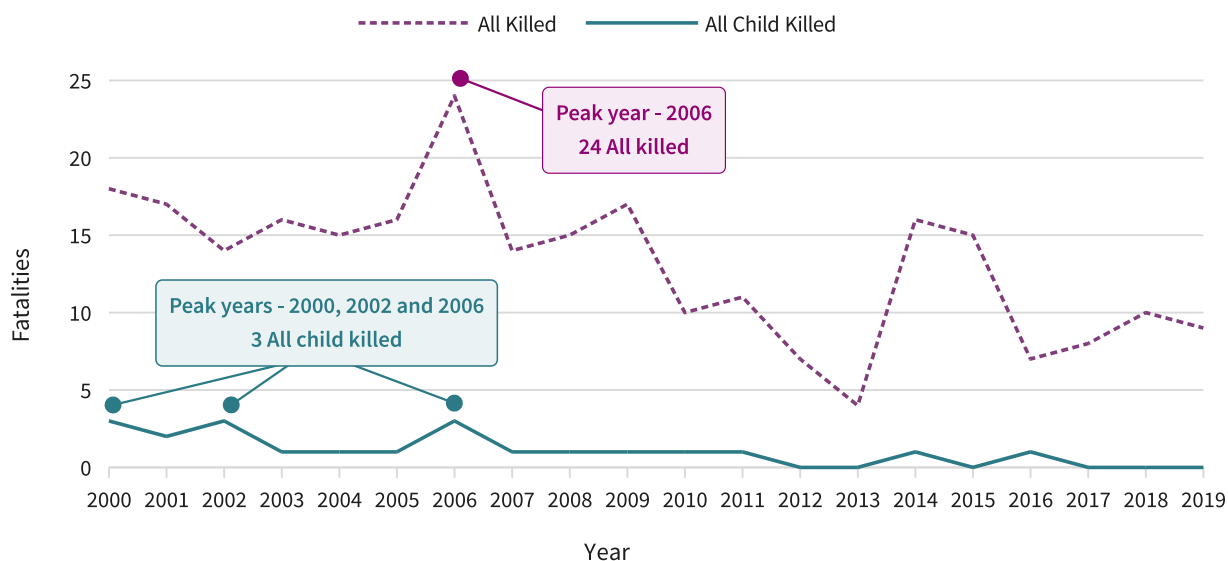
It is important to provide a historical background to the past decade of casualty reduction figures to demonstrate not only what we have achieved, but what we can achieve by working in close partnership with our communities, schools, businesses and of course our partner agencies such as the Police, Fire and NHS.



## Casualty overview

(The information used to create these statistics is collected by Police Scotland, either through officers attending the scene of collisions or from members of the public reporting it in person at the police station or online).

### All fatal casualties 2000 - 2020

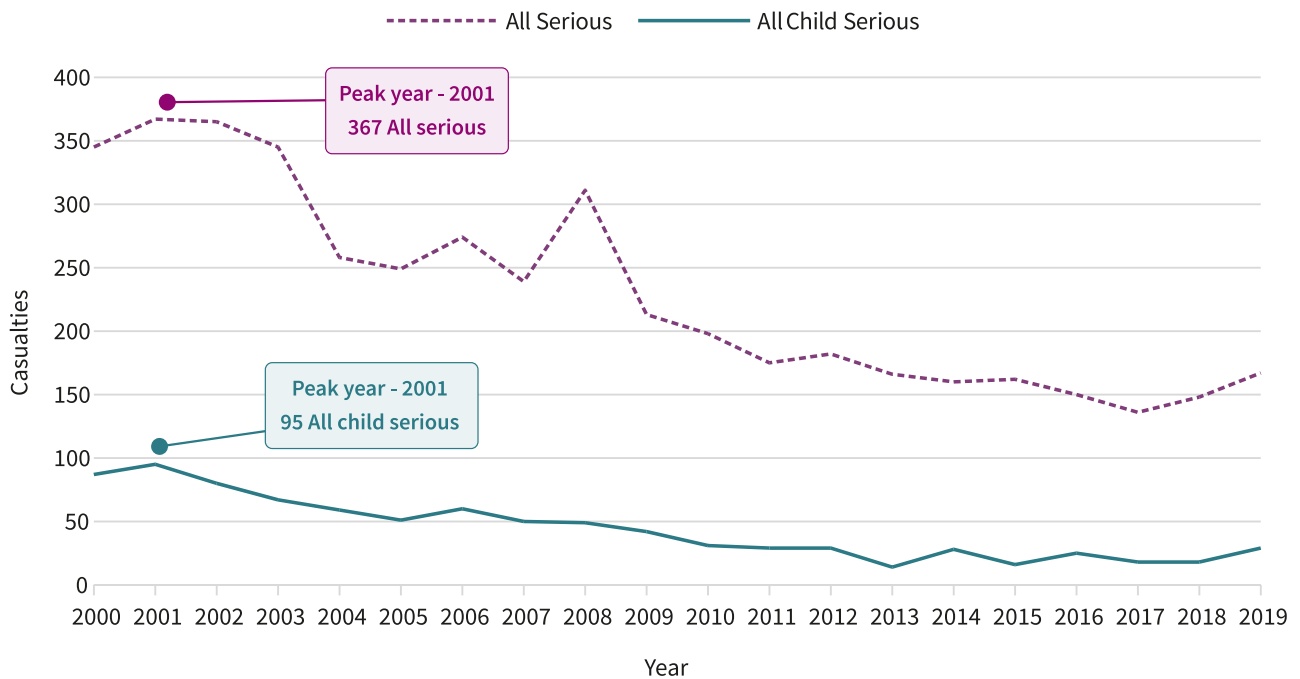


#### Summary:

Over the past 20 years 'all fatal' injuries have reduced significantly from a peak of 24 in 2006 to a record low of low as 4 in 2013. Child fatalities have also reduced and for the past 3 years have remained at zero.



## All serious casualties 2000 - 2020



### Summary:

Serious casualties have similarly reduced over the past 20 years, however, there was an unexpected increase in both child and all serious casualties in 2019.

In 2010 the Scottish Government set casualty reduction targets (table A) for each local authority to achieve based on the average casualty figures from 2004/08.

**Table A**

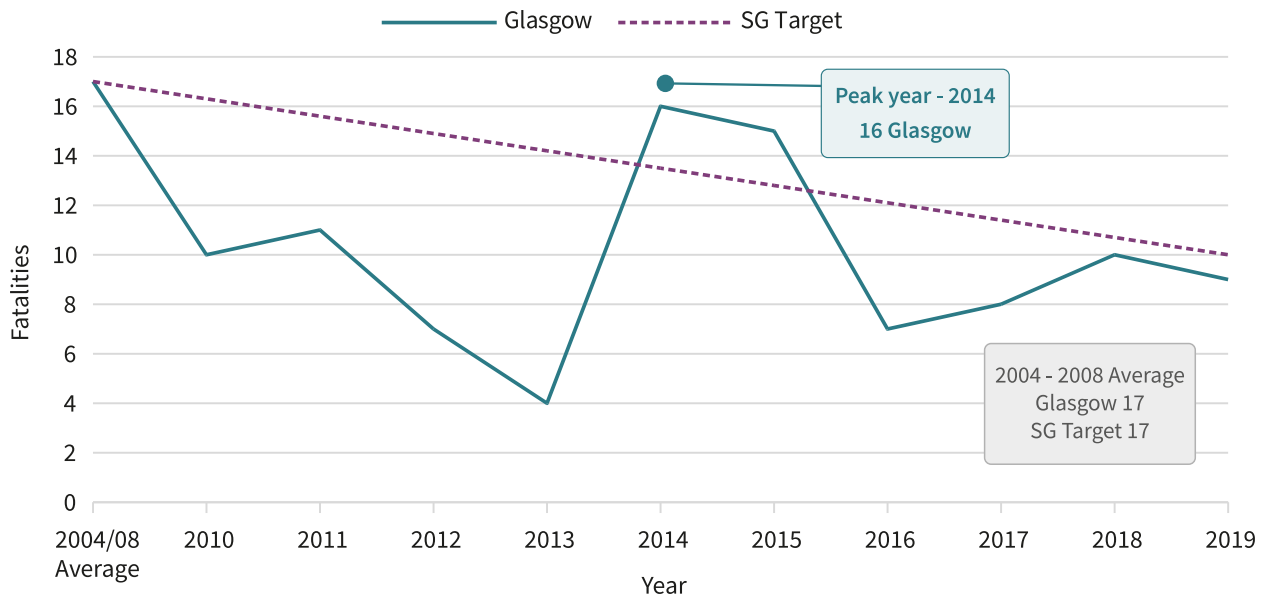
Target	2015 milestone % reduction	2020 target % reduction
People killed	30	40
People seriously injured	43	55
Children (aged <16) killed	35	50
Children (aged <16) seriously injured	50	65

....and an overall 10% reduction in slight casualties from 2010 to 2020.

The following graphs provide detail on how Glasgow has performed in relation to the set national targets to 2020.

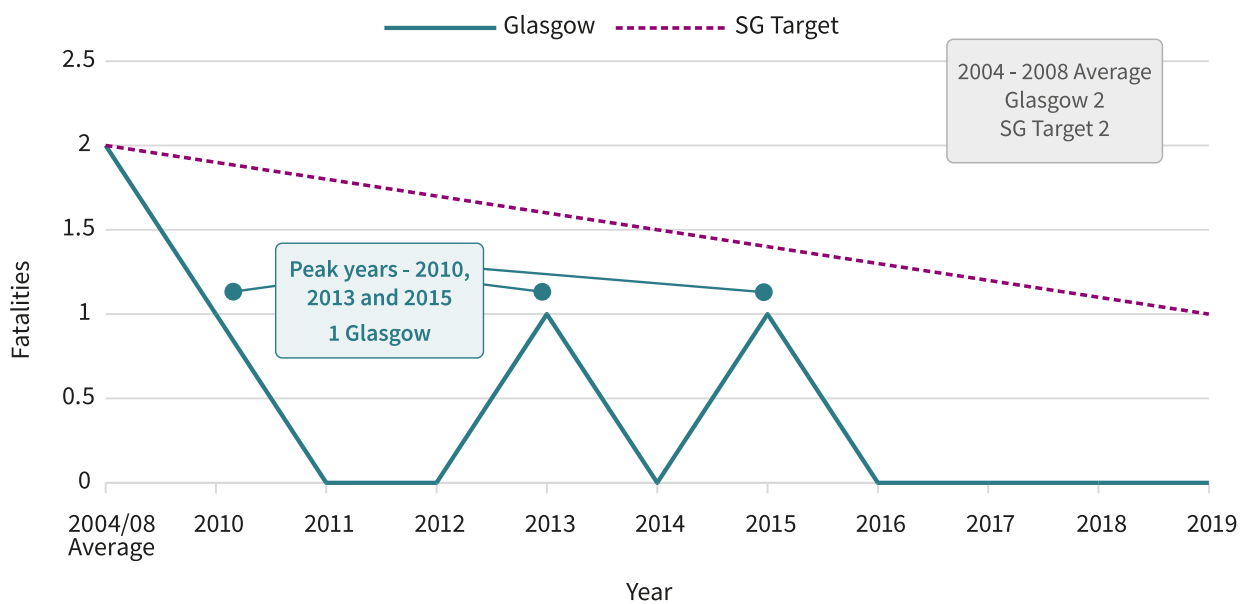
### 2010 - 2020 All people killed Glasgow - National Targets (2004/08 Average)

#### All people killed



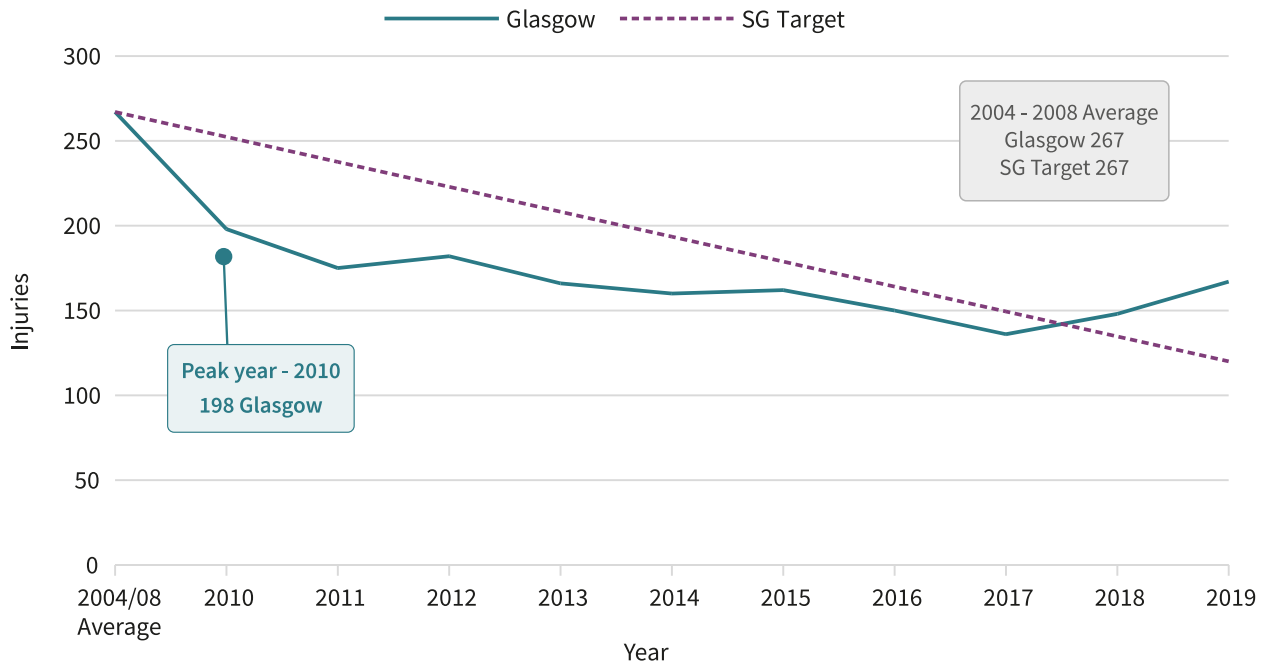
### 2010 - 2020 All children killed Glasgow - National Targets (2004/08 Average)

#### All children killed



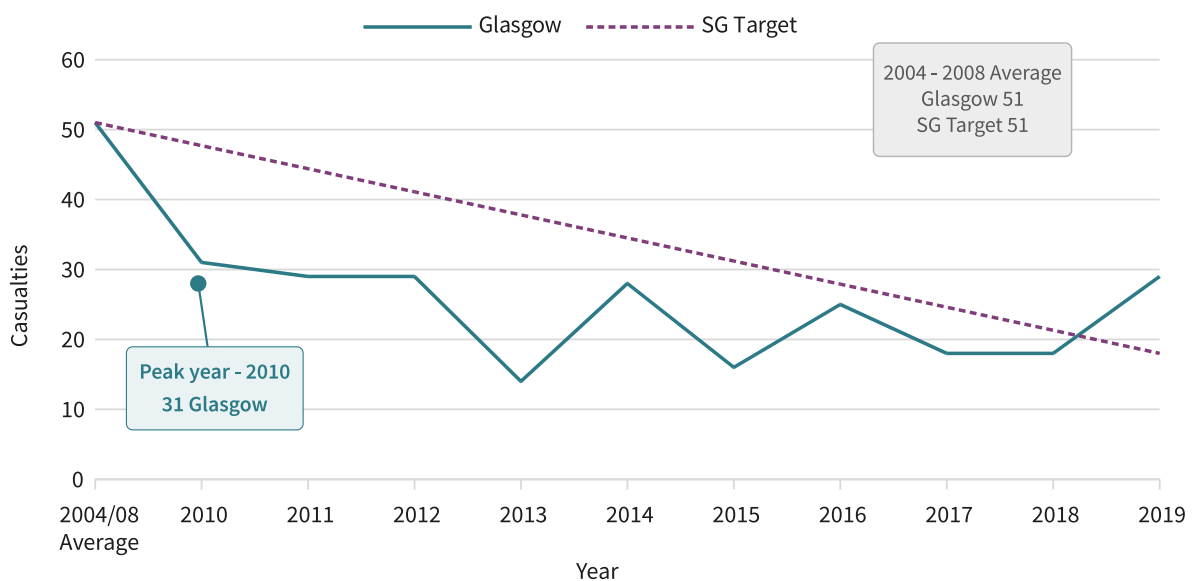
## 2010 - 2020 All people seriously injured Glasgow - National Targets (2004/08 Average)

### People seriously injured



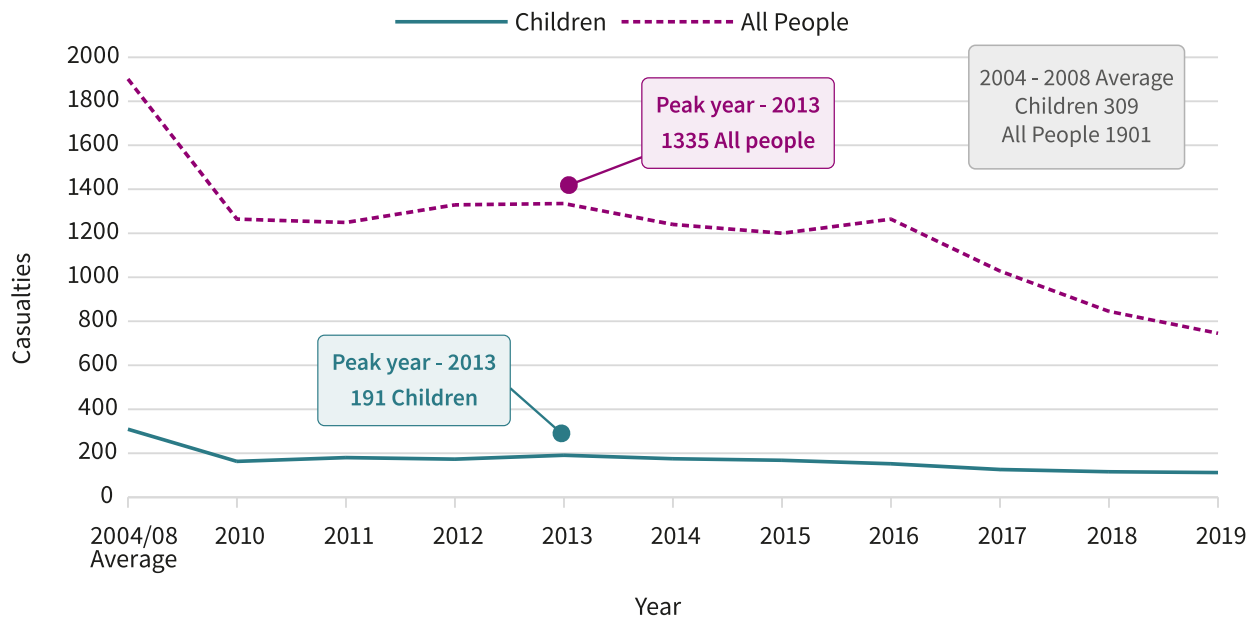
## 2010 - 2020 All children seriously injured - National Targets (2004/08 Average)

### All children seriously injured



## All People and Children Slightly Injured - National Targets 10% reduction (2004/08 Average)

### All slight injuries 2010 - 2020



#### Summary:

Glasgow has performed well in each of the national casualty reduction targets to 2020, and it is of note, that slight injuries have reduced significantly compared to the 2004/08 average and national reduction target of 10%.

# Statistical Overview

## Collision causations

When a police officer attends an injury collision, a decision has to be taken, sometimes at the scene, as to what caused the collision. In more serious collisions, causations can be determined afterwards when the scene has been examined and witness statements obtained. In any case the investigating officer will list a number of causations which can help with the future analysis of collision trends. The analysis of causations may result in the allocation of resources for engineering, prevention, education and enforcement purposes.

Please note that more than one causation can be attributed to a collision.

### 2010 - 2020 All fatalities – Top 5 causations

- Loss of Control (Driver/Rider)
- Failed to Look Properly (Driver/Rider)
- Failed to Look Properly (Pedestrian)
- Careless/Reckless (Driver/Rider)
- Illness or Disability (Driver/Rider)

### 2010 - 2020 All serious – Top 5 causations

- Failed to Look (Driver/Rider)
- Failed to Look (Pedestrian)
- Careless/Reckless (Driver/Rider)
- Failed to Judge Path/Speed (Driver/Rider)
- Careless/Reckless Behaviour (Pedestrian)

## 2010 - 2020 All slight – Top 5 causations

- Failed to Look (Driver/Rider)
- Failed to Look Pedestrian
- Careless/Reckless (Driver/Rider)
- Failed to Judge Path/Speed (Driver/Rider)
- Poor Turn/Manoeuvre (Driver/Rider)

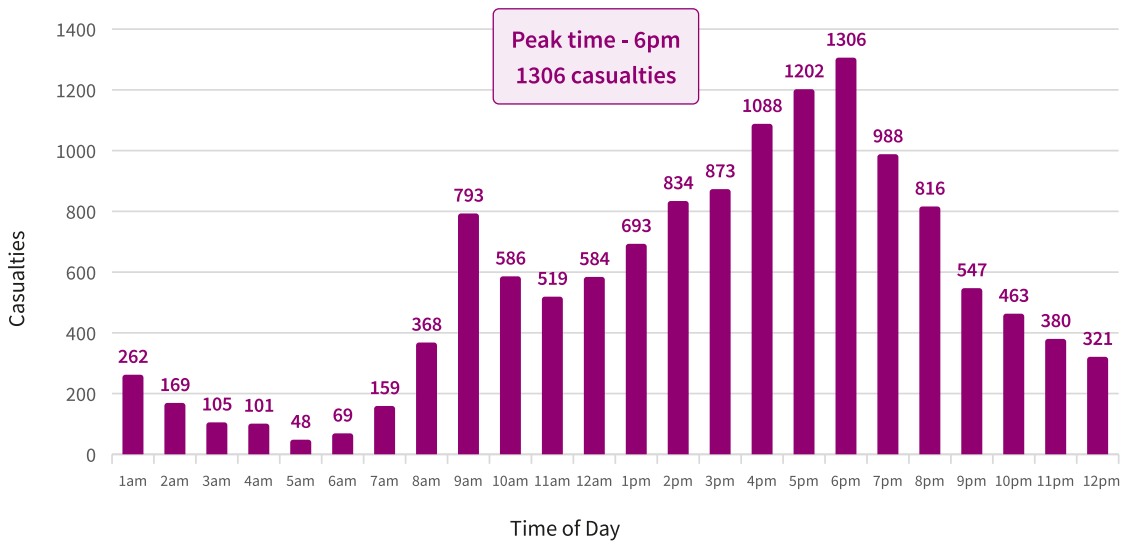
### Summary:

Failed to Look continues to be the most common causation in all collisions city-wide. It is of note that driver behaviour and driver error are the most common factors in the majority of collisions and that illness and disability is now listed as one of the main causations in fatal collisions. The summary causation evidence, in itself, reinforces the need for a safe systems approach to prioritise and protect vulnerable road users, prevent collisions and plan how our roads are used in the future.



# Statistical Overview

## 2010 - 2020 All casualties by time of day



### Summary:

The greatest number of casualties occur at peak times when people travel to and from work. Casualties at peak times can be reduced by improving access public transport, re-allocating road space to active travel and encouraging employers to introduce flexible working patterns, including working from home where possible.

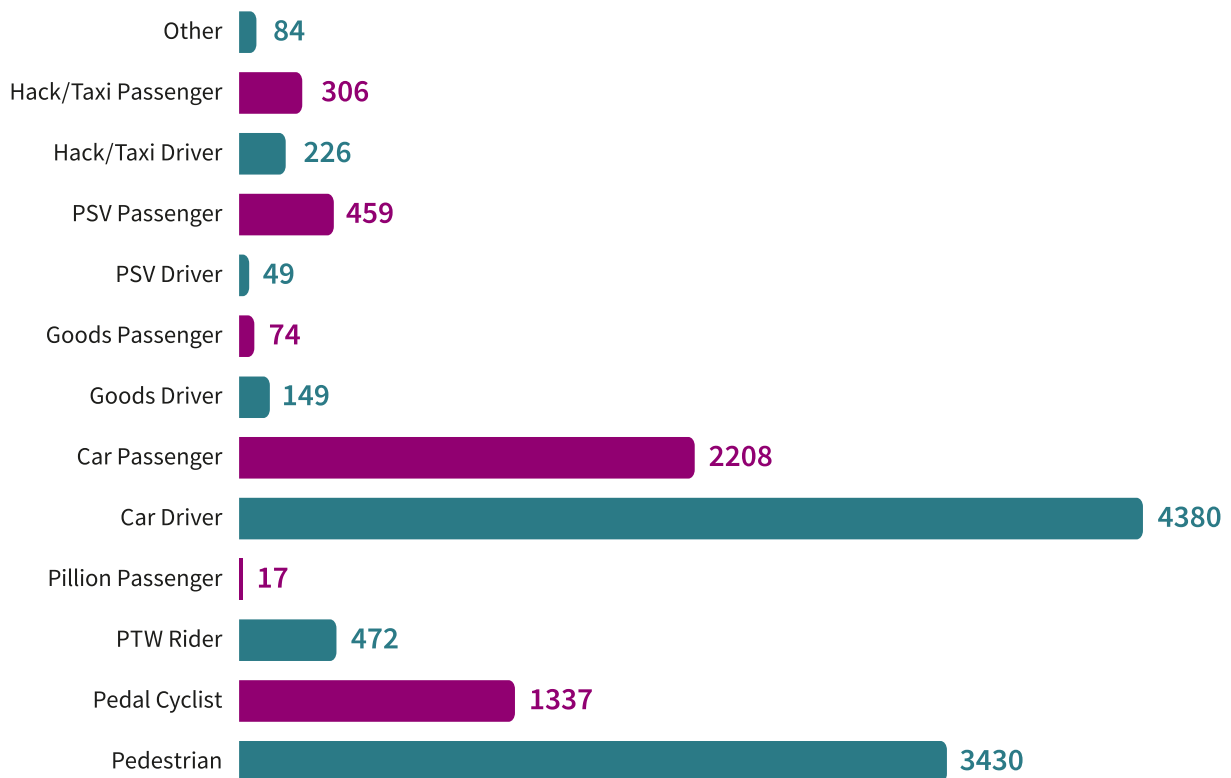
## 2010 - 2020 All casualties by vehicle involved



### Summary:

Cars make up 75% of all traffic on Scotland's roads and co-incidentally are involved in 75% of all collisions in the city. Providing attractive, affordable, reliable alternative transport options for regular car users and the introduction of a city-wide 20mph limit will contribute significantly to a reduction in all casualties.

## 2010 - 2020 All casualties by road user type



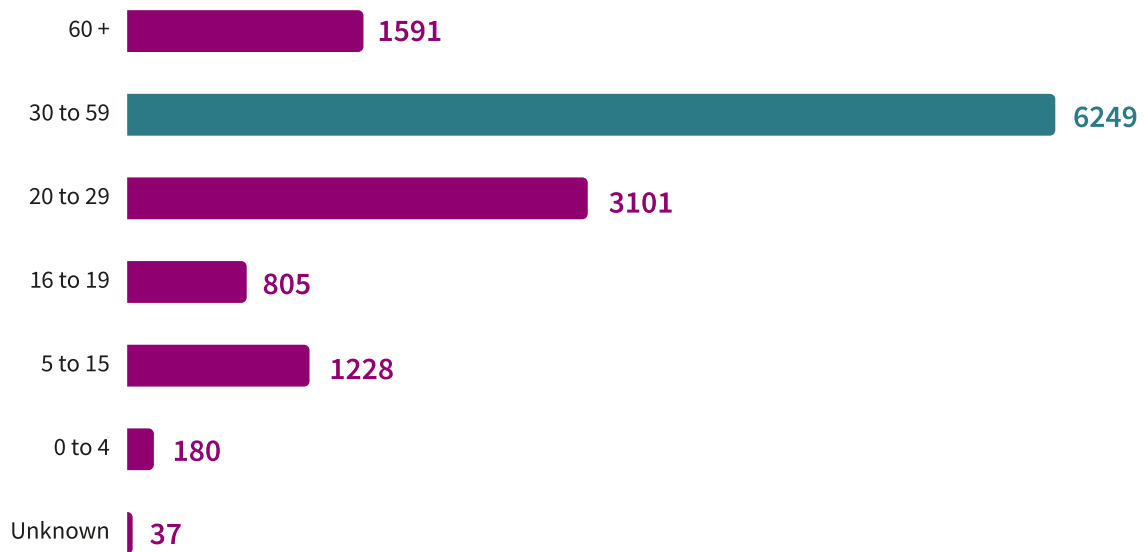
### Summary:

Car occupants account for nearly half of all road casualties. Reducing car use will not only impact directly on this statistic, but will also help reduce the number of vulnerable road users involved in a collision with a car. New technology will also influence how we travel in the future with the introduction of affordable and green transport such as scooters, electric pedal cycles, mopeds and motorcycles.



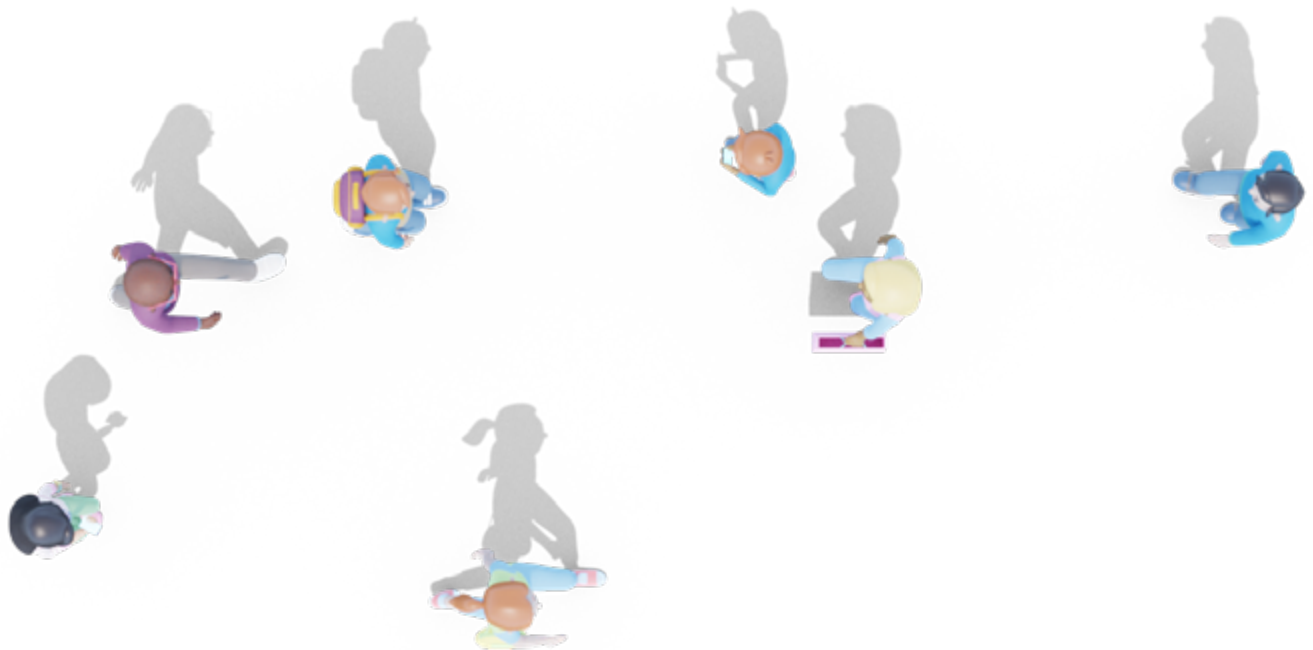


## 2010 - 2020 All casualties by age



### Summary:

Scotland's population is changing with a predicted 50% increase in people over the age of 60 by 2033. Older pedestrians in particular will continue to be a focus of community led road safety campaigns. Road safety design, policy, education, training and publicity are influenced by various factors including age.





## Killed or Seriously Injured

By far the most devastating collisions involve a serious injury or fatality. As such, the focus of casualty reduction targets over the past decade, has been percentage reductions in these two categories. For the purposes of our statistical returns, a **fatal injury** is one which causes death less than 30 days after the accident and 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, crushings, severe cuts and lacerations, severe general shock requiring treatment or (c) any injury causing death 30 or more days after the accident.

The following graphs provide an overview of KSI injury collisions in the city of Glasgow 2010-2020.

### Fatal injury by road user type

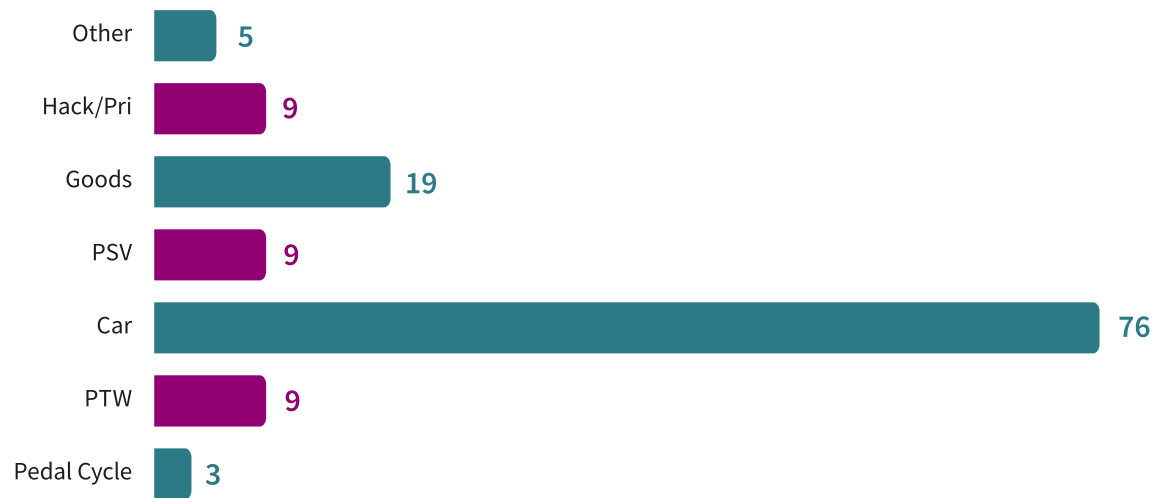
#### Fatal road collision by road user type 2010 - 2020



#### Summary:

Pedestrians continue to represent the highest fatality figures of all road users, followed by powered two wheelers who represent just 2% of traffic but are involved in 8% of fatal casualties. The majority of pedestrian fatalities that occur in Glasgow involve some form of human error. The safe systems approach, including a city-wide 20mph, should help significantly reduce vulnerable road user fatalities.

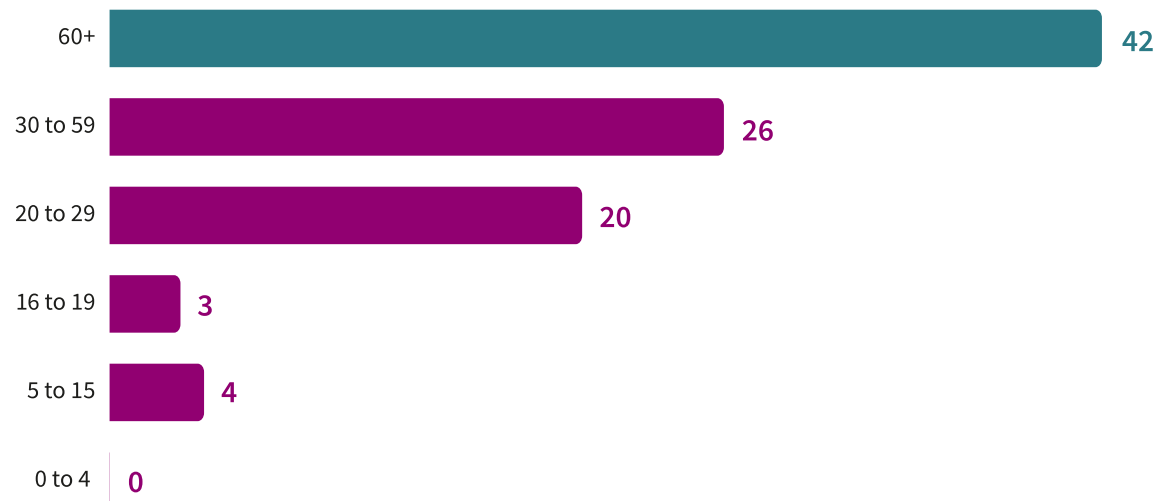
## Fatal road collision by type of vehicle involved 2010 - 2020



### Summary:

A disproportionate number of fatal collisions involve goods vehicles, hackneys, and PSV's. Work will continue to promote fleet safety and engage with PSV and Taxi operators.

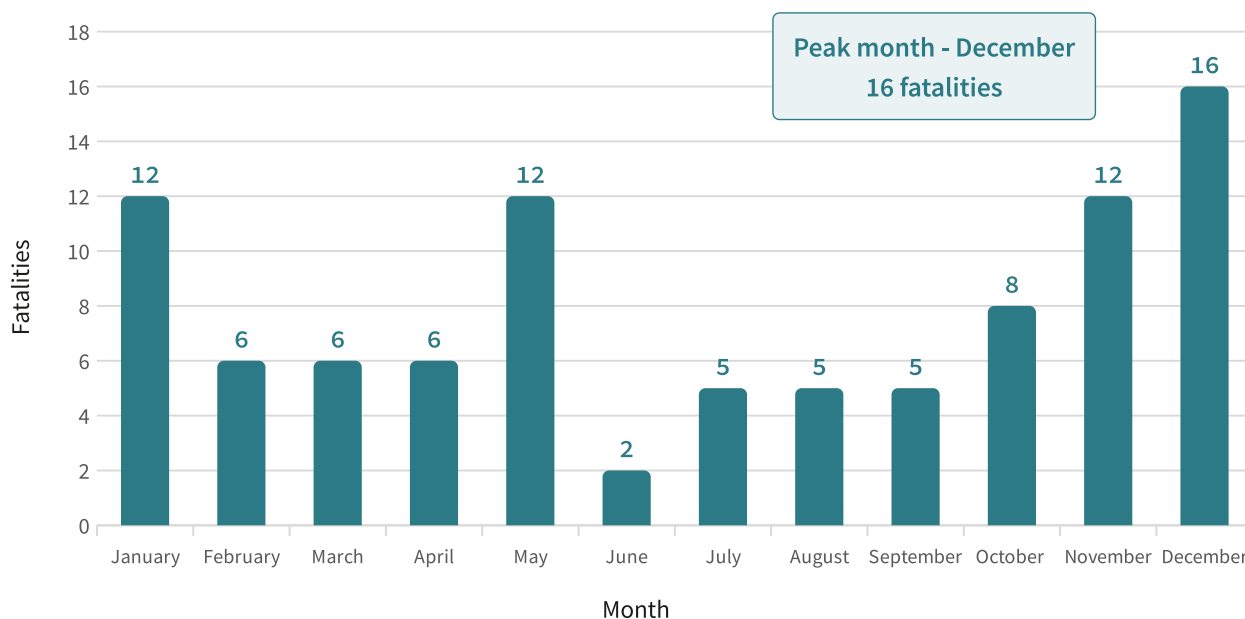
## Fatal collision by age



### Summary:

Older road users, particularly pedestrians, continue to be over represented in fatal collisions in the city. Older people are less likely to survive a more serious collision - speed reduction is a key factor in reducing casualties in this age group.

## Fatal collisions by month 2010 - 2020



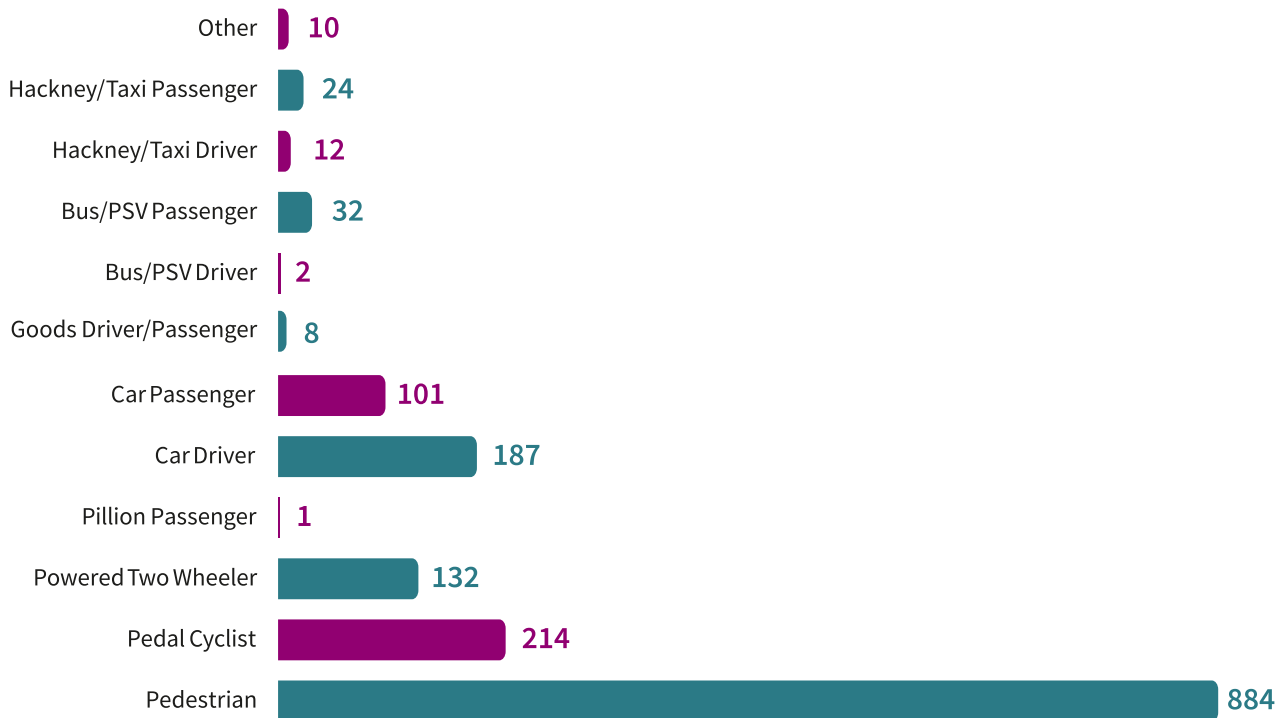
### Summary:

Fatalities, particularly those involving pedestrians, tend to peak in the winter months. This information will be considered when planning any publicity campaigns to target drivers and vulnerable road users during this time period.

### Quick facts:

- **82%** of fatal collisions occurred within a 30mph limit
- **72%** involved pedestrians
- **78%** occurred in fine weather and **16%** in the rain
- **56%** occurred in light conditions and **44%** in the dark
- **51%** occurred at a junction and **22%** at an automated traffic signal

## Serious injury by road user type 2010 - 2020

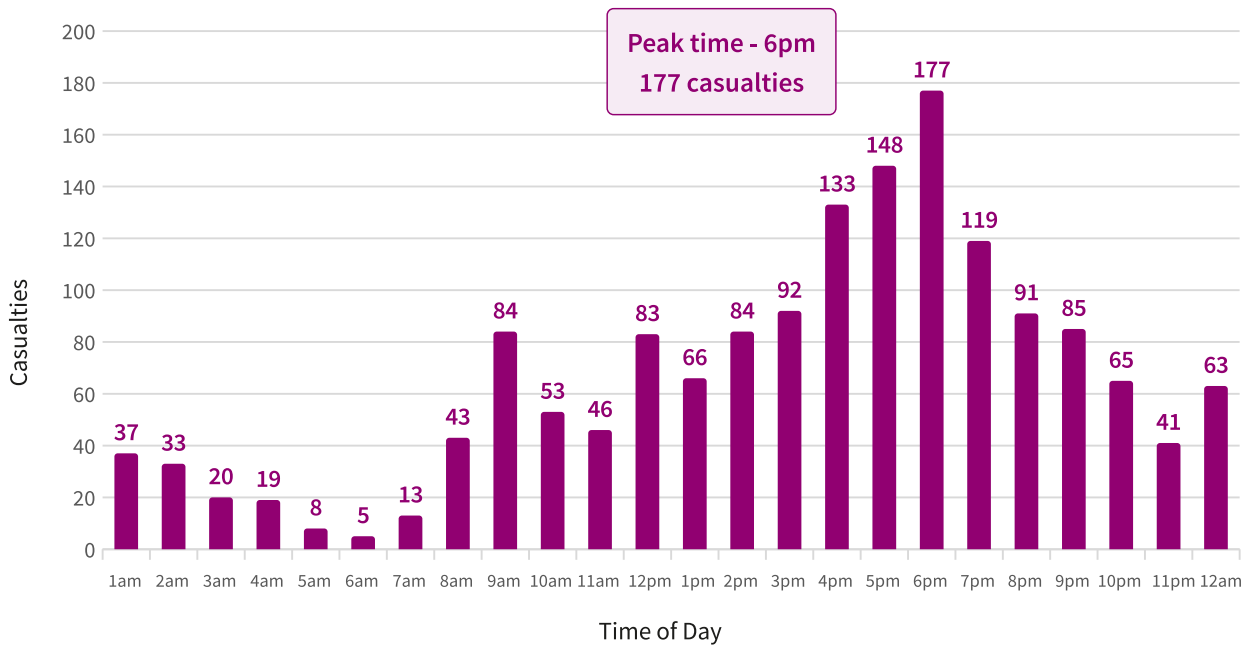


### Summary:

Cyclists and motorcyclists represent just a small amount of overall traffic on our roads, but are involved in a disproportionate number of serious collisions. Likewise pedestrians are over represented in terms of miles travelled by transport mode. Road design and re-allocation of current road space, including segregation and prioritisation should help address this imbalance.



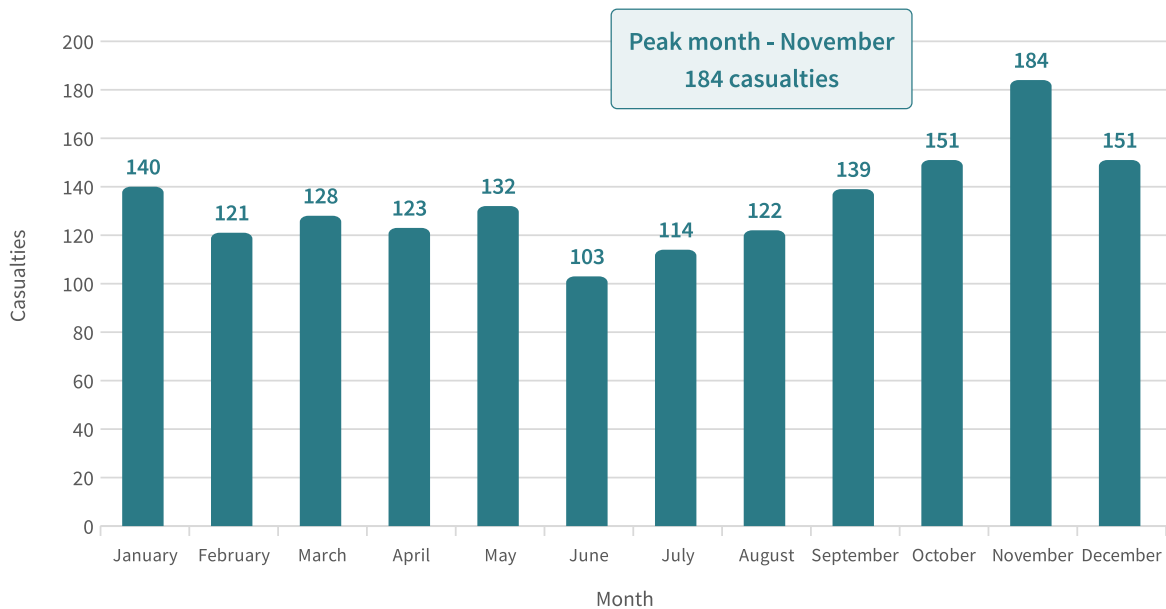
## Serious injury collision by time of day 2010 - 2020



### Summary:

Serious injuries increase during the AM and PM commute. This can be partly addressed by promoting safe sustainable travel in the workplace alongside the development of flexible home working policies.

## Serious injury by month of year 2020 - 2020



### Summary:

Serious injuries rise from June to September with a peak in the darker winter months. Road safety campaigns will continue to focus on vulnerable road user awareness during this period.

### Quick facts serious injuries:

- **52%** of serious injuries involved a vehicle going ahead normally
- **93%** occurred in a 30 mph zone
- **74%** occurred in fine weather
- **63%** occurred in light conditions and **37%** in the dark
- **61%** occurred in dry road conditions
- **55%** occurred at a junction
- **35%** occurred at a give-way junction and **19%** at automated traffic signals





# Vulnerable Road Users (VRU)

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## What is a VRU?

**Vulnerable road users are defined as those in greater danger than other road users for a variety of reasons. They can include children, disabled people, cyclists, motorcyclists, pedestrians, elderly persons and learner and newly qualified drivers.**

VRU's are generally not protected by crumple zones, air bags, or safety cells, and are therefore, at greater risk of injury.

Analysis of casualty data shows that almost all road deaths and injuries are preventable events.

The Safe System approach is designed to minimise the likelihood of collisions occurring and the consequences of such an event when they do happen. As a local authority we need to create safe places and safer environments for our most vulnerable road users. Vulnerability should be considered at all stages of the design process. Knowing that human beings can only sustain limited amounts of impact we need to reduce speed limits on our roads where we know vulnerable road users are present. We need to create a road space where unintentional error doesn't lead to collisions or, where this is not possible, that any collisions do not result in serious injury. Our transport system should give priority to the vulnerability of road users and should not in any way focus on vehicle mobility.



## 4E's and 4P's



Education



Engineering



Enforcement



Encouragement



Prioritise



Protect



Prevent

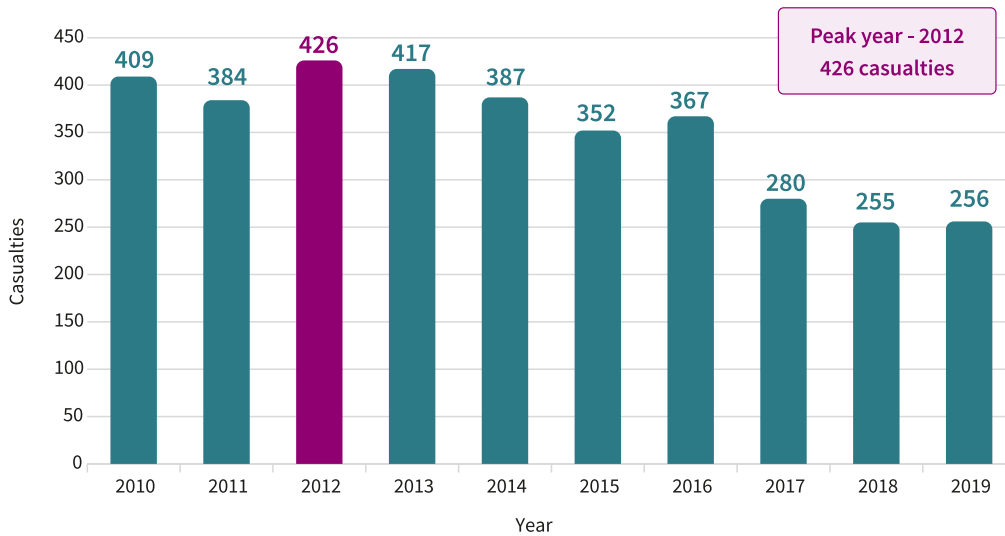


Plan



# Pedestrian Casualties

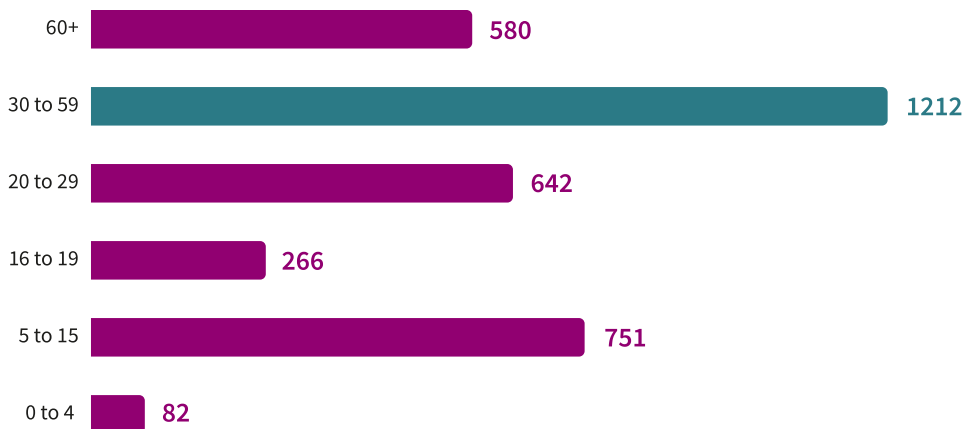
## All pedestrian casualties 2010 - 2020



### Summary:

Pedestrian casualties have reduced significantly during the past decade, however, they have remained steady for the past 2 years. This indicates previous targeted measures have been effective, but also suggests that new innovative measures are required to make further gains in this area. A city-wide mandatory 20mph zone is a key factor to reduce pedestrian casualties to 2030.

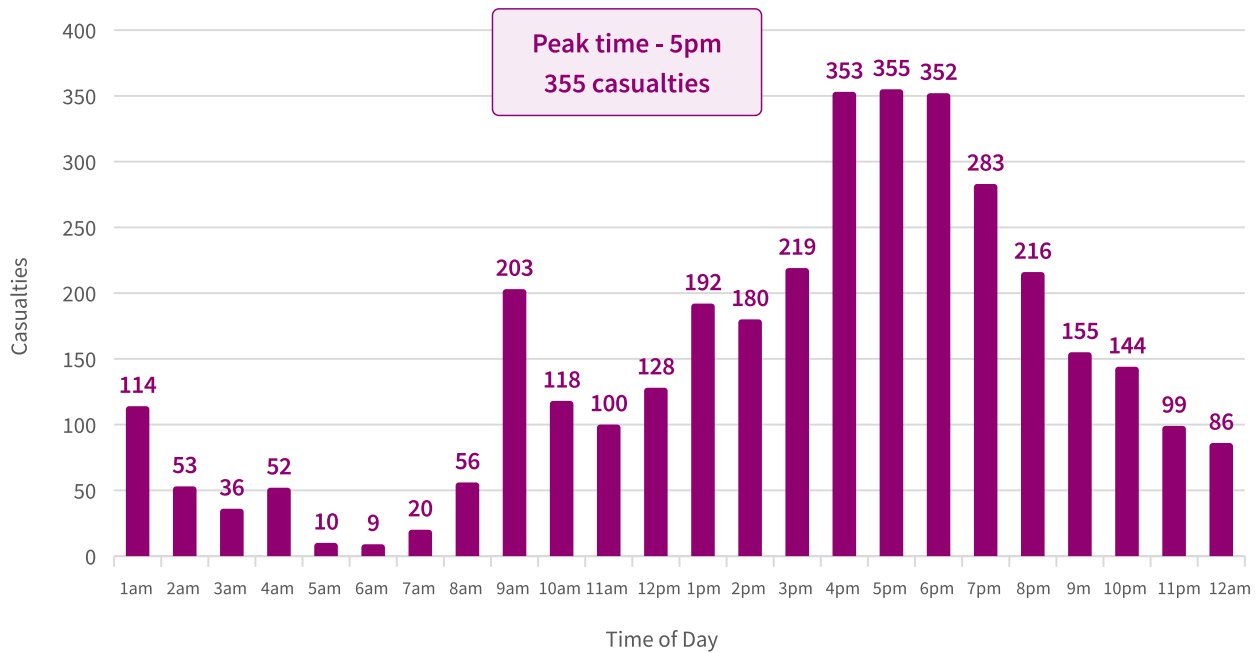
## Pedestrian casualties by age 2010 - 2020



### Summary:

All pedestrians are vulnerable, regardless of age group, however children and older people are over-represented due to a number of factors such as road sense, mobility and the ability to survive more serious impacts.

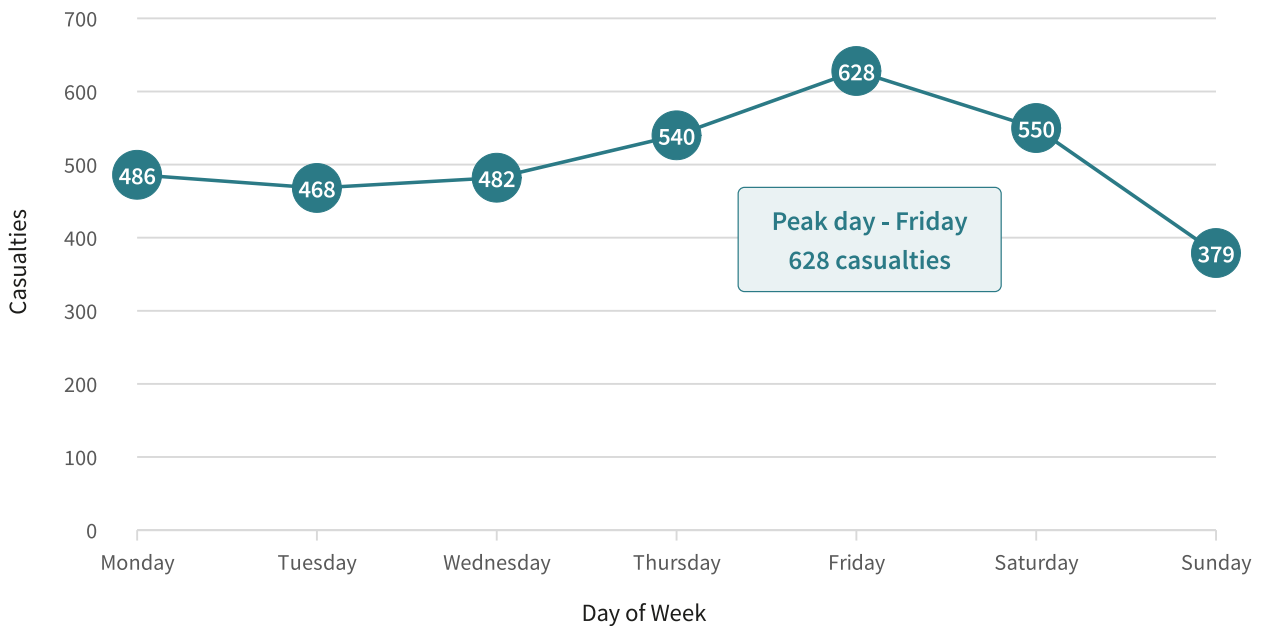
## All pedestrian casualties by time of day 2010 - 2020



### Summary:

Pedestrian casualties peak during the AM commute and continue to rise throughout the day with a further peak in the PM commute.

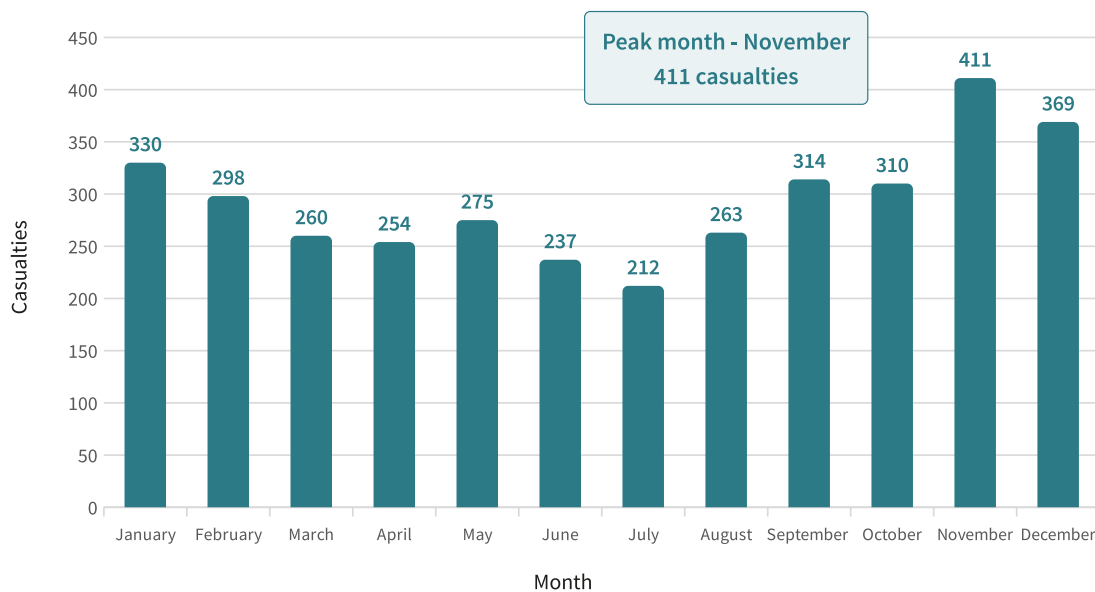
## All pedestrian casualties by day of week 2010 - 2020



### Summary:

Pedestrian casualties rise from Tuesday throughout the week to a peak on Friday before reducing to a low on Sunday.

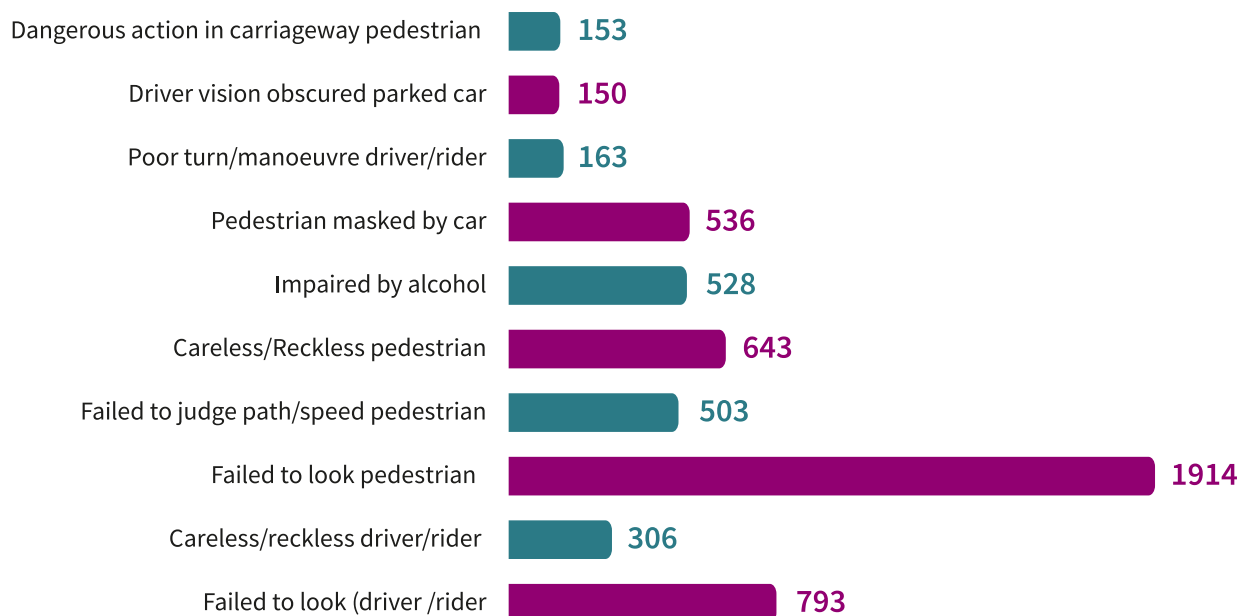
## All pedestrian casualties by month of year 2010 - 2020



### Summary:

Casualty rates rise steadily from July through to October with a peak in the darker winter months. Road safety campaigns and enforcement linked to seasonal behaviour and weather conditions should help raise awareness of seasonal road safety issues.

## All pedestrian casualties by contributory factor 2010 - 2020



### Summary:

This graph summarises the need for a safe systems approach to road safety. Knowing that people will continue to make mistakes, we need to ensure that our road network and infrastructure is as forgiving as possible and takes into account human vulnerability.

## Pedestrian Casualties Quick Facts:

- **72%** involve a car
- **50%** of all pedestrian casualties occurred at a junction
- **18%** occurred at automatic traffic signals
- **73%** occurred in fine weather
- **95%** occurred in a 30mph limit
- **60%** occurred in dry weather and **38%** in wet weather



# Safe Systems Action:

## SAFE SYSTEMS ACTION – VRU: Pedestrians

### Engineer



#### We will:

- Introduce city-wide 20mph speed limit.
- Create a safer environment through design and technology.
- Deliver small to medium engineering interventions to address locally identified road safety issues.
- Reduce speeds to appropriate levels at certain locations i.e. school zones and areas with high pedestrian footfall.
- Introduce and support low traffic neighbourhoods.

### Plan



#### We will:

- Plan for change in how our road space is allocated and used by pedestrians.
- Work with our partners to improve and introduce safe active travel measures and public transport options.
- Research and develop new and innovative methods to encourage safe active travel.

### Encourage



#### We will:

- Continue to expand the Think Before You Step Out pedestrian safety campaign. Develop campaigns to address driver behaviour in our communities and city-centre.
- Engage with fleet operators and businesses to develop a road risk policy to encourage safer driving.
- Promote safe active travel for commuting.

### Prioritise



#### We will:

- Prioritise pedestrians in any new and upgraded road designs.
- Where possible, prioritise pedestrians, at busy junctions and crossings.
- Use collision and neighbourhood data to prioritise large road safety and active travel interventions.

**Enforce**  
**We will:**



- Liaise with Police Scotland and Safety Camera Partnership to enforce when necessary to protect pedestrians.

**Prevent**  
**We will:**



- Apply the safe systems approach, including education, training and publicity to prevent casualties.
- Analyse data to identify collision trends and take the necessary action.

**Educate**  
**We will:**



- Engage with all road users to provide opportunities to gain the knowledge, skills and experience to be safe and responsible road users. Introduce a city-wide School Travel and Road Safety (STARS) programme to engage and educate younger road users.

**Protect**  
**We will:**



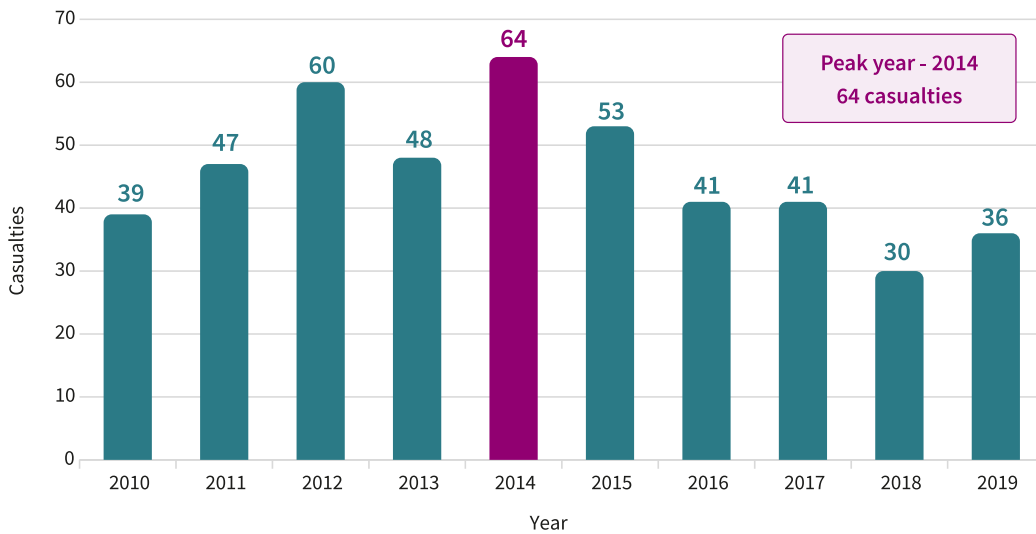
- Protect pedestrians by reducing car use, particularly at peak times, introduce segregation where possible, create safe junctions and crossing places and reduce vehicle speed to an appropriate level.





# Older Pedestrians Casualties (aged 65 and over)

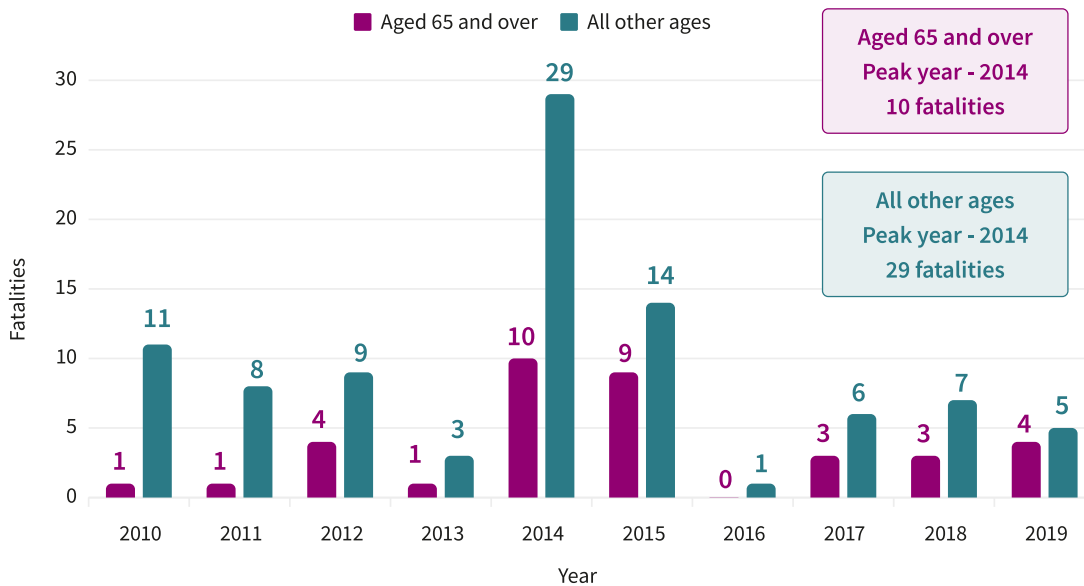
## All older pedestrian casualties 2010 - 2020



### Summary:

In general older pedestrian casualties have decreased over the years. It is important that this reduction is maintained and as such older pedestrians will continue to be a focus of road safety delivery and policy.

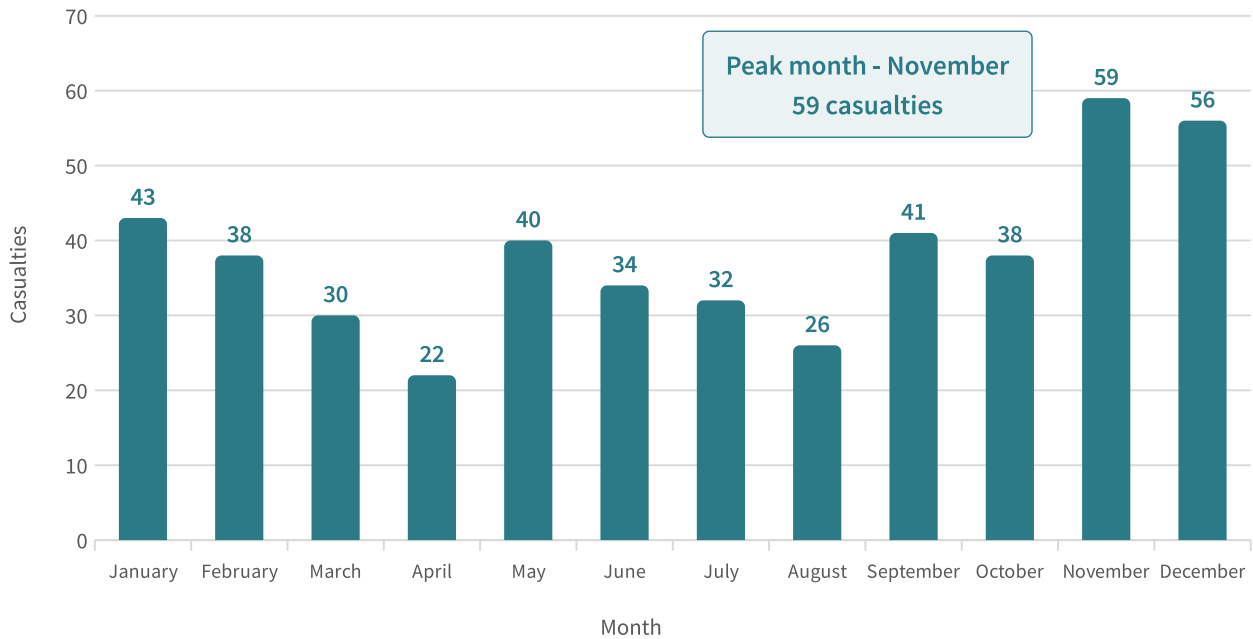
## Older pedestrian fatalities 2010 - 2020



### Summary:

Older people make up approximately 17% of Glasgow’s population, however, compared to all other age groups they are generally over represented in fatal pedestrian collisions. Fatalities have gradually reduced following the introduction of a dedicated older pedestrian engagement programme in 2014.

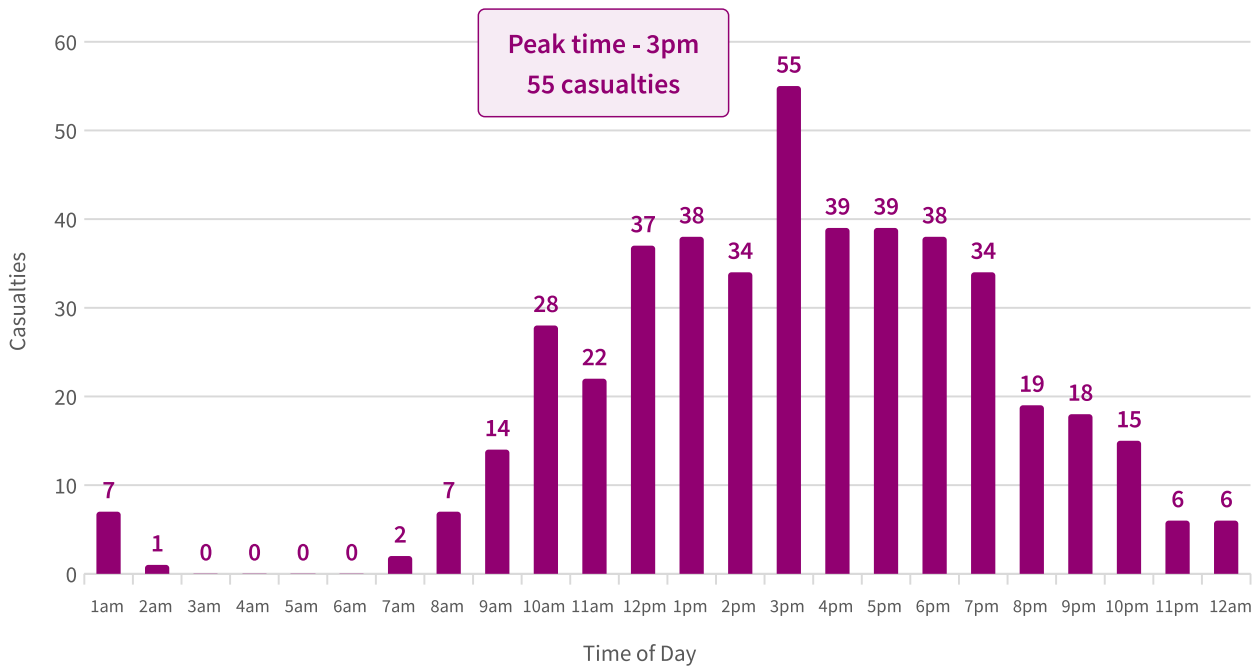
## Older pedestrian casualties by month 2010 - 2020



### Summary:

Older pedestrian casualties tend to peak at the beginning of the dark winter nights. This information can help determine engagement and publicity programmes.

## Older pedestrian casualties by time of day 2010 - 2020



### Summary:

Older pedestrians casualties occur throughout the working day when car use is most prominent.

### Quick facts:

- **88%** of collisions involved a car
- **21%** occurred at automatic traffic signals
- **71%** involved the vehicle going ahead normally
- **60%** occurred at a junction
- **96%** occurred in a 30mph limit
- **72%** occurred in daylight



# Safe Systems Action

## Safe Systems Action – VRU: Older pedestrians

### Engineer



#### We will:

- Place older pedestrians needs at the heart of any decision making as we re-design, re-allocate and develop our road space.

### Plan



#### We will:

- Consider the impact of an ageing population and how innovation, design, transport modes and technology can help create a safer journey for older road users.

### Enforce



#### We will:

- Work closely with our partners in Police Scotland to educate and engage with drivers on the subject of older pedestrians and their vulnerability.

### Prioritise



#### We will:

- Where possible, prioritise the movement of pedestrians in general, whilst considering the unique requirements of older pedestrians i.e. longer crossing times at junctions.

### Encourage



#### We will:

- Continue to engage directly with older people within our communities and deliver road safety campaigns to raise awareness of sharing our roads with courtesy, care and respect.

### Prevent



#### We will:

- Analyse older pedestrian collision data on a quarterly basis to identify any collision trends
- Work with local older persons charities and organisations to better understand the issues faced by older pedestrians, particularly in areas of deprivation.

## Educate We will



- Provide direct road safety education and engagement to older persons groups within our communities.
- Engage with older persons using inter-generational methods such as our Time Travellers resource.
- Continue to develop our education and engagement programme for this vulnerable road user group.

## Protect We will:

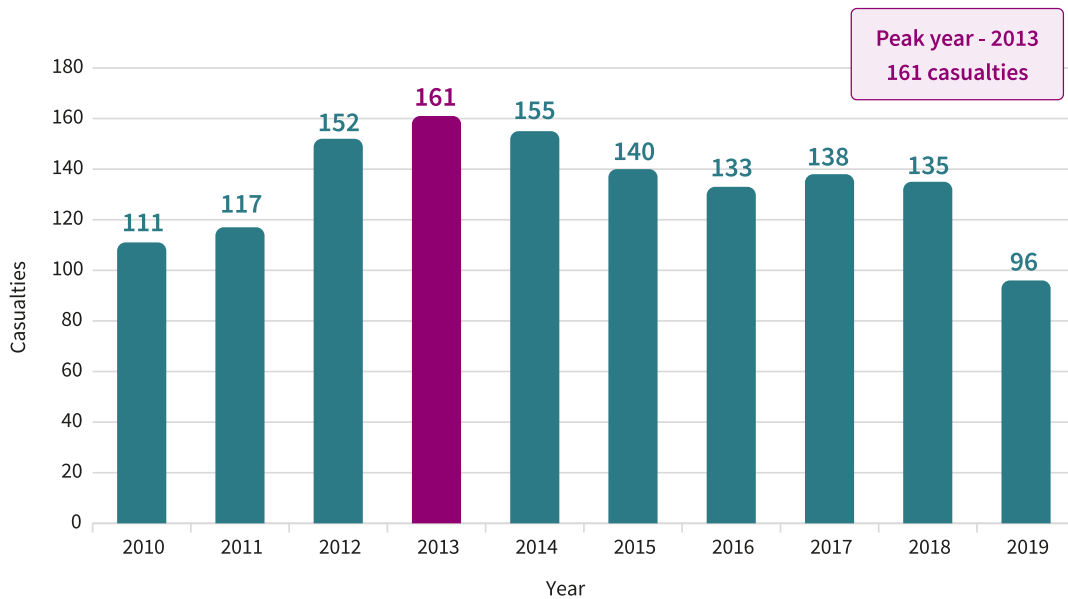


- Support the design of low traffic neighbourhoods - local access to affordable shopping, public amenities and services is crucial to how our older pedestrians will travel in the future.
- Support the development of people friendly streets with innovative design and technology to reduce the need for longer journeys, particularly for those in deprived communities with limited income and access to private transport.



# Cyclists

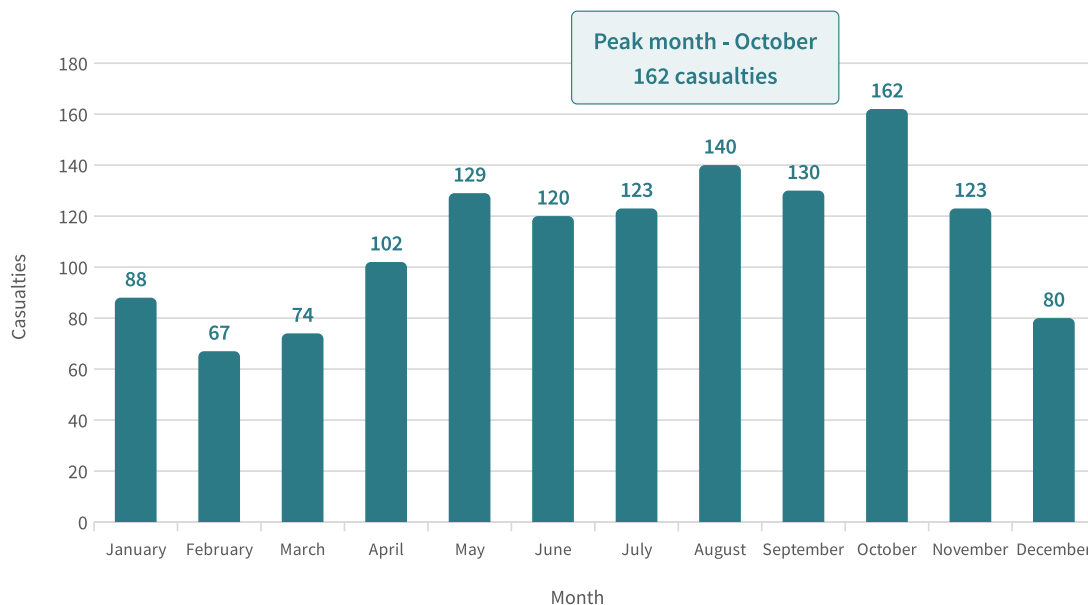
## All cycling casualties



### Summary:

Cycling trips in Glasgow have increased by 111% from 2009 to 2018 whilst cycling casualty rates have reduced. It should be noted that many cycling collisions involving slight injury go unreported.

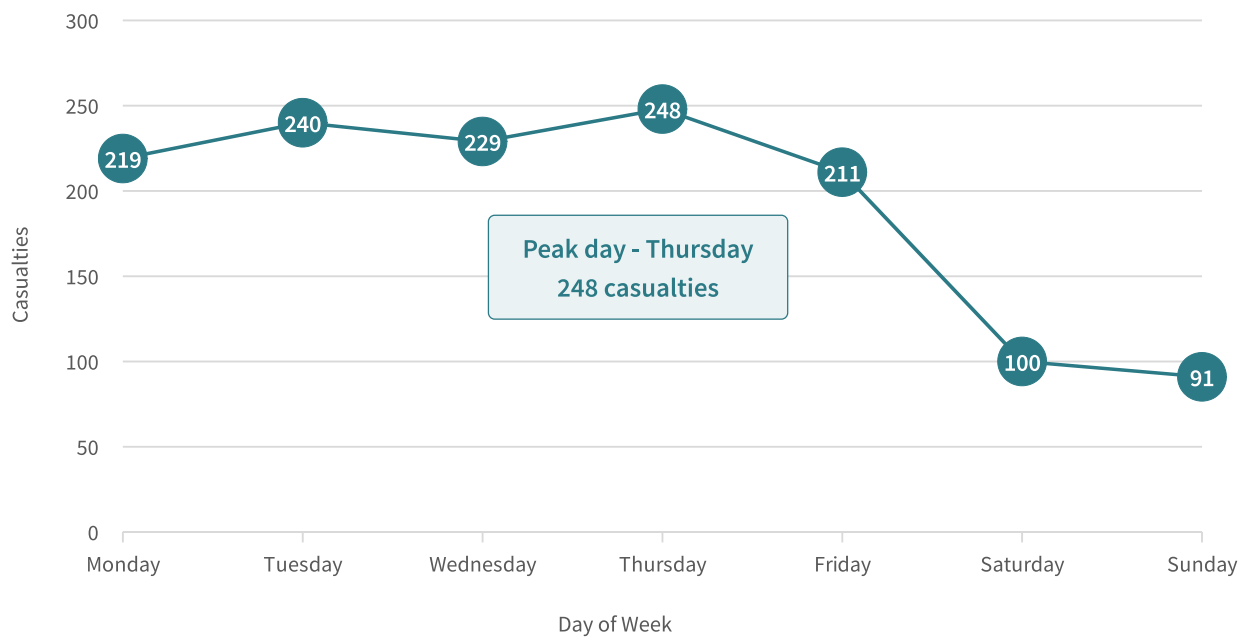
## Cycling casualties by month 2010 - 2020



### Summary:

Cycling casualties appear to increase gradually as weather conditions improve with a peak in August through to the end of the summer months.

## Cycling casualties by day of the week 2010 - 2020



### Summary:

Cycling casualties remain steady throughout the week with a decrease on Friday through to the weekend.



### Quick facts:

- **60%** involve riders aged 30 to 59 and **28%** aged 20 to 29
- **70%** of cycling casualties occurred at a junction
- **54%** occurred at a give way junction and **15%** at a controlled junction
- **95%** occurred in a 30mph limit
- **78%** occurred in fine weather
- **69%** occurred in dry weather
- **74%** occurred in light conditions and **26%** in the dark
- **86%** involve a car





## Safe Systems Action – VRU: Cyclists

### Engineer



#### We will:

- Continue to develop and expand our cycling network with a focus on segregated cycle lanes and priority for cyclists.

### Plan



#### We will:

- Plan for change in how our road space is allocated and where necessary segregated.
- Plan for new advances in powered and non-powered two wheeled transport and how this can be utilised safely for short and medium journeys, particularly on the commute.

### Enforce



#### We will:

- Continue to work closely with our colleagues in Police Scotland and other agencies to encourage safe driver behaviour whilst promoting safe cycling to all ages.

### Prioritise



#### We will:

- Prioritise cyclists through our neighbourhood and street design and through the use of emerging technology to create safer routes and spaces.

### Encourage



#### We will:

- Encourage people to consider cycling as a safe and viable mode of transport for short to medium everyday journeys.
- Continue to engage with drivers and fleet operators to encourage safer road use around cyclists.

### Prevent



#### We will:

- Prevent cycling casualties by applying the safe systems approach to all cycling related matters.
- Analyse cycling collision data on a quarterly basis to identify any collision trends.

**Educate**  
**We will:**



- Develop and deliver internal driver training to ensure our drivers are cycle aware.
- Extend our road safety driver education programme to private fleet operators.
- Continue to offer and deliver the Cycling Scotland Bikeability training scheme to every primary school in the city.
- Continue to offer our free Urban Rider course for company managers and members of the public.

**Protect**  
**We will**

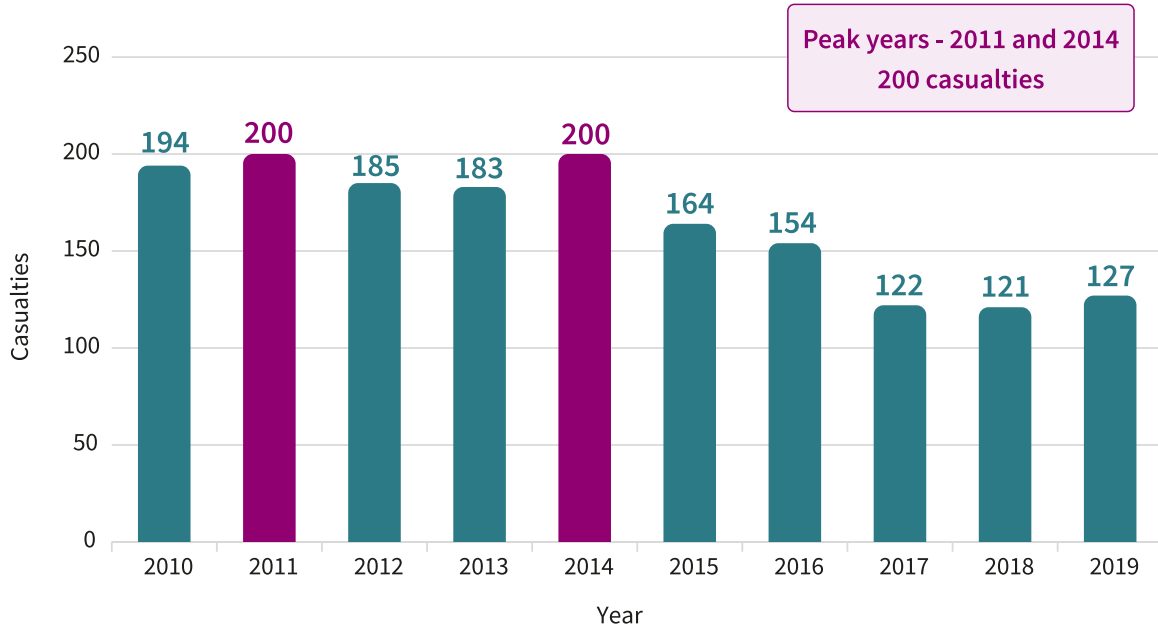


- Protect cyclists with road design, lower volumes of traffic and lower mandatory speed limits.
- Research and develop innovative cycling projects proven to increase cycling numbers and improve road safety for cyclists.



# Child Casualties

## All child casualties 2010 - 2020

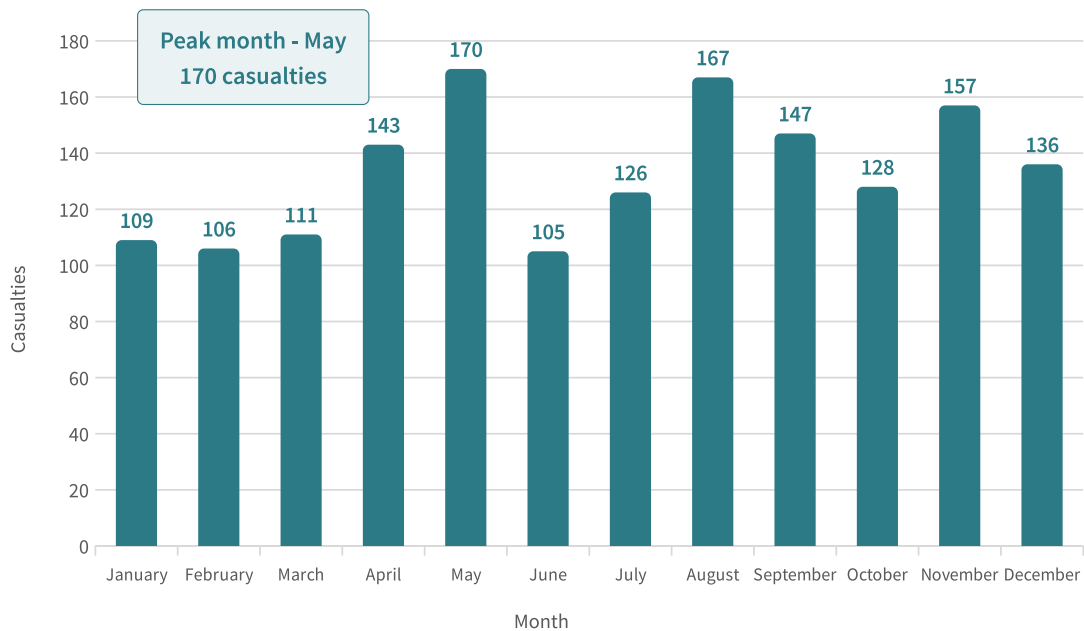


### Summary:

All child casualties have reduced over the past decade, however more work is required to meet our vision of zero children killed and seriously injured by 2030.



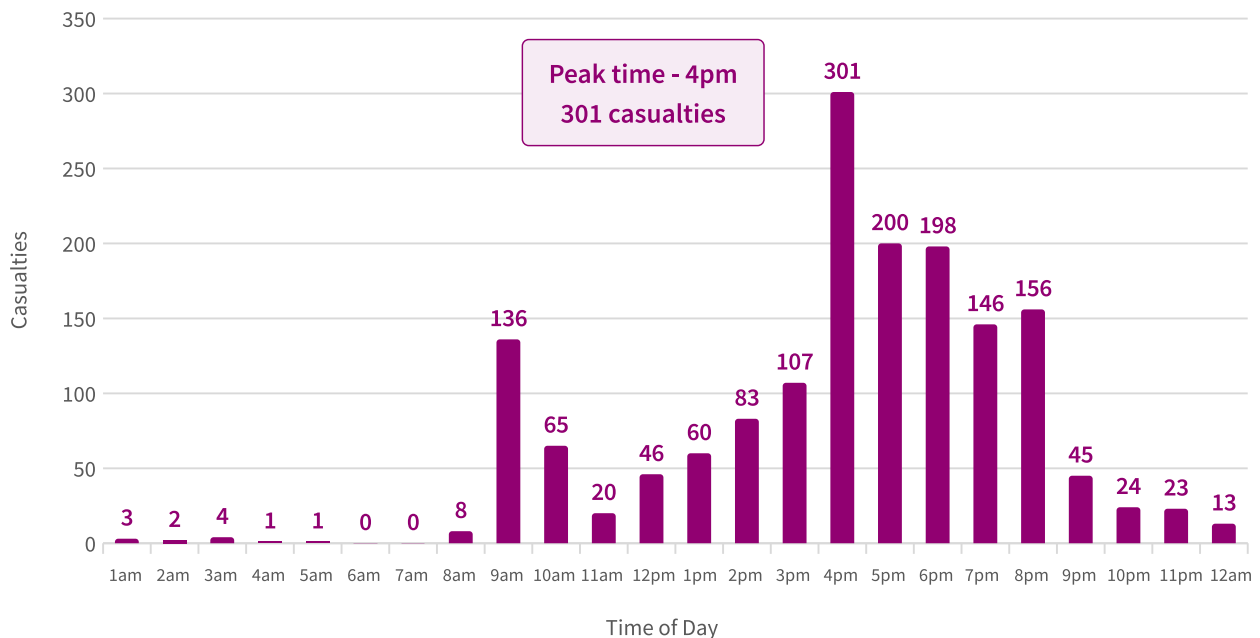
## Child casualties by month 2010 - 2020



### Summary:

Child casualties increase in May and during the school summer break with a further peak at the start of the winter months. This information will help direct road safety education themed messages throughout the year.

## Child casualties by time of day 2010 - 2020



### Summary:

Child casualties increase at the start and end of the school day. This information supports measures to create low traffic neighbourhoods, safer routes to school and a school streets programme.

### Quick facts:

- **48%** occurred at a junction
- **95%** occurred in a 30mph limit
- **62%** were pedestrians
- **80%** occurred in light conditions
- **46%** of weekday collisions occurred during school travel times



## Safe Systems Action – VRU: Child casualties

### Engineer



#### We will:

- Review school catchment areas, school routes and school zones to encourage parents to opt for a safe active journey to and from school.

### Plan



#### We will:

- Ensure that child safety is a key consideration in the design of our roads, schools and neighbourhoods.

### Enforce



#### We will:

- Work closely with Police Scotland and our Parking Attendants to ensure safe road use within our communities and in particular at peak school times.

### Prioritise



#### We will:

- Prioritise child pedestrian safety in our allocation of road safety education staff resources.
- Take into consideration deprivation factors in our allocation of resources.

### Encourage



#### We will:

- Encourage schools and parents to participate in the delivery of our free road safety education service.
- Deliver driver/pedestrian awareness campaigns.
- Encourage safe active travel to and from school.

### Prevent



#### We will:

- Apply every measure of the safe systems approach to prevent child casualties with as focus on road safety education, engagement and driver behaviour.
- Review child casualties on a monthly basis.

## Educate We will:



- Continue to develop our road safety education service and resources to ensure every child in Glasgow has access to a road safety skills for life programme.
- Develop a new School Travel and Road Safety (STARS) website to promote and deliver safe active travel measures.
- Continue to deliver the Junior Road Safety Officer and Bikeability on road cycle training scheme.
- Support national road safety education programmes.

## Protect We will

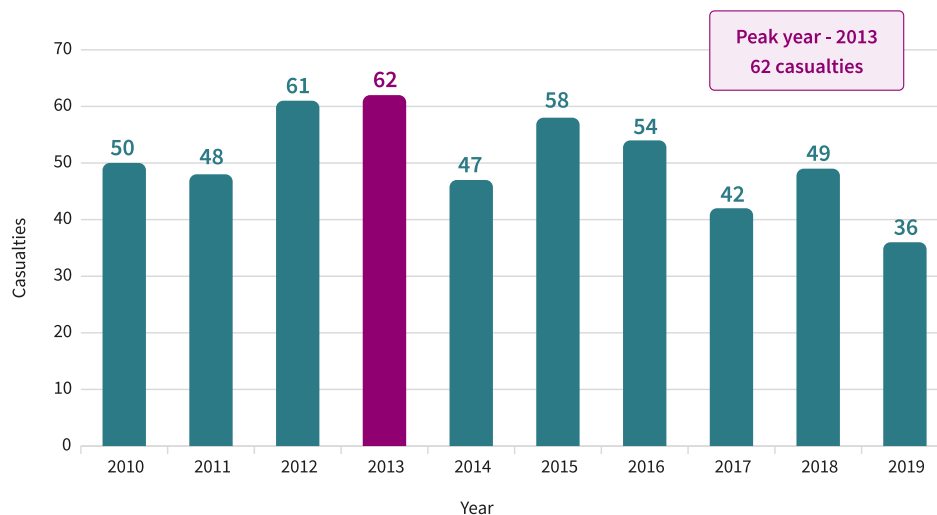


- Review and investigate innovative methods to protect children on the school journey, including the creation of car free zones around our schools.
- Introduce a mandatory 20mph limit around every school.
- Continue to review walking routes to school at the request of Education Services.



# Motorcyclists

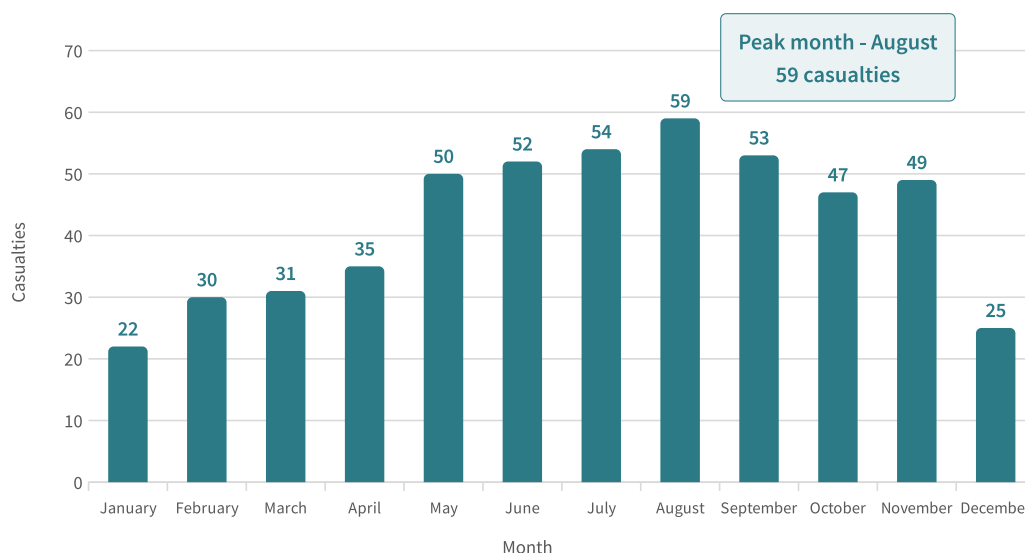
## Motorcycle casualties 2010 - 2020



### Summary:

Motorcycle casualties have reduced steadily over the past ten years, however with an expected increase in the use of low powered two wheelers for the delivery service industry and with low emission and electric versions becoming more viable and accessible for short to medium commutes, we need to consider this mode of transport in or plans for emerging vulnerable road users.

## Motorcycle casualties by month 2010 - 2020

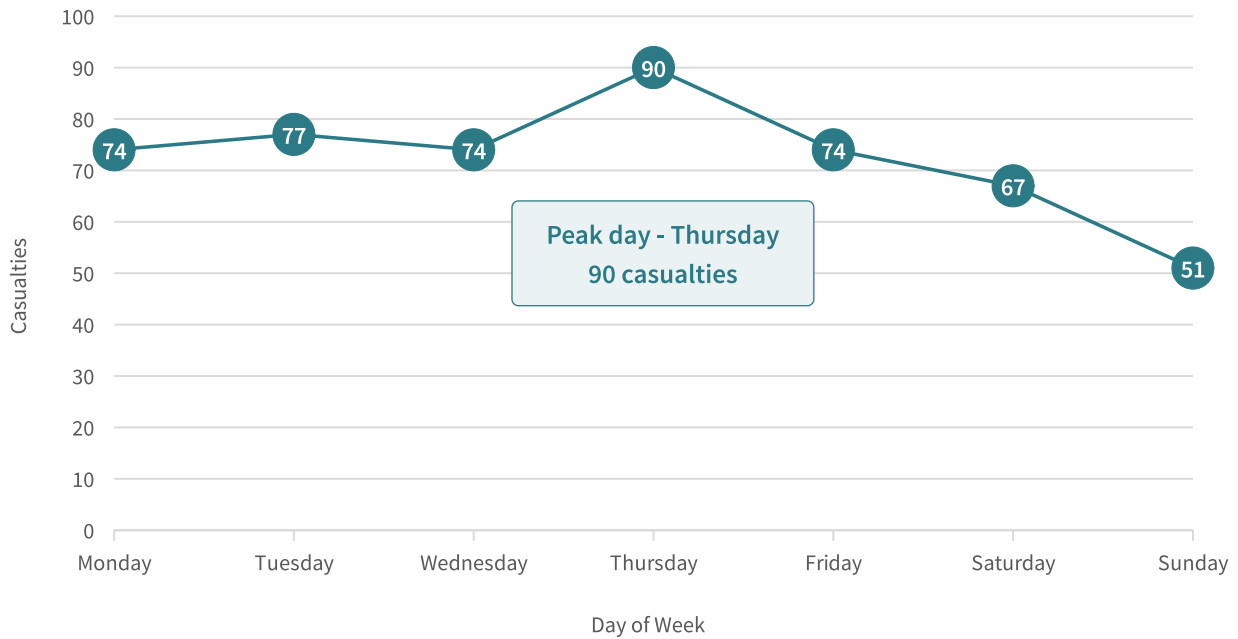


### Summary:

Motorcycle casualties tend to be seasonal and increase in spring through to the end of the summer season. This information will be used to help target publicity campaigns to encourage motorcycle awareness.



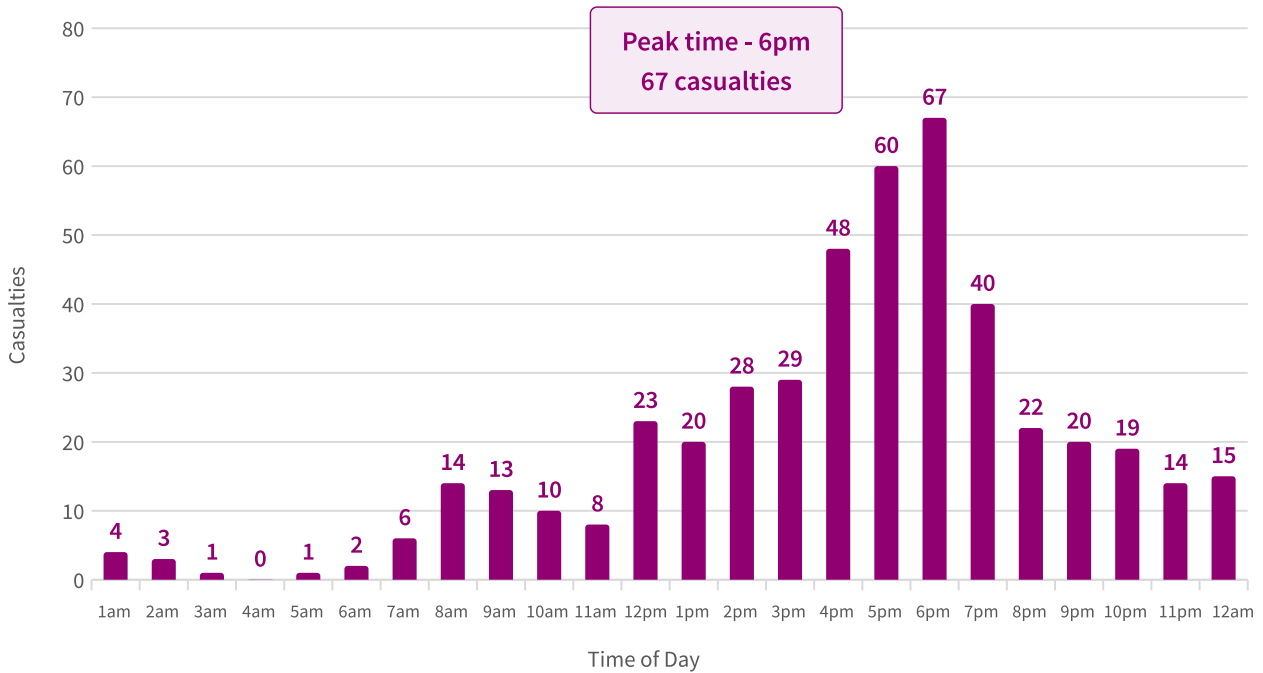
## Motorcycle casualties by day of week 2010 - 2020



### Summary:

Motorcycling casualties remain steady throughout the week indicating daily usage for commuting and other purposes.

## Motorcycle casualties by time of day 2010 - 2020



### Summary:

Motorcycling casualties increase throughout the day with a peak during the evening commute.

### Quick facts:

- **63%** of motorcycle collision occurred at a junction.
- **58%** involve rider aged 30 to 59yrs and **30%** aged 20 to 29yrs
- **47%** occurred at a give-way junction
- **89%** occurred within a 30mph limit
- **88%** involved a car
- **74%** occurred in fine weather
- **74%** occurred in light conditions



## Safe Systems Action – VRU: Motorcyclists

### Engineer



#### We will:

- Consider motorcyclists in the design or upgrade of our road system.

### Plan



#### We will:

- Plan for a possible increase in new and existing forms of powered two wheeled transport and how our road system can adapt to accommodate this in a safe system.

### Enforce



#### We will:

- Work closely with Police Scotland to analyse motorcycling casualties and seek support with enforcement as part of planned campaigns.

### Prioritise



#### We will:

- Investigate and review the prioritisation of powered two wheelers in our transport system and in particular how this might contribute to reducing casualties.

### Encourage



#### We will:

- Engage with motorcycle groups, drivers and fleet operators to raise awareness.
- Support the national THINK BIKE campaign. Develop and deliver a local road safety powered two wheeler and junction campaign.

### Prevent



#### We will

- Analyse powered two wheeler data and usage on a regular basis and apply the safe systems approach to reduce casualties.

### Educate



#### We will:

- Work closely with our partners to ensure effective learning, training and awareness programmes are in place to reduce powered two wheeled casualties.

### Protect



#### We will:

- Review powered two wheeled collision causation data and consider how innovation, technology and road design can contribute to casualty reduction, including emerging forms of transport.

## Blind and Partially Sighted

It is essential that any safe systems approach to road safety takes full consideration of older people as well those who are blind or partially sighted. With an ageing population, and the expected number of eye related diseases expected to increase over the next decade, it is vital that we consult, engage and communicate with road users and the relevant supporting agencies. The method of communication should be accessible and include new and proposed schemes as well as temporary measures and changes to existing infrastructure.

### Safe Systems Action

#### We will:

- Consult, engage, involve and communicate, in an accessible manner, with the older, blind and partially sighted community and supporting agencies.



# Road Safety

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## Road Safety Enforcement

Glasgow works closely with Police Scotland on road safety matters at both a strategic and local neighbourhood level. Enforcement is a key area of casualty reduction within the safe systems approach.

Drink/drug driving, dangerous/reckless/careless driving, speeding, failing to wear a seat belt or driving whilst using a mobile device are just some examples of poor road user behaviour that require strict enforcement to save lives.



## Road Safety Engineering

The traditional engineering approach to Accident Investigation and Prevention (AIP) has focused on providing both standard and innovative engineering interventions to reduce casualties at collision cluster sites or 'accident hotspots'. These sites are reviewed, in partnership with the police and other agencies to ascertain what measures can be put in place to reduce the type of collision occurring at a particular location.

Interventions range from the introduction of speed cushions, crossing facilities, parking restrictions and in some cases the re-design of an entire street or junction.

This engineering exercise has been repeated year on year for the past 30 years which has resulted in a significant reduction in the number of sites and a significant reduction in the number and severity of collisions at those sites. Analysis of killed and serious injury collisions indicate that human error is the most common and most collisions are now sporadic and city-wide.



The focus of road safety AIP engineering to 2030 will be to apply the safe systems approach to protect our most vulnerable road users through the auditing of new road and existing infrastructure, the creation of safer low traffic neighbourhoods and introduction of a city-wide mandatory 20mph zone.

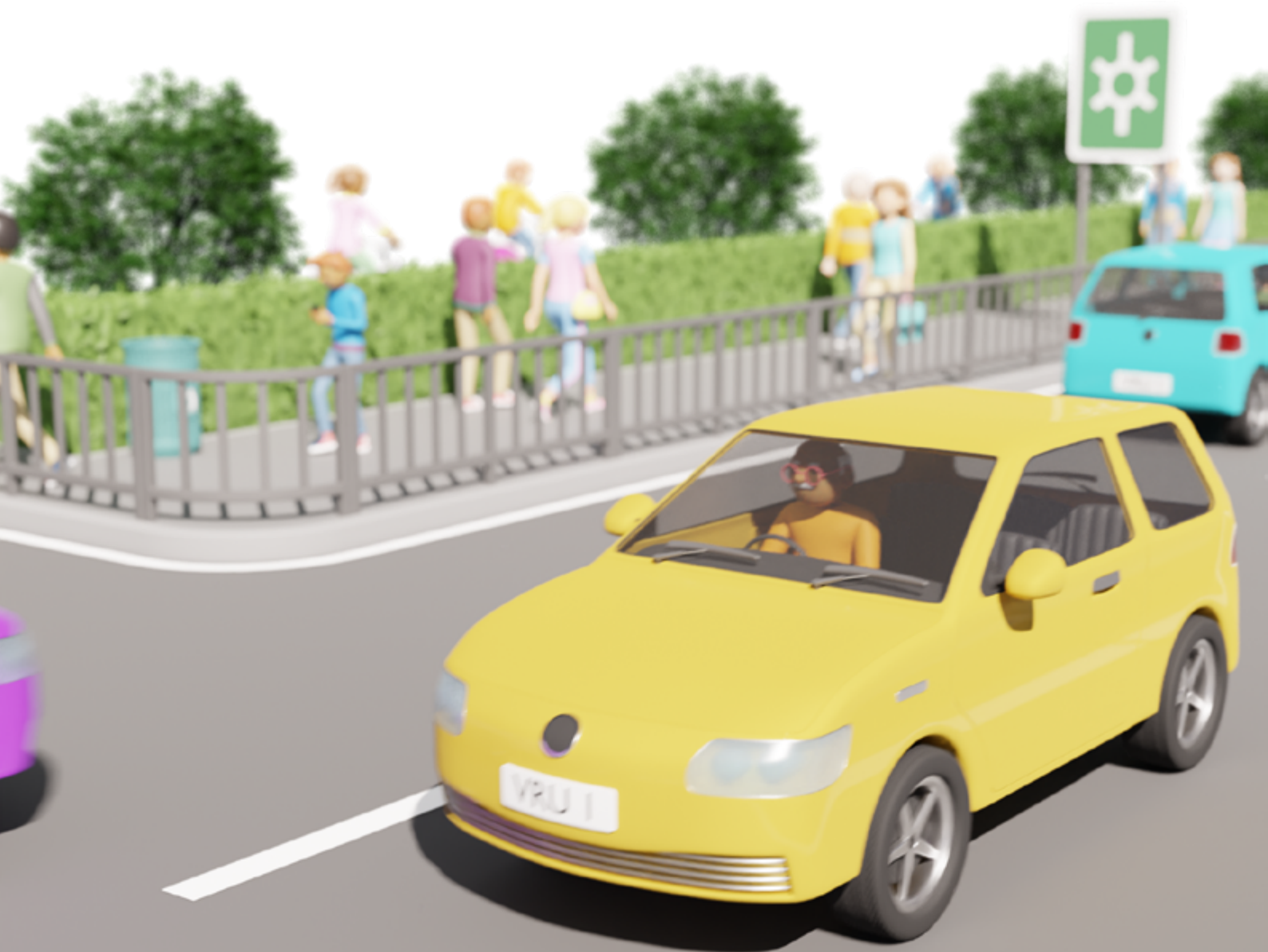
We will, however, continue to review cluster sites on an annual basis and where necessary provide small to medium engineering interventions.

## Safe Systems Action

### Road safety engineering:

#### We will:

- Apply the safe systems approach to road safety engineering.
- Audit new, proposed and existing infrastructure to protect vulnerable road users.
- Respond to concerns regarding road safety.
- Support the introduction of low traffic neighbourhoods and school car free zones.
- Support the introduction of a city-wide mandatory 20mph speed limit.



## Safety Cameras

Safety Camera Scotland work alongside Police Scotland and are grant funded by the Scottish Safety Camera Programme. The principle aim of the partnership is to reduce the number of injuries on Scotland's road network through targeted camera enforcement and education to improve driver behaviour. Cameras are located primarily where they have the greatest casualty and collision reduction potential.

Speed is a contributory factor in many injury collisions and Safety Camera Scotland works closely with Glasgow City Council to reduce casualties and to get the message across to drivers that speeding is socially unacceptable and that everyone should drive to a speed appropriate to the road conditions.

Within Glasgow there are currently 49 sites which are a mixture of fixed, mobile and red light-speed. Each of these sites has a history of injury collisions related to speed and sites are agreed following consultation with Glasgow's Road Safety Unit.

Sites are reviewed on an annual basis and new greener, more economical options, such as electric mobile units, are being considered for the future.

Glasgow is currently investigating the use of average speed cameras for longer arterial routes with a history of collisions and speeding.

All of the camera sites can be viewed at [Safety Cameras Scotland website](#).

The message from the Safety Camera partnership is: You have a choice about your driving style and how fast you go – make the smart choice not to speed.

All Sites are regularly monitored and maintained by Glasgow City Council.



## Safe Systems Action

### Speed cameras

#### We will:

- Continue to support the deployment of static, mobile, red light and average speed cameras.
- Engage with Safety Cameras Scotland to review sites on an annual basis.
- Support partnership working to raise awareness of speeding.
- Support the introduction of new camera technology to reduce casualties.

### Mandatory city-wide 20mph zone

In June 2009, the Glasgow Health Commission recommended that the introduction of 20mph zones, particularly near schools, would save young lives and reduce the number and severity of collisions within our communities. The evidence of the benefits of 20mph speed limits has become more compelling and several cities in the UK have introduced widespread 20mph speed limits.



Glasgow currently has eighty two 20mph zones covering 288km of roads, including the city centre. Analysis of the police database shows that, in total, there has been a 31% reduction in the number of casualties within in these zones since their introduction.

Guidance on the introduction of 20mph zones has also changed and the requirement for costly traffic calming measures is no longer required where average traffic speeds are below 24mph.

Glasgow is therefore committed to introducing a mandatory city-wide 20mph speed limit by 2030.

#### We will

- Undertake a city-wide consultation process and engage with key stakeholders.
- Develop a communications strategy to support the introduction of each phase.
- Ensure every school in the city is within a 20mph limit.
- Deliver a city-wide 20mph mandatory speed limit by 2030.\*

\*some arterial routes may not be suitable for a 20mph limit



## Low Traffic Neighbourhoods (LTN)

Low Traffic Neighbourhoods are designed to reduce the amount of through traffic on residential streets and thereby address the issue with 'rat running'. Traffic is diverted to nearby arterial routes whilst still providing normal access for residents, service vehicles and deliveries.

The benefits of introducing a LTN include safer, quieter, calmer and more pleasant streets where children can play, neighbours can catch up, air pollution is lower, road safety improves and where walking, wheeling and cycling become a more natural choice for everyday journeys.

## Safe Systems Action

### We will

- Support the introduction of Low Traffic Neighbourhoods.
- Audit the design of LTN's for road safety purposes.
- Promote and support safe active travel measures within the community.
- Review school zone safety in each LTN and where possible implement school car free zones.

## Glasgow School Streets Projects

Glasgow has introduced 26 school car free zones as part of the national school streets programme. The purpose of the zones is to limit the amount of cars entering the school zone at peak times thereby creating a safe, low emission, pleasant space for parents and children to travel to school.

The zones will be supported by new active school travel measures to encourage more walking, wheeling and cycling which in turn can help contribute to the ever growing issue of child health and obesity. Active travel to school also plays an important part in the development and use of key road safety skills for children.



### Safe Systems Action – School Travel

#### We will:

- Review every school site in Glasgow to gauge suitability for participation in the School Car Free Zone project.
- Ensure every suitable school has a school car free zone by 2030.
- Explore new and innovative methods to improve road safety on the school journey.
- Provide support to every school to develop an active school travel plan.
- Develop a new School Travel and Road Safety service and resources to create the next generation of safe active travellers.

## Road Safety Education (Schools)

Glasgow has a dedicated Road Safety Unit that provides a city-wide education, training and publicity service to support the work of our engineers and external partners. As well as supporting the development and delivery of national education resources, the team also provide a bespoke 'hands-on' local education service providing programmed road safety lessons and training to every child in every school in the city.

Although learning is a life-long experience, it is important to recognise the benefits of instilling road safety skills at an early age as part of our skills for life programme. Our work is closely aligned with the curriculum for excellence and designed to create the next generation of safe active travellers with positive road safety attitudes and behaviours.

As part of our ongoing work to link active travel and road safety, we will be launching a new School Travel and Road Safety (STARS) website in 2021 which will allow schools to easily access our services and resources to support the delivery of active school travel projects and road safety education.

## Education Projects

### Junior Road Safety Officer

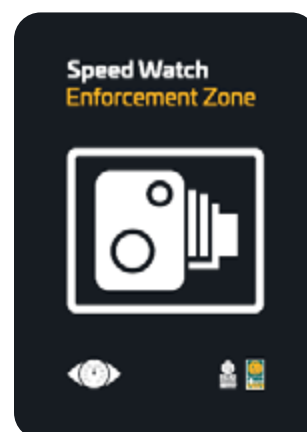


Glasgow has an army of 100 Junior Road Safety Officers (JRSO) to help promote road safety in our schools. Made up of mostly P6/7 pupils, the young Officers spend a day with road safety staff at the City Chambers learning all about pupil empowerment and partnership working. The scheme enables children to become successful learners, confident individuals, responsible citizens and effective contributors. JRSO's also help promote road safety in the community and in particular our on-going older pedestrian campaign.



## School Community Speed Watch

The School Community Speed Watch programme is a new project designed to allow the school community to address any concerns they may have with regards to speeding in and around the school zone. Although speeding is usually a perceived issue and complaints are investigated formally through speed surveys and police engagement, it allows children and parents to work together and learn about safe crossing places, vehicle speeds and speed limits and how to be a safe road user. Schools who take part in the scheme can access resources such as road-side banners and interactive speed signs to help raise awareness within the community.



## Parking Pledge and Park and Stride

These campaigns are designed to promote the health and environmental benefits of active school travel and reduce the number of cars entering the school zone. We understand that some parents have onward journeys to make after they drop their children off at school. The park and stride project helps identify nearby spaces, such as supermarket car parks, where parents can enjoy a 5 to 10 minute walk on designated safe routes to school.



## Time Travellers

This unique resource, developed by Glasgow City council and adopted by other local authorities throughout Scotland, allows thousands of children throughout the city to engage with their older relatives on the subject of road safety and how our roads have changed over the years. It provides a unique intergenerational opportunity to engage with older people within the community.



## Safe Systems Action – Road safety education (Schools)

### We will:

- Continue to provide a road safety education service to our schools with a new focus on safe active travel.
- Support and deliver national road safety education programmes.
- Develop new road safety resources, linked to the curriculum for excellence, to promote and teach safe active travel.
- Develop a new STARS programme and website to promote the delivery of road safety and active travel in our schools.
- Introduce a new annual Lord Provost's STARS award to replace the current Lord Provost Road Safety Award.
- Ensure every school in Glasgow has access to our road safety skills for life programme.

## Cycle Training and Bikeability

Bikeability is the national schools cycle training programme that replaced the former cycling proficiency programme.

It is designed to give children the skills and confidence they need to both cycle safely on our roads and to encourage them to carry on cycling into adulthood. Glasgow is committed to offering the Bikeability cycle training programme to every primary school in the city as well as supporting and promoting cycling in our secondary schools.

We also provide a cycle awareness education programme to fleet operators, businesses and further education establishments which allows managers to cascade cycle awareness and key road safety messages to company drivers, employees, students and those who cycle to work.

Keen cyclists and parents can also sign up for specialist training to support the delivery of Bikeability in our schools and become an accredited cycle trainer.



## Safe Systems Action – Cycle Training and Bikeability

### We will:

- Continue to expand our Bikeability scheme to include delivery to every primary school in the city.
- Continue to support fleet operators, businesses further educational establishments to promote safe cycling and cycle awareness.
- Promote cycle awareness internally to work colleagues and council drivers.
- Work in partnership with Cycling Scotland, Police Scotland, charities and other local organisations to promote safe cycling and cycle awareness.

## Road Safety Publicity



In order to address the human factor and its dominant influence on road safety, it is important that we implement road safety campaigns to influence specific road user behaviour. The majority of road safety campaigns are data led and target our most vulnerable road users. The Go Safe Glasgow road safety partnership has been in place for over 10 years and has delivered a number of unique campaigns to address local issues. Partnership working is a key area of the safe systems approach and as such Glasgow will continue to work alongside our colleagues in the police, fire, NHS and other recognised agencies and charities as part of our Go Safe Glasgow road safety partnership. We also support the delivery of national campaigns which tend to focus on national priorities such as speeding, driving at work, drink and drug driving, older road users and young drivers.



It is important that each campaign is supported and combined with other measures, such as direct engagement within the community and where necessary enforcement.



The primary aim of any campaign is to motivate a specific target group to adopt safer behaviour as a matter of habit or, in general to increase awareness of road safety issues. More and more campaigns are using social media, however it is important that we continue to provide direct engagement with certain road users such as the elderly.

Two new campaigns for the start of this decade will include 'think bike "aire air rothair' (gaelic) and 'go safe at junctions'. These campaigns follow a number of motorcycling fatalities and analysis of collision data.

## Safe Systems Action - Publicity

### We will

- Continue to support national campaigns through the use of social media and direct engagement.
- Continue the Go Safe Glasgow road safety partnership brand.
- Analyse local road safety data to ensure campaigns are targeted on specific areas of concern.
- Continue with the expansion of the think before you step out pedestrian awareness campaign.
- Continue to specifically target older pedestrians within our communities.
- Explore new methods of communication to ensure effective engagement.
- Focus our publicity on driver awareness and behaviour to protect vulnerable road users.
- Promote safe-active travel.

### Examples of national framework priorities/campaigns

#### Motorcyclists

“Whilst all modes of transport have shown reductions of 45% (fatal) and 39% (serious) in that same period motorcyclist data shows reductions of 21% and 24% respectively.” Glasgow will support this objective locally by introducing a new think bike campaign in 2021.”

#### Seatbelts, drink, drugs and mobile phones

“The four biggest dangers whilst driving/riding have been commonly identified as the fatal four and remain a challenge in Scotland.” Glasgow will support his theme locally by working in partnership with Police Scotland to engage, inform and enforce.”





## Young drivers

“In 2018 young drivers (aged 17-25) accounted for 12% of Scotland’s licence holders, but accounted for 17% of drivers involved in fatal and serious collisions. Collisions are one of the biggest killed of young people in 2018.” The Go Safe Glasgow partnership will support national young driver campaigns and engage directly with this age group within our communities and further learning centres.

## Road users aged 65 and over

“While historically people have tended to travel less as they get older, the current generation is healthier, fitter and more mobile than previous generations. They are likely to travel more, but that brings increased risk, often because of frailty” Glasgow will continue to expand our older road user campaign with formal key performance indicators based on our engagement and casualty reduction measures.



## Fatigue

“Driver fatigue is also a factor in collisions and such collisions are around 50% more likely to result in death or serious injury” Glasgow will support national campaigns and continue to promote this subject to internal drivers and fleet operators throughout the city. Fatigue is just one of the subjects that can be found on our [FIT2DRIVE website](#) developed in partnership with Police Scotland and the NHS Healthy Working Lives.

## Driving/Riding for work

“Health and Safety Executive figures highlight that, in 2018/19, driving /riding for work accounted for 10 of 29 work related deaths in Scotland, making driving the most dangerous work activity” Glasgow has been at the forefront of promoting fleet safety related matters and works closely in partnership with Police Scotland, NHS Healthy Working Lives and the Scottish Occupational Road Safety Alliance (SCORSA) to promote road safety at work. The Road Safety Unit has developed a new FIT2DRIVE website to support fleet operators and small to medium businesses to identify and address the issue of driver health. A new road safety training module has also been developed and is now delivered to all GCC drivers as part of their Certificate of Professional Competence (CPC).

## Speeding

“There continues to be a cultural speed issue in Scotland, evidenced though the Road Safety Information Tracking Study (RITS).” Glasgow will support this theme through continual analysis of local data, speed surveys and camera partnership work. The introduction of a city-wide 20mph mandatory speed limit, supported by community and driver engagement will hopefully contribute to a change in driver behaviour and attitudes to speeding.

“Extracts from National RS Framework 2020 consultation”



# Safe Active School Travel

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'Safe Active Travel' is the new theme for the delivery of a combined road safety and active school travel service in Glasgow.

Our commitment is to make our roads and spaces as safe as possible to promote active travel. The benefits of active travel for your health and wellbeing and indeed for your finances are well documented. There are also further benefits for children which include:

- Improved road sense and spatial awareness, which makes them less vulnerable when they become independent road users.
- Develops their responsibility, decision making, and time and risk management skills.
- Improves their social network as they are more actively engaged with the community.
- Motorists are less likely to collide with pedestrians if more people walk to school.
- Helps contribute to reducing the ever growing issues of child obesity and diabetes.

Walking and cycling to school is also good for the environment; research has shown that an increase in people walking and cycling creates a 'safety in numbers' scenario, where drivers become more aware, and are less likely to be involved in a collision with a vulnerable road user.

## Climate Emergency

Glasgow has set a target of becoming a Net Zero Carbon city by 2030 and is due to host the prestigious United Nations Climate Change Conference (Conference of the Parties COP26) in 2021. The Scottish Government has also responded to the global climate change emergency by committing to reduce emissions by 75% to 2030.



Transport in Scotland contributes 37% of the total overall greenhouse gases with cars and good vehicles responsible for 65% of all transport emissions. A reduction in car use, linked to safe active travel policies and road design is key to prioritising and protecting our most vulnerable road users and improving public health.

Whether it's walking to school, cycling to work or choosing a mixture of sustainable transport to visit friends on the other side of the city, we are committed to making our transport system safe and accessible for everyone. New people friendly spaces and neighbourhoods, will reduce traffic volume and speed and thereby improve the environment for active and sustainable travel. Our road safety service will need to adapt to change and prepare for an increase in walking, cycling, wheeling as well as new and emerging forms of sustainable transport.

**Go Safe Get Active**

# Summary of Commitments to 2030

## Safe Systems Action – VRU: Pedestrians

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- Introduce city-wide 20mph speed limit.
- Create a safer environment through design and technology.
- Deliver small to medium engineering interventions to address locally identified road safety issues.
- Reduce speeds to appropriate levels at certain locations i.e. school zones and areas with high pedestrian footfall.
- Introduce and support low traffic neighbourhoods.
- Plan for change in how our road space is allocated and used by pedestrians.
- Work with our partners to improve and introduce safe active travel measures and public transport options.
- Research and develop new and innovative methods to encourage safe active travel.
- Continue to expand the Think Before You Step Out pedestrian safety campaign.
- Develop campaigns to address driver behaviour in our communities and city-centre.
- Engage with fleet operators and businesses to develop a road risk policy to encourage safer driving.
- Encourage safe active travel for commuting.
- Prioritise pedestrians in any new and upgraded road designs.
- Where possible, prioritise pedestrians, at busy junctions and crossings.
- Use collision and neighbourhood data to prioritise large road safety and active travel interventions.
- Liaise with Police Scotland, Safety Camera Partnership and GCC Parking to enforce when necessary to protect pedestrians.

- Apply the safe systems approach, including education, training and publicity to prevent casualties.
- Analyse data to identify collision trends and take the necessary action.
- Engage with all road users to provide opportunities to gain the knowledge, skills and experience to be safe and responsible road users. Introduce a city-wide School Travel and Road Safety (STARS) programme to engage and educate younger road users.
- Protect pedestrians by reducing car use, particularly at peak times, introduce segregation where possible, create safe junctions and crossing places and reduce vehicle speed to an appropriate level.

## Safe Systems Action – VRU: Older pedestrians

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- Place older pedestrians needs at the heart of any decision making as we re-design, re-allocate and develop our road space.
- Consider the impact of an ageing population and how innovation, design, transport modes and technology can help create a safer journey for older road users.
- Work closely with our partners in Police Scotland to educate and engage with drivers on the subject of older pedestrians and their vulnerability.
- Where possible, prioritise the movement of pedestrians in general, whilst considering the unique requirements of older pedestrian's i.e. longer crossing times at junctions.
- Continue to engage directly with older people within our communities and deliver road safety campaigns to raise awareness of sharing our roads with courtesy, care and respect.
- Analyse older pedestrian collision data on a quarterly basis to identify any collision trends.
- Work with local older person's charities and organisations to better understand the issues faced by older pedestrians, particularly in areas of deprivation.
- Provide direct road safety education and engagement to older persons groups within our communities.
- Engage with older persons using inter- generational methods such as our Time Travellers resource.

- Continue to develop our education and engagement programme for this vulnerable road user group.
- Support the design of low traffic neighbourhoods, with local access to affordable shopping, public amenities and services is crucial to how our older pedestrians will travel in the future.
- Support the development of people friendly streets with innovative design and technology to reduce the need for longer journeys, particularly for those in deprived communities with limited income and access to private transport.

## Safe Systems Action – VRU: Cyclists

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- Continue to develop and expand our cycling network with a focus on segregated cycle lanes and priority for cyclists.
- Plan for change in how our road space is allocated and where necessary segregated. We will plan for new advances in powered and non- powered two wheeled transport and how this can be utilised safely for short and medium journeys, particularly on the commute.
- Continue to work closely with our colleagues in Police Scotland and other agencies to encourage safe lawful driver behaviour whilst promoting safe cycling to all ages.
- Prioritise cyclists through our neighbourhood and street design and through the use of emerging technology to create safer routes and spaces.
- Encourage people to consider cycling as a safe and viable mode of transport for short to medium everyday journeys.
- Continue to engage with drivers and fleet operators to encourage safer road use around cyclists.
- Prevent cycling casualties by applying the safe systems approach to all cycling related matters.
- Analyse cycling collision data on a quarterly basis to identify any collision trends.
- Develop and deliver internal driver training to ensure our drivers are cycle aware.
- Extend our road safety driver education programme to private fleet operators.

- Continue to offer and deliver the Cycling Scotland Bikeability training scheme to every primary school in the city.
- Continue to offer our free Urban Rider course for company managers and members of the public.
- Protect cyclists with road design, lower volumes of traffic and lower mandatory speed limits where.
- Research and develop innovative cycling projects proven to increase cycling numbers and improve road safety for cyclists.

## Safe Systems Action – VRU: Child Casualties

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- Review school catchment areas, school routes and school zones to encourage parents to opt for a safe active journey to and from school.
- Ensure that child safety is a key consideration in the design of our roads, schools and neighbourhoods.
- Work closely with Police Scotland and our Parking Attendants to ensure safe road use within our communities and in particular at peak school times.
- Prioritise child pedestrian safety in our allocation of road safety education staff resources.
- Consider deprivation factors in our allocation of resources.
- Encourage schools and parents to participate in the delivery of our free road safety education service.
- Deliver driver/pedestrian awareness campaigns.
- Encourage safe active travel to and from school.
- Apply every measure of the safe systems approach to prevent child casualties with as focus on road safety education, engagement and driver behaviour.
- Review child casualties on a monthly basis.
- Continue to develop our road safety education service and resources to ensure every child in



Glasgow has access to a road safety skills for life programme.

- Develop a new School Travel and Road Safety (STARS) website to promote and deliver safe active travel measures.
- Continue to deliver the Junior Road Safety Officer and Bikeability on road cycle training scheme.
- Support national road safety education programmes.
- Review and investigate innovative methods to protect children on the school journey, including the creation of car free zones around our schools.
- Introduce a mandatory 20mph limit around every school.
- Continue to review walking routes to school at the request of Education Services.

## Safe Systems Action – VRU: Motorcyclists

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- Consider motorcyclists in the design or upgrade of our road system.
- Plan for a possible increase in new and existing forms of powered two wheeled transport and how our road system can adapt to accommodate this in a safe system.
- Work closely with Police Scotland to analyse motorcycling casualties and seek support with enforcement as part of planned campaigns.
- Investigate and review the prioritisation of powered two wheelers in our transport system and in particular how this might contribute to reducing casualties.
- Engage with motorcycle groups, drivers and fleet operators to raise awareness.
- Support the national THINK BIKE campaign and launch a local road safety powered two wheeler and junction campaign in 2020.
- Analyse powered two wheeler data and usage on a regular basis and apply the safe systems approach to reduce casualties.
- Work closely with our partners to ensure effective learning, training and awareness programmes are in place to reduce powered two wheeled casualties.

- Review powered two wheeled collision causation data and consider how innovation, technology and road design can contribute to casualty reduction, including emerging forms of transport.

## Safe Systems Action - VRU: Blind and partially sighted

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- Consult, engage, involve and communicate, in an accessible manner, with the older, blind and partially sighted community and supporting agencies.

## Safe Systems Action - Road Safety Engineering

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- Apply the safe systems approach to road safety engineering.
- Audit new, proposed and existing infrastructure to protect vulnerable road users.
- Respond to concerns regarding road safety.
- Support the introduction of low traffic neighbourhoods and school car free zones.
- Support the introduction of a city-wide mandatory 20mph speed limit.

## Safe Systems Action - Speed Cameras

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- Continue to support the deployment of static, mobile, red light and average speed cameras.
- Engage with Safety Cameras Scotland to review sites on an annual basis.
- Support partnership working to raise awareness of speeding.
- Support the introduction of new camera technology to reduce casualties.

## Safe Systems Action - Mandatory city-wide 20mph zone

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- Undertake a city-wide consultation process and engage with key stakeholders.
- Develop a communications strategy to support the introduction of each phase.
- Ensure every school in the city is within a 20mph limit.
- Deliver a city-wide 20mph mandatory speed limit by 2030\*.

## Safe Systems Action - Low Traffic Neighbourhoods (LTN)

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- Support the introduction of Low Traffic Neighbourhoods.
- Audit the design of LTN's for road safety purposes.
- Promote and support safe active travel measures within the community.
- Review school zone safety in each LTN and where possible implement school car free zones.

## Safe Systems Action - School Car Free Zones (SCFZ)

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- Review every school site in Glasgow to gauge suitability for participation in the School Car Free Zone project.
- Ensure every suitable school has a school car free zone by 2030.
- Explore new and innovative methods to improve road safety on the school journey.
- Provide support to every school to develop an active school travel plan.
- Develop a new School Travel and Road Safety service and resources to create the next generation of safe active travellers.

## Safe Systems Action – Road safety education (Schools)

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- Continue to provide a road safety education service to our schools with a new focus on safe active travel.
- Support and deliver national road safety education programmes.
- Develop new road safety resources, linked to the curriculum for excellence, to promote and teach safe active travel.
- Develop a new STARS programme and website to promote the delivery of road safety and active travel in our schools.
- Introduce a new annual STARS award to replace the current Lord Provost Road Safety Award.
- Ensure every school in Glasgow has access to our road safety skills for life programme.

## Safe Systems Action – Cycle Training and Bikeability

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- Continue to expand our Bikeability scheme to include delivery to every primary school in the city.
- Continue to support fleet operators, businesses further educational establishments to promote safe cycling and cycle awareness.
- Promote cycle awareness internally to work colleagues and council drivers.
- Work in partnership with Cycling Scotland, Police Scotland, charities and other local organisations to promote safe cycling and cycle awareness.

## Safe Systems Action – Publicity

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- Continue to support national campaigns through the use of social media and direct engagement.
- Continue the Go Safe Glasgow road safety partnership brand.
- Analyse local road safety data to ensure campaigns are targeted on specific areas of concern.
- Continue with the expansion of the think before you step out pedestrian awareness campaign.
- Continue to specifically target older pedestrians within our communities.
- Explore new methods of communication to ensure effective engagement.
- Focus our publicity on driver awareness and behaviour to protect vulnerable road users.
- Promote safe-active travel.

# Glasgow Vision

## Zero to 2030





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