

Transport and Environment Committee

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Road Safety Plan: Progress Update

Item number	7.10
Report number	
Wards	All

Links

Coalition pledges	
Council outcomes	CO21
Single Outcome Agreement	SO2 and SO4

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Executive summary

Road Safety Plan: Progress Update

Summary

This report provides an update on the implementation of the Road Safety Plan for Edinburgh to 2020 (Plan). The update provides background on the Plan's development to-date and progress against the Plan's short-term interventions (2010-12); it also outlines future implementation through interventions covering the Plan's medium-term period (2013-15).

Recommendations

- 1 It is recommended that the Committee notes the positive progress made under the [Streets Ahead Road Safety in Edinburgh](#) partnership, and agrees to the changes to the Plan set out in this report.

Measures of success

The Streets Ahead partnership's collective approach to working involves the key stakeholders of the Council, the Police, the Fire Service and NHS Lothian, and a variety of other stakeholders including user groups. Such collaborative working is proving to be effective and successful.

The Council has adopted the challenging targets contained in the Scottish Government's Road Safety Framework (see main report). Meeting these targets set for achievement by 2020 will offer a measure of success for the Plan and the Streets Ahead partnership.

Financial impact

The Plan guides priorities and programmes for expending approved annual capital and revenue budgets: £765,000 and £36,000 respectively from Road Safety 2012/13, and £60,000 from the 2012/13 Cycling revenue budget.

Equalities impact

The Plan takes into account the road safety needs of all users. Due regard will be given to the protected characteristics (Age, Disability and Religion & Belief) through the Plan's interventions, and any associated consultation or design processes.

Sustainability impact

The Plan encourages a safer environment for journeys to be undertaken by the environmentally friendly modes of walking and cycling, both of which are key priority groups within the Plan.

Consultation and engagement

The Plan was developed through partnership working and consultation with elected members, professional staff, wider stakeholders and user groups. Consultation workshops were undertaken on the 5 and 10 November 2009 and 4 December 2009 to obtain views of a wide range of stakeholders and user groups. These views shaped the development of the priority areas and interventions contained within the Plan.

In addition to the key Streets Ahead partners, the workshops included the following stakeholders:

• Lothian Buses	• Central Taxis
• A City for All Ages advisory group	• ctc
• Older Peoples Forum	• Living Streets
• Pupils from various high schools	• First Edinburgh
• Edinburgh Chamber of Commerce	• Young Peoples Council
• Road Haulage Association	• Spokes
• Edinburgh World Heritage Trust	• Edinburgh Cycle Forum

Since the Plan's launch in 2010, other stakeholders have become actively involved in the Plan's development including Edinburgh Trams, the Tram project, and BEAR Scotland.

Consultation and engagement is put in place for all projects stemming from the Plan. Key projects of note include:

- cycle safety events: five events, which will take place in March, June and October 2012 at key locations across the city; The Royal Infirmary, Edinburgh University, Ocean Terminal, The Western General, Festival Square and Waverley Court.
- pedestrian access study Gorgie/Dalry Road corridor: streets audit to establish issues and potential solutions involving members of the community; and consultation with the Neighbourhood Partnership and Gorgie and Dalry Community Council.
- pedestrian crossings: locations prioritised for improvements undergo local consultation to shape the final location and designs.
- 20mph pilot: widespread phased consultation across 19,000 households and businesses, including residents groups, Streetscape and community councils.

Background reading/external references

- Background Paper - Report to the Transport, Infrastructure and Environment Committee 28 July 2009 titled "Scotland's Road Safety Framework to 2020"
http://www.edinburgh.gov.uk/download/meetings/id/8622/scotlands_road_safety_framework_to_2020
- Background Paper - Report to the Transport, Infrastructure and Environment Committee 4 May 2010 titled "Road Safety Plan for Edinburgh to 2020"
http://www.edinburgh.gov.uk/download/meetings/id/2329/road_safety_plan_for_edinburgh_to_2020
- Background Paper - Report to the Transport, Infrastructure and Environment Committee 21 September 2010 titled "Streets Ahead Road Safety in Edinburgh"
http://www.edinburgh.gov.uk/download/meetings/id/28101/streets_ahead_road_safety_in_edinburgh
- Appendix 1 - Road Safety Plan for Edinburgh to 2020 Update
- Appendix 2 - Medium-term interventions

- Appendix 3 - 2004-2011 Incident Data
- Appendix 4 - Road Safety Plan branding

Road Safety Plan: Progress Update

1. Background

- 1.1 This report provides an update to the Committee on progress against the short-term interventions within the Plan for Edinburgh to 2020, which the Transport, Infrastructure and Environment Committee approved on 4 May 2010.

2. Main report

- 2.1 The Plan establishes a clear approach by the Council and its key partners (Lothian and Borders Police, Lothian and Borders Fire and Rescue Service, NHS Lothian) to reducing casualties across the city. *Streets Ahead Road Safety in Edinburgh* is the resulting partnership.
- 2.2 Partnership working ensures that the Plan acts as a focus for all road safety activity in Edinburgh, through a series of short, medium and long-term interventions. These interventions (68 in all) help target resources to areas with the greatest impact in reducing numbers of people killed or seriously injured on Edinburgh roads.
- 2.3 Short-term intervention progress is detailed in Appendix 1, with medium-term interventions (many continue from the short-term, others tailored to reflect road and casualty analysis) listed in Appendix 2. Appendix 2 also identifies where interventions going-forward are new, or have been modified from the short-term Plan period.
- 2.4 The Council has adopted the targets (below) contained in the Scottish Government's Road Safety Framework. These target reductions for 2020 are set-against a baseline of casualty data (average data from the period 2004-2008) for Edinburgh. Data analysis charts showing incident levels for Edinburgh between 2004 and 2011 are shown in Appendix 3.

Target	% Reduction	
	2015	2020
People killed	30	40
People seriously injured	43	55
Children (<16) killed	35	50
Children (<16) seriously injured	50	65
People slightly injured	5	10

- 2.5 The Plan runs from 1 January 2011 to 31 December 2020. Currently only 2011 incident data is available for comparison against the 2020 targets. Verified 2012 data will not be available through the Police and Scottish Government until April 2013 at the earliest. There is limited value in this single year of data as analysis usually spans a three or five year period.
- 2.6 Incident data will be analysed for the next Road Safety Plan update in two years. This will provide an analysis using three years of data against the 2020 targets. The analysis will consider road casualty figures in the context of changes in individual travel patterns and behaviours over-time, for example:
- An aging population within the city.
 - The 2009 recession and its resulting impacts upon travel patterns.
 - Overall levels of motor-traffic in Edinburgh, based on kilometres travelled per year, has been falling year-on-year relative to the 2008 baseline figure (Scottish Transport Statistics).
 - Cycling is becoming more popular, with Edinburgh having the highest level of cycling of all the Scottish local authorities (journeys to/from work by bike account for over 7% of all journeys: Scottish Household Survey, 2011).
- 2.7 Since the Plan's launch in 2010, there have been a variety of key issues that have impacted upon the Plan's development; mainly through external influences:
- Cycle safety summit: following high-profile incidents involving cyclists a summit was called by Alison Johnson Green MSP, and was chaired by Keith Brown the Minister for Transport. The summit brought a greater political emphasis on issues associated with cycling safety; that has influenced a series of 'Drive Safe Cycle Safe' campaigns being run across the city.
 - The development of new liaison arrangements pending the introduction of a National Fire Service and a National Police Force. The implications of which are yet to become clear, but dialogue is ongoing between the Council, the Police and the Fire Service.
 - Tram governance: the tram continues to remain a high priority area for focus amongst the Plan partners; with specific interventions going forward featuring in Appendix 2.

- Government legislation change: in 2011 UK legislation changed meaning the Council can apply through the Scottish Government (on a scheme by scheme basis) to implement traffic calming schemes without the use of physical traffic calming. The evaluation of the 2012/13 20mph pilot project, together with the Local Transport Strategy consultation will inform how this will be taken forward and will be reported to the Transport and Environment Committee.

2.8 Some of the major achievements over the Plan period 2010-2012 include:

- Young Driver events provided Theatre in Education productions, interactive activities and real-life scenarios to over 5000 of Edinburgh's S6 pupils.
- 'Drive Safe Cycle Safe' campaigns ran on radio, bus advertising and other media, aided by interactive information 'roadshows' across the city.
- South central 20mph limit pilot provided a new approach to traffic calming and encouraging walking and cycling through signage, surface markings, community engagement, publicity and promotion campaigns.
- Tram awareness education to schools near tram infrastructure highlights dangers/scenarios through activities and games.
- Development of *Streets Ahead Road Safety in Edinburgh* brand and logo (see Appendix 4) to provide an integrated identity for the partnership, and a website to provide public road safety information and advice.

2.9 Some of the key-issues going forward into the medium-term for Streets Ahead include: tram, traffic management, cyclist and pedestrian safety, notably elderly people. These are encompassed within the medium-term interventions (Appendix 2), including the new tram interventions of:

- Energisation: manage road and public safety communications for the energisation of overhead lines for each section of the tram route; and
- Operations: maintain and develop safety management systems on a continuous basis.

3. Recommendations

- 3.1 It is recommended that the Committee notes the positive progress made under the [*Streets Ahead Road Safety in Edinburgh*](#) partnership, and agrees to the Plan changes set out in this report.

Mark Turley

Director of Services for Communities

Links

Coalition pledges

Council outcomes

CO21 - Safe – Residents, visitors and businesses feel that Edinburgh is a safe city.

Single Outcome Agreement

SO2 - Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health.

SO4 - Edinburgh's communities are safer and have improved physical and social fabric.

Appendices

Appendix 1 - Road Safety Plan for Edinburgh to 2020 Update

Appendix 2 - Medium-term interventions




Appendix 3 - 2004-2011 Incident Data





Appendix 4 - Road Safety Plan branding






Appendix 1. Road Safety Plan for Edinburgh to 2020 Update






Progress report covering the short-term interventions (2010-2012)






1. Short term interventions






Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_C1	Data analysis - undertake further investigation and analysis to determine patterns of cyclist collision occurrence and identify notable cycle groups at risk.	100 %		Services for Communities	<ul style="list-style-type: none"> Cycle incident analysis reports produced: All Incident Analysis 2004-2010 and Cycle Analysis 2004-2010. The methodology involved extracting pertinent data from the raw data (casualty, vehicle, and accident, spreadsheets and databases). Cycle Analysis 2004-2010 reports published on Streets Ahead website.
SfCTR_C2	Cycle safety working group - key stakeholders to meet twice yearly to discuss results of data analysis, and agree relevant interventions including awareness raising, enforcement, training and alterations to the road environment.	100 %		Services for Communities	<ul style="list-style-type: none"> A working group has been initiated, and has met bi-monthly since May 2011, and comprises representatives from the Council, the Police, Spokes, ctc and the Bike Station as well as Lothian Buses and First Bus. The aim of the group is to reduce the number of road traffic incidents involving cyclists on Edinburgh's roads by changing cyclist and motorist behaviours. The objectives of the working group are to: Reduce the number of cyclists involved in fatal and serious collisions; Raise awareness of the consequences of inappropriate motorist and cyclist behaviour; Raise awareness of the potential hazards faced by drivers, cyclists and pedestrians; Improve behaviours of cyclists and motorists through targeted campaigns; Encourage the sharing of space philosophy amongst drivers and cyclists.
SfCTR_C3	Campaigns - support national and initiate local campaigns aimed at safer cycling and the health benefits of cycling.	90 %		Services for Communities	<ul style="list-style-type: none"> The cycle safety working group established six key messages aimed at cyclists and six aimed at motorists. First campaign (April 2012) to target cyclist and driver behaviours at junctions. Second campaign coinciding with Bike Week (June 2012) highlighted blind spots around large goods vehicles, to encourage cyclists to avoid these. Third campaign coincides with the clock change in October, encouraging cyclists to be seen, and warning drivers who cut across oncoming cyclists. Campaigns complimented by education roadshows across the city i.e Royal Infirmary, Ocean Terminal, University campuses involving Council and Police officers, Lothian Buses, Spokes and Edinburgh University representatives. Campaigns included bus advertising and radio advertising the campaign was complimented by police enforcement. Blind spot mirrors are to be installed across the Council's fleet of large vehicles. Warning signs for the backs of large vehicles are similarly being investigated these have all ready been fitted First Bus vehicles.

Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_C4	Cycle training - ensure the Scottish Cycle Training Scheme resources and practical training is promoted in every school, particularly in areas of deprivation and promote adult cycle training city-wide.	30 %		Services for Communities	<ul style="list-style-type: none"> Pupils trained during 2011/12 increased again due to more staff and volunteers having been recruited and trained to lead Bikeability level 2 (road skills training). As of August 2012 there are 3548 primary 6 pupils, with 36% of these trained to Bikeability level 2, although pupils trained in other years mean that 67% of eligible pupils actually received training in 51% of all primary schools. This represents an increase from 2010/11 when 1165 pupils representing 33% of primary 6 pupils being trained in 38% of primary schools. A grant from Cycling Scotland's Bikeability Fund allowed the provision of 163 bikes for pupils across 8 primary schools, enabling them to complete their Bikeability training and have the means to continue cycling. This will continue until the end of 2011/12. Adult cycle training is carried out by qualified freelance cycle trainers: Edinburgh University and The Bike Station. Children & Families have set a target of 100% of 6th year pupils being able to cycle by 2016/17.
SfCTR_C5	Network management - ensure cyclists' needs are accommodated in new road and maintenance schemes.	75 %		Services for Communities	<ul style="list-style-type: none"> The design process applies appropriate design guidance for cyclists: including Cycling by Design; Cycle Friendly Design Guide; Cycling Scotland Design Standards. As part of the New Works Quality Management System, design proposals are issued to the Cycle Team for review and approval, with recommendations incorporated into the design. The Cycle Team would like a similar arrangement to be put in place for maintenance schemes designed by Road Services. Contractors' Temporary Traffic Management Systems are checked to ensure that cycle provision complies with the Traffic Signs Manual Ch 8. Schemes are subject to a Road User Safety Audit at the preliminary design, detailed design, construction and post construction (in operation) stages and the recommendations by the auditor are incorporated into the scheme.
SfCTR_D2	Data analysis - examines driver age distribution and gender split to determine factors between casualties and the age and sex of drivers.	15 %		Services for Communities	<ul style="list-style-type: none"> The analyst brought in on a one year contract left after 6 month to pursue a full-time role. Analysis to-date has examined 'All Incidents' data, determining the percentage of vehicles involved. Further analysis to be undertaken.
SfCTR_D3	Data analysis - identify the factors responsible for incident causation and determine remedial measures.	100 %		Services for Communities	<ul style="list-style-type: none"> Accident Intervention Prevention (AIP) process identifies responsible factors. Annual analysis of the strategic road network identifies locations with a higher than anticipated level of personal injury incidents. Identified locations are investigated and an annual programme is carried out at sites where an engineering solution can be found. Implemented 2011/12 sites included anti-skid surfacing and electronic "queues ahead likely" signs on the approach to Cramond Brig/A90 and 3 new pedestrian islands on Waterfront Ave. 2012/13 sites for implementation include introducing a spiral road marking layout on the roundabout at the A1/Jewel junction and a scheme on the A71 at the Dalmahoy Hotel to either introduce "Crossroads Ahead" electronic signing or a possible contribution to a full signalisation of the junction.






Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_E1	Bus use - investigate the cause of incidents involving elderly people using buses in Edinburgh.	100 %		Services for Communities	<ul style="list-style-type: none"> Analysis was undertaken for 2004-2009 regarding bus related incidents, Females accounted for 72% of all incidents, whilst 53% of all incidents involve over 60's. Standing on-board is the biggest risk for the over 60's, (Risk from boarding and alighting is more notable than for other age ranges). Of relevance, 75% of KSI's are the over 60's. Postcode analysis determined Princes St/Hanover St) has double the number of casualties than other postcode sectors for all casualties and for those over 60. Bus passenger casualties tend to concentrate in the City Centre. Top ten post code sectors are almost the same for all passengers and those aged 60 plus.
SfCTR_E2	Research - investigate whether there is an increased risk of elderly people, particularly in areas of deprivation, being involved in an incident and the specific causes.	0 %		Services for Communities	
SfCTR_E3	Consult - a City for All Ages Advisory Group, the Edinburgh Equalities Network and Equalities Transport Group to be regularly consulted to ensure the needs of elderly people are incorporated into remedial measures.	40 %		Services for Communities	<ul style="list-style-type: none"> Presentation given to Equalities Transport Group in 2010 and again in early 2012, present the outline findings of E1 analysis, and to understand the views of elderly people and those with mobility issues. A City for All Ages consulted through invitation to the quarterly Action Plan 2 meetings.
SfCTR_If1	Audit - identify key areas, carriageways and T-junctions/staggered junctions with the greatest rate of incidents and conduct detailed analysis on these.	70 %		Services for Communities	<ul style="list-style-type: none"> AIP schemes which involved detailed analysis include 2010/11: Saughton Road North – Buildouts and VAS; Telford Road – anti skid and yellow Box; Gorgie Road/Chesser Avenue – anti skid; West Harbour Road/Chestnut Street – buildouts and VAS; Muirhouse Green, Davidson's Mains, Broughton St – signs and lines; West Savile Terrace - signalised junction; 2011/12 sites included anti-skid surfacing and electronic "queues ahead likely" signs on the approach to Cramond Brig/A90 and 3 new pedestrian islands on Waterfront Ave. 2012/13 sites for implementation include introducing a spiral road marking layout on the roundabout at the A1/Jewel junction and a scheme on the A71 at the Dalmahoy Hotel to either introduce "Crossroads Ahead" electronic signing or a possible contribution to a full signalisation of the junction.
SfCTR_If5	Corridor approaches - establish corridor approaches to examine the needs and safety implications of all users.	66 %		Services for Communities	<ul style="list-style-type: none"> Pedestrian study during 2011/12 examining safety improvements on Gorgie/Dalry Road corridor and the Bike corridor between Kings Buildings and George Square implemented July 2012. Such corridor approaches shall inform future studies being undertaken across the city i.e. the tram access study (see P5) being implemented during 2012/13.






Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_If6	Development control - ensure planning applications & Council projects impacting on public realm comply with relevant national/local development & design guides i.e. Movement & Development , Active Travel Plan , Designing Streets , Standards for Streets .	100 %		Services for Communities	<ul style="list-style-type: none"> Transport has been consulted on 1,535 planning applications since the Road Safety Plan's launch until the end of July 2012. Officers have assessed the safety of these applications in accordance with relevant national and local development and design guides.
SfCTR_Im1	Policing - through data analysis and intelligence led policing, effectively target enforcement and complement the 'don't risk it' message by raising the perceived risk of being caught.	60 %		Lothian and Borders Police	<ul style="list-style-type: none"> L&B Police continue to support ACPOS campaigns to enforce and highlight the dangers of the use of mobile phones whilst driving, seatbelt and speeding campaigns, all of which are planned as a response to national data analysis. Local data analysis suggested that road users who are most likely to be killed or seriously injured are cyclists or pedestrians. A multi-phased cycling initiative under the banner of the Streets Ahead is undergoing and further work will be prompted in relation to pedestrians.
SfCTR_Im2	Campaigns - support national awareness raising campaigns.	100 %		Lothian and Borders Police	<ul style="list-style-type: none"> L&B Police have provided the dates and details of the National ACPOS campaigns for the Streets Ahead website. Details of relevant initiatives are also provided. ACPOS campaigns will continue as a rolling programme.
SfCTR_M1	Campaigns - promote the national motorcycling website being developed by the Scottish Government that contains road safety information and links, and the targeted Road Safety Scotland publicity campaigns aimed at motorcyclists.	100 %		Lothian and Borders Police	<ul style="list-style-type: none"> Analysis of serious and fatal road collisions involving motorcyclists in the City of Edinburgh highlights that numbers are reasonably low therefore further work in this regard is not treated as a priority at this time. Police are cognisant however that they will be guided by the data provided and if there is an increase they will respond accordingly. It is acknowledged that there would appear to be an increase in incidents involving small engined vehicles (under 125cc) and analytical work is ongoing in this respect for M4. Members of the action plan have been tasked with looking at initiatives within other cities to compare and contrast to take forward as best practice for the future if required.
SfCTR_M2	Awareness - publicise the rising trend in motorcycle related injuries and increase awareness through combined user group awareness training, for example Bikesafe .	10 %		Lothian and Borders Police	<ul style="list-style-type: none"> MAG and BMF (British Motorcycle Federation) consulted as part of Action Plan 3. Awareness will be linked with M1.






Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_M3	Network management and development - consider the needs and vulnerabilities of motorcyclists when designing new roads and implementing safety features on existing roads.	80 %		Services for Communities	<ul style="list-style-type: none"> • Consideration is given to providing high friction surfacing at sites which can be hazardous to motorcyclists and other road traffic including approaches to junctions; bends and sites with poor visibility, and also on areas of coloured surfacing. • Minimised use of road markings with a lower skid resistance. Replacement of drain covers with covers incorporating high friction material is currently being investigated. • At junctions and bends consideration also given to locating street furniture/vegetation back from the carriageway and on the inside of bends, designing entry angles to avoid high entry speeds and blind spots, and providing hazard markers to help guide motorcyclists. • Future consideration could be given to retro-fitting safety fences at high risk sites to motorcyclists with a motorcycle protection system such as BikeGuard.
SfCTR_M4	Link to cycling - investigate the potential to link aspects of cycle campaigns with motorcycle campaigns to benefit conditions for two wheeled vehicles.	20 %		Lothian and Borders Police	<ul style="list-style-type: none"> • Cycle analysis identifies urban issues, notably at junctions. Most of the Motorcycle campaigns relate to the dangers of large vehicles on country roads. • Cognisance is taken to the campaigns relating to the dangers faced by motorcycles at junctions and other city related campaigns. This is reflected in the commitment to campaigns in IM2.
SfCTR_M5	Enforcement - ensure continued enforcement of the laws against mini-moped and unlicensed motorcycles, and riders who drive them unsafely both on the roads and in public spaces.	100 %		Lothian and Borders Police	<ul style="list-style-type: none"> • Mini-moto leaflets are issued at select Police stations. As far as enforcement is concerned off road bikes are sent out whenever possible, usually in response to a specific request from the division, to give attention to this problem however resource implications prove restrictive. • The RTA legislation allowing off road bikes to be seized in certain circumstances is utilized whenever possible. Any offenders will be dealt with robustly. • Unfortunately most off road bikes lack any obvious identifiers which present a challenge identifying culprits. Ongoing in terms of a proactive and reactive policing issue.
SfCTR_P1	Data analysis - undertake detailed pedestrian casualty analysis to establish, for example, if alcohol plays a greater part in incidents, if notable pedestrian casualties occur in areas of deprivation. Develop an action plan targeting risk groups & causes.	80 %		Services for Communities	<ul style="list-style-type: none"> • Pedestrian Incident Analysis 2004-2010 report produced. • The methodology involved extracting pertinent data from the raw data (casualty, vehicle, and accident, spreadsheets and databases). The report has been published on the Streets Ahead website. Action Plan still be developed, aligned with the Active Travel Action Plan.
SfCTR_P2	Audits - examine the usage of existing pedestrian crossing facilities and identify if either the existing or new installations are required.	50 %		Services for Communities	<ul style="list-style-type: none"> • Before existing signalised pedestrian crossings are upgraded/maintained, locations are to be reassessed (using the adjusted PV squared methodology) to determine if the crossing is still needed. • 15 locations were re-assessed during 2012: a signal at Muirhouse Parkway shows little use, while another on Bonnington Road scored particularly low. The decision-making process will need to involve community groups during 2012.



Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_P3	Audits - review all major junctions and assess the effectiveness of existing crossing and control methods, with regard to use by all age and ability ranges. Continue to introduce pedestrian crossing provision.	66 %		Services for Communities	<ul style="list-style-type: none"> The Council's approved pedestrian crossing prioritisation process exists to assess the suitability of new crossing applications. Crossings built 2011/12: Gilmerton Road signals at Moredunvale Rd; Bellevue signals north of the junction with East Claremont Street; Restalrig Road island at Restalrig Crescent; Murrayburn Rd island at Drumbryden Dr; Restalrig Road island at Post Office; Beaufort Rd island west of Mansionhouse Road; Prospect Bank School junction treatment. 17 further locations are being consulted on for potential construction (including three signalised facilities) during 2012/13.
SfCTR_P5	Routes - establish routes to and through the city centre and other key destinations including tram stops most used by pedestrians, and establish means of reducing conflict at key points, so as to enable more people to walk greater distances in safety.	66 %		Services for Communities	<ul style="list-style-type: none"> Gorgie/Dalry Road corridor study was the first to identify barriers and recommend pedestrian improvements. Accident analysis identified notable areas. Site 'walkthrough' involving the community identified issues with site-lines, crossing & clutter. Fortnightly working group meets establishing specific project aims for this corridor, and ways forward. Access to tram project during 2012/13 will remove barriers and provide pedestrian access improvements to/from tram stops in the west of the city.
SfCTR_P6	City centre - investigate the potential for increasing pedestrian priority, and pedestrian-only zones in the city centre and incorporate this into an action plan for pedestrians.	20 %		Services for Communities	<ul style="list-style-type: none"> Princes Street & City Centre Public Realm project aims to improve the pedestrian experience, recent work resulted in a series of short, medium and long term proposals. The intention of installing temporary measures is that the impacts can be monitored and location specific measures adapted. In many instances tram project and associated road closures and diversions has reduced the feasibility of options for extending pedestrian space. Following the initial remit addressing the whole city centre, a Rose Street sub-project including Essential Edinburgh & the Council has been initiated.
SfCTR_S5	Safety cameras - continue to support the Safety Camera Programme and its initiatives.	100 %		Lothian and Borders Police	<ul style="list-style-type: none"> The Safety Camera Partnership submits annual Operational Plan consisting a list of sites for mobile/fixed camera sites. All L&B camera sites reviewed in 2011. Details of current sites can be found on www.lbsafetycameras.co.uk. The red light digital upgrade is now complete: they also detect speeding vehicles during the green & amber phases - deterring drivers from "racing the lights". The Safety Camera Partnership also funded the installation of 2 new vehicle activated signs at Corstorphine Road to advise drivers of the 30mph speed limit. In September 2011 the Safety Camera Partnership attended the Young Drivers Event hosted at the Corn Exchange for S6 pupils, and helped to host a "Road Safety Village" at the 2012 Royal Highland Show.
SfCTR_S6	Review - review speed limits on all class A and class B roads, and look to implement any changes indicated by such a review.	100 %		Services for Communities	<ul style="list-style-type: none"> The city was split into route segments for A&B roads. Review methodology agreed with L&BP Road Policing. Vehicle speed and volume surveys ascertained. Recommendations, based on surveys, consulted/agreed with L&BP, agreed by the Transport, Infrastructure and Environment Committee. Two roads to have their limits reduced and a variety of other locations included onto the AIP list of priority locations for further detailed assessment over 2012/13 and 2013/14.

Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_S7	Investigate - investigate the potential to make existing streets, notably city centre streets and shopping areas a 20mph speed limit, whilst establishing the potential economic, environmental and health impact on the city.	70 %		Services for Communities	<ul style="list-style-type: none"> 20mph limit pilot in South Edinburgh: Committee approved a pilot September 2010; 19,000 residents and commercial premises consulted; general interest in the scheme; Committee requested additional streets be added required further consultation (ended June 2011) Findings reported to Committee August 2011 for decision: make the Traffic Regulation Order across the majority of streets in the pilot area excluding a core strategic network of busier traffic routes (remain at 30mph speed limit). Fortnightly working group. Scheme launched end March 2012. Community launch on 23 March 2011 with advertising campaign Evaluation and citywide roll-out potential being assessed throughout 2012/13.
SfCTR_T1	Data analysis - identify whether tram works appear to have any impact upon the incident data.	60 %		Services for Communities	<ul style="list-style-type: none"> Incident data collected by the Council and Edinburgh Trams for Princes Street during 2011. Issue of cyclist incidents and tram lines. Design options considering The Mound junction following consultation with Spokes.
SfCTR_T2	Traffic management - encourage more effective control of traffic management works and temporary works on the Tram project.	60 %		Edinburgh Trams	<ul style="list-style-type: none"> Temporary Traffic & Pedestrian Management Procedure for Utilities & Tram Construction Works have been developed to document how the Council project team, contractors and stakeholders manage the temporary Traffic & Pedestrian Management (TPM) work stream on the Edinburgh tram project. The TPM group aims to minimise disruption and encourage safety. The plan deals with both utilities works and the construction phases of the tram project.
SfCTR_T3	Responsibility - promote responsibility across all user groups during the implementation of the tram works.	60 %		Edinburgh Trams	<ul style="list-style-type: none"> Links with T4. Notable stage of the project is the energisation of the mini-test track (Glasgow Road - Gogar depot) December'11. An education initiative focusing on the Gogar Castle area, including messages on signals, junctions, protocols, Highway Code and the tram Code of Practice has taken place. Preparations well underway for energisation of the test track out to the airport from November 2012 and the beginning of test track operations in December 2012. Further education initiatives are planned.
SfCTR_T4	Education - provide education to identified target user groups regarding future integration with the completed tram project and required safety practices to be adopted.	66 %		Edinburgh Trams	<ul style="list-style-type: none"> Presentations given to a variety of schools covered: what to look out for, dangers trams bring, how they work, live electrical wiring implications, tram design/speed/noise/routes, construction sites, how to stay safe/awareness, background/history/benefits of trams, the depot and control room. Involved question/answer session and interactive activities. The Risk Factory visited the depot and agreed to incorporate tram education to their road safety scenarios aimed at pupils. The Tram team visited Roseburn and Balgreen schools to discuss construction safety, with visits including plant equipment demonstrations/their dangers. Other education approaches include involvement at the Young Driver events (2010 & 11); sponsoring events with the Bike Station; stalls including rail layouts at St James Centre; the Edinburgh Trams website; sponsoring a road safety video including a view from the drivers cabin.

Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_T5	Interaction - raise awareness of hazards of trams and tram lines with pedestrians, cyclists and drivers, and provide training of cyclists and alternative routes for cyclists to be developed and promoted.	60 %		Edinburgh Trams	<ul style="list-style-type: none"> In 2009 a Cycle Tram Integration Study determined the requirements for more detailed work to ensure the needs of cyclists were fully incorporated. This resulted in a 'Cycling and Trams' leaflet (targeted in cycle shops) and a 'Cycle Safety near the Tramway' video on the the website, to increase awareness of how best to interact with trams and tram lines. The Bike Station carried out cycle training on Princess Street, and at a road safety event at Ocean Terminal Sep'10. Spokes consulted to establish alternative cycle routes and road markings at junctions. Risk assessments have been shared, and site visits organised. Further work planned to promote and encourage safe cycling adjacent to the tram route. As construction work is completed, further road safety audits and periodic assessments anticipated.
SfCTR_V1	Targeted measures - prioritise resources on reducing the number of collisions caused by the three primary vehicle types (cars, goods vehicles and motorcycles) identified in the analysis of the collision data as being the primary cause of collisions.	50 %		Services for Communities	<ul style="list-style-type: none"> Resources are not being specifically targeted at the three primary vehicle types, although these are indirectly targeted through the ongoing Accident Intervention Prevention (AIP) process. Annual analysis of the strategic road network identifies locations with a higher than anticipated level of personal injury incidents. Identified locations are investigated and an annual programme is carried out at sites where an engineering solution can be found.
SfCTR_V2	Campaign - support national campaigns to promote the use of Fresnel lenses by left-hand drive HGVs to avoid blind spots/side-swipe incidents, and encourage the fitting of close-proximity lenses to HGVs.	33 %		Services for Communities	<ul style="list-style-type: none"> Advice sought via Scottish Government (June'11) on national progress in this area, to tailor initiatives for Edinburgh. Scot. Govt. discussing their approach intra-road safety/ cycling/freight. A 2010 proposal for an ambitious marketing campaign proved difficult to sustain given the financial restrictions. The Council purchased 1000 fresnel lenses, to be fitted to 500 of its large vehicle fleet during 2012/13. Lenses offered to the Street Ahead partners, and potential to involve the Freight Haulage Association to involve a freight partner organisation to utilise the remaining lenses.
SfCTR_WT1	Create a Communication and Branding Strategy	100 %		Services for Communities	<ul style="list-style-type: none"> Communication officers working group established; Streets Ahead brand/brand guidelines developed; Communications Plans being developed for 20mph Limit Pilot; Streets Ahead website went live March'11. Branding used on letter heads, consultation documents, promotional materials and Parksmart banners for outside schools.
SfCTR_WT2	Working group – Establish a strategic road safety group of key stakeholders and delivery partners to meet every three months, including a review meeting each year to monitor the action plans.	100 %		Services for Communities	<ul style="list-style-type: none"> Strategic road safety group of key stakeholders and delivery partners has met every three months since 2010, to review action plan progress and steer the work of the Plan. Regular representation is received through Lothian & Borders Police, Lothian & Borders Fire Service, NHS Lothian, Services for Communities Roads and Transport, BEAR Scotland and Edinburgh Trams.

Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_WT3	Strategic approach - sign Edinburgh up to the European Road Safety Charter .	100 %		Services for Communities	<ul style="list-style-type: none"> Report submitted to the Council's Transport, Infrastructure and Environment Committee September'11, requesting permission to sign up to this Charter. Approval granted - application completed and approved within Transport. Application submitted June'11. Membership status confirmed January 2012.
SfCTR_WT5	Data analysis - direct vision and focus toward main at-risk categories identified through the analysis, and ensure regular monitoring of incident data as part of a continuous programme to identify trends.	80 %		Services for Communities	<ul style="list-style-type: none"> Detailed analysis has focused on cyclists and pedestrians due to them being the highest risk categories of users based on incident statistics in the city. Monthly monitoring establishes number and type of all incidents, whilst annual monitoring focuses in more detail on a citywide basis.
SfCTR_WT7	Fatal incidents - where a need for partner intervention is identified during an investigation of a fatal collision Lothian and Borders Police will invite all relevant partners to convene a Casualty Reduction Forum.	100 %		Lothian and Borders Police	<ul style="list-style-type: none"> L&BP's desire to visit the scene of every fatal road traffic collision. The timing of each visit is determined by the circumstances and where an immediate concern is raised by the reporting officers, collision investigators, traffic management or roads authority. A post fatal site meeting is held at the earliest opportunity. Where it is obvious that the cause of the fatality is not related to the road, site meetings are not treated as urgent and are carried out in 'batches' depending on availability. Eleven post fatal site visits arranged and completed 17/08/2012. Two were deemed to be 'suicide' with a further two classed as 'medical'. Two sites identified as possibly requiring some attention but not considered a contributory factor; remaining five attributed to driver/pedestrian error. Will continue as part of a rolling programme.
SfCTR_WT8	Public health - link road safety issues with health initiatives, particularly in relation to health inequalities, to ensure that both reap benefits.	80 %		NHS Lothian	<ul style="list-style-type: none"> Links with i) Active Travel ii) Alcohol iii) Winter Weather iv) Young Drivers: i) Active Travel Action Plan agreed, with ongoing implementation of activities. Overlaps include school cycle training & the Edinburgh Physical Activity and Health Alliance ii) Contributory factor in some incidents so reducing harmful use of alcohol is part of a health contribution. NE Drugs & Alcohol forum includes Licensing Officers & L&B Police. Edinburgh is over-provided with off-sale premises with licensing Board presumption against new licenses iii) Falls on icy pavements/roads and more frail people being confined to their home are major public health issues. Support Edinburgh Uni. Research identifying locations where elderly people have fallen 'outdoors'. CEC review of winter maintenance of pavements and roads placed greater emphasis on local routes iv) Events supported as disproportionate incidents among young people from more deprived areas. Need to ensure future events incorporate those who left school at age 16: higher proportions from deprived areas. Comprehensive plan required to address these issues with young people.
SfCTR_WT10	Public update - produce a bi-annual update on the delivery of the Road Safety Plan.	100 %		Services for Communities	<ul style="list-style-type: none"> Road Safety incident statistics review report to be submitted to the Council's TIE Committee in November 2011, to include this progress list of short-term interventions. As with all TIE Committee reports, this will be made public, and updated statistics will be made available via the Streets Ahead website. Road Safety Plan Progress Report (bi-annual update) being submitted to January 2013 TIE Committee.

Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_WT1 2	Research - best practice including Road Safety Scotland & the UK Parliamentary Advisory Council for Transport Safety, to feed into the bi-annual update of the plan. Additional funding opportunities should similarly be investigated.	80 %		Services for Communities	<ul style="list-style-type: none"> Monthly best-practice research identifies relevant research and guidance that is then disseminated to intervention owners and working groups, as well as being incorporated within the Streets Ahead website. Additional funding opportunities being sought as part of YP5, for example.
SfCTR_WT1 3	Information management - investigate the development of an extranet site, to enable the sharing and coordination of information amongst Plan partners, and aid the implementation and review of the Plan.	100 %		Services for Communities	<ul style="list-style-type: none"> Communities of Practice (CoP) Extranet site went live November 2010, in which 50 practitioners have registered. Research, discussion topics, meeting minutes and agendas and other information relating to the Action Plans has been posted for sharing on this secure site. CoP was closed down late 2011, and was replaced by the Knowledge Hub extranet facility which has 75 members in summer 2012. The Knowledge Hub is not used to its full potential by partners.
SfCTR_YP1	Education - Road Safety Scotland resources form a core nursery to S6 programme, complimented by contextual learning, Council policy updates & partner support. Free resources to be distributed effectively to schools, prioritising those in deprived areas.	80 %		Children and Families	<ul style="list-style-type: none"> Nursery and primary visits to create awareness of everyday journey dangers/obstacles, suitable places to cross, promote Ziggy resources, play games to highlight traffic dangers. Use of adapted Street Sense resources to highlight good/bad behaviour on/around roads. Safety videos, posters and creative writing utilised to portray messages. JRSO's involved in teaching younger years. Video clips (walking, cycling and school bus) created to prepare pupils for school transition, & supplied to the website along with collated resources. Educational Theatre supported in schools, voluntary sector & secure units. Targeted learning approaches for children with additional support needs. CPD's provided to teachers. Road safety educational inputs provided at 15 primary & 4 secondary schools, as well as 7 other education settings. Evaluating existing resources based on usage in schools and links to curriculum for excellence.
SfCTR_YP2	Data analysis - investigate the circumstances of each child fatality and report to key delivery partners with recommendations for action.	100 %		Lothian and Borders Police	<ul style="list-style-type: none"> No child fatalities during 2010-2012. L&BP will continue to monitor and implement the necessary processes as required.
SfCTR_YP3	Children in deprived areas - continue to monitor and identify possible road safety issues that link to children living in areas of multiple deprivation and implement agreed action.	66 %		NHS Lothian	<ul style="list-style-type: none"> Collection & quality of data following road traffic incidents in Emergency Departments is variable, and there is evidence that the trauma data collected by the police (Stats 19) is incomplete in comparison to hospital data. Useful analysis to link NHS and L&BP data and show levels of under-reporting. Important links made with NHS's Information & Statistics Division to improve reporting of A&E data and accident reporting. Distribution of road safety materials through midwifery and health visitor services. Work with Road Safety Officers and Children & Families to increase uptake of road safety initiatives in schools in deprived areas. Need for more schools in deprived areas participate in road safety programmes/events.

Reference	Interventions	Progress	Status	Lead	Actions/Comments
SfCTR_YP4	School Travel Plans - continue to support their use, fully involving the local community, and utilise other funding/resources: Sustrans/Road Safety Scotland/Cycling Scotland.	100 %		Services for Communities	<ul style="list-style-type: none"> All 87 Edinburgh Primary Schools now have travel plans or are actively engaged in producing a travel plan. Only 2 from a possible 23 high schools are not working on a travel plan. The percentage of all schools either actively engaged with or having a completed travel plan has now risen to 98%. Continued approaches will be made to outstanding. To be eligible to receive any assistance or funding from CEC or Sustrans, schools must take part in the annual Sustrans Hands up Scotland survey every September. A priority list for travel plan interventions has been developed in order that limited resources can be distributed and the Hands up Scotland survey enables funds to be spent to the greatest benefit of actively encouraging walking and cycling. Engineering works identified through school travel plans are virtually all complete.
SfCTR_YP5	Pre-driver - investigate feasibility of introducing pre-driver events for senior school pupils, to influence attitudes & future driving behaviour before getting behind the wheel. Links could be made to other risk reduction work i.e. alcohol/drugs.	100 %		Lothian and Borders Police	<ul style="list-style-type: none"> Oct'10, Ocean Terminal: 'Don't be a Fool – Be Cool on the Road – Life's Matter' organised by L&BP. Sep'11, Corn Exchange: Young Driver event organised by L&BP and partners for all S6 pupils in Edinburgh. In excess of 2400 pupils attended and the majority of schools were represented. The event ran for 2 sessions per day, 2 hours in length and included a mix of a theatrical performance, an interactive quiz, and in input from a bereaved family followed by a series of interactive workshops focussing on elements of driving. The event has been funded by L&B Police, CEC and L&B FRS and will be compared by Forth One. It evaluated extremely well and the event ran again in Sep'12 following a similar format. Will continue to evaluate and develop the event (funding allowing) into future years.

Appendix 2 - Medium Term Interventions

REF.	INTERVENTION	LEAD	SOURCE
WORKING TOGETHER			
WT1	Strategic approach – Incorporate the European Road Safety Charter into Streets Ahead branding, and ensure Streets Ahead projects are reported back to the European Commission.	Services for Communities	Modified from the short-term
WT2	Data analysis - Direct vision and focus toward main at-risk categories identified through the analysis, and ensure regular monitoring of incident data as part of a continuous programme to identify trends.	Services for Communities	Carried over from the short-term
WT3	Fatal incidents – Where a need for partner intervention is identified during an investigation of a fatal collision Lothian and Borders Police will invite all relevant partners to convene a Casualty Reduction Forum.	Police	Carried over from the short-term
WT4	Public health – Link road safety issues with health initiatives, particularly in relation to health inequalities, to ensure that both reap benefits	NHS Lothian	Carried over from the short-term
WT5	Public update – Produce a bi-annual update on the delivery of the Road Safety Plan.	Services for Communities	Carried over from the short-term
WT6	Research – Continue to research best practice from elsewhere, including Road Safety Scotland and the UK Parliamentary Advisory Council for Transport Safety, to feed into the bi-annual update of the plan. Additional funding opportunities should similarly be investigated.	Services for Communities	Carried over from the short-term
WT7	Technology – Ensure new/emerging technologies are considered for application in developing new road safety approaches, whilst also ensuring their uses are understood amongst the public.	Services for Communities	Original medium-term intervention
WT8	Data analysis – Upgrade and improve current incident causation data recording and analysis procedures, and develop an operational target time for incident data returns to be completed within 10 weeks of the incident.	Police	Original medium-term intervention
WT9	Public attitudes – Research attitudes to road safety, to help shape future action plans.	Services for Communities	Original medium-term intervention
CHILDREN AND YOUNG PEOPLE			
YP1	Education – Road Safety Scotland resources adopted as a core programme from nursery to S6, supplemented by contextual learning and the new curriculum with support from partners, and reinforced by Council policy updates. Department For Transport and other free resources to be effectively and equally distributed through schools and to parents. Where resources are limited, schools in deprived areas should be prioritised.	Children & Families.	Carried over from the short-term
YP2	Data analysis – Investigate the circumstances of each child fatality and report to key delivery partners with recommendations for action.	Police	Carried over from the short-term
YP3	Children in deprived areas – Continue to monitor and identify possible road safety issues that link to children living in areas of multiple deprivation and implement agreed action.	NHS Lothian	Carried over from the short-term
YP4	School Travel Plans – Given that over 90% of schools now have a School Travel Plan an effective new approach needs to be developed to revisit and review the School Travel Plan process.	Services for Communities	Modified from the short-term
YP5	Pre-driver – Provide annual pre-driver events for senior school pupils and school leavers, to influence young people's attitudes to road safety and future driving behaviour before they get behind the wheel. Links could be made to other work on risk reduction i.e. alcohol, drugs.	Police	Modified from the short-term
YP6	E-learning – Consider the continued support of E-learning systems for road safety training in schools.	Children & Families.	Original medium-term intervention
CYCLISTS			
C1	Campaigns – Provide at least two local campaigns aimed at safer cycling and the health benefits of cycling.	Services for Communities	Modified from the short-term
C2	Cycle training – Ensure the Scottish Cycle Training Scheme resources and practical training is promoted in every school, particularly in areas of deprivation and promote adult cycle training city-wide.	Children & Families.	Carried over from the short-term

Appendix 2 - Medium Term Interventions

REF.	INTERVENTION	LEAD	SOURCE
C3	Network management – Ensure cyclists' needs are accommodated in new road and maintenance schemes.	Services for Communities	Carried over from the short-term
C4	Pilot – Investigate a pilot examining advance green signal phases for cyclists on a corridor in the city.	Services for Communities	Original medium-term intervention
C5	Training – Maintain and build upon safer cycling education and awareness measures through basic and further educational training initiatives, aimed at all road users to ensure safer interaction between users, appreciation of the highway code, and safer cycling practices.	Services for Communities	Original medium-term intervention
DRIVERS AND PASSENGERS			
D1	Training – Encourage large fleet operators to adopt good practice initiatives in the areas of road safety and environmental friendliness – most particularly the fleets of those involved in Streets Ahead.	Police	Modified from the short-term
D2	Data analysis – Examine driver age distribution and gender split to determine factors between casualties and the age and sex of drivers.	Services for Communities	Carried over from the short-term
D3	Data analysis – Identify the factors responsible for incident causation and determine remedial measures.	Services for Communities	Carried over from the short-term
ELDERLY PEOPLE			
E1	Research – Investigate whether there is an increased risk of elderly people, particularly in areas of deprivation, being involved in an incident and the specific causes.	Services for Communities	Carried over from the short-term
E2	Consult – A City for All Ages Advisory Group, the Edinburgh Equalities Network and Equalities Transport Group to be regularly consulted to ensure the needs of elderly people are incorporated into remedial measures.	Services for Communities	Carried over from the short-term
IMPAIRMENT			
Im1	Policing – Through data analysis and intelligence led policing, effectively target enforcement and complement the 'don't risk it' message by raising the perceived risk of being caught.	Police	Carried over from the short-term
Im2	Campaigns – Support national awareness raising campaigns.	Police	Carried over from the short-term
INFRASTRUCTURE			
If1	Audit – Identify key areas, carriageways and T-junctions/staggered junctions with the greatest rate of incidents and conduct detailed analysis on these.	Services for Communities	Carried over from the short-term
If2	Incident response – Investigate and improve upon the lag between emergency services and traffic control/network management responses.	Services for Communities	Original medium-term intervention
If3	Maintenance – Ensure footway clutter is minimised and aligned within design and maintenance schemes.	Services for Communities	Original medium-term intervention
If4	Accessibility – Identify and incorporate the use of accessibility standards in line with current DDA requirements into new maintenance schemes to improve on road safety.	Services for Communities	Original medium-term intervention
If5	Corridor approaches – Continue to examine the needs and safety implications of all users along priority corridors.	Services for Communities	Carried over from the short-term
If6	Development control – Ensure planning applications and Council projects that impact on the public realm comply with all relevant national and local development and design guides, such as the Council's Movement and Development, the Active Travel Plan, Designing Streets and Edinburgh Standards for Streets.	Services for Communities	Carried over from the short-term
MOTORCYCLISTS			
M1	Awareness – Publicise the rising trend in motorcycle related injuries and increase awareness through combined user group awareness training, for example Bikesafe.	Police	Carried over from the short-term

Appendix 2 - Medium Term Interventions

REF.	INTERVENTION	LEAD	SOURCE
M2	Network management and development – Consider the needs and vulnerabilities of motorcyclists when designing new roads and implementing safety features on existing roads.	Services for Communities	Carried over from the short-term
M3	Link to cycling – Investigate the potential to link aspects of cycle campaigns with motorcycle campaigns to benefit conditions for two wheeled vehicles.	Police	Carried over from the short-term
M4	Enforcement – Ensure continued enforcement of the laws against mini-moped and unlicensed motorcycles, and riders who drive them unsafely both on the roads and in public spaces.	Police	Carried over from the short-term
PEDESTRIANS			
P1	Data analysis – Undertake detailed analysis of pedestrian casualties to establish, for example, whether alcohol is playing a greater part in incidents, or if there are notable pedestrian casualties in areas of deprivation. Develop an action plan to target high risk groups and the specific causes of casualties within these groups.	Services for Communities	Carried over from the short-term
P2	Audits – Examine the usage of existing pedestrian crossing facilities and identify if either the existing or new installations are required.	Services for Communities	Carried over from the short-term
P3	Audits – Review all major junctions and assess the effectiveness of existing crossing and control methods, with regard to use by all age and ability ranges.	Services for Communities	Carried over from the short-term
P4	Crossings - Continue to introduce pedestrian crossing provision across the city using the approved prioritisation process.	Services for Communities	Carried over from the short-term
P5	Routes – Establish routes to and through the city centre and other key destinations including tram stops most used by pedestrians, and establish means of reducing conflict at key points, so as to enable more people to walk greater distances in safety.	Services for Communities	Carried over from the short-term
P6	City centre – Investigate the potential for increasing pedestrian priority, and pedestrian-only zones in the city centre and incorporate this into an action plan for pedestrians.	Services for Communities	Carried over from the short-term
P7	Disabled access – Consult with the Edinburgh Access Panel to ensure the needs of the disabled are incorporated into remedial measures.	Services for Communities	Carried over from the short-term
P8	Encouragement – Develop confidence building schemes such as ‘walking buses’, walks for health and buddying schemes.	Services for Communities	Original medium-term intervention
SPEED			
S1	Behaviour – Target behaviours regarding speeding as being socially unacceptable and allocate enforcement to tackle this.	Police	Original medium-term intervention
S2	Engineering – Develop and implement a process to assist with determining the suitability of traffic calming for environmental and health benefits in local areas.	Services for Communities	Original medium-term intervention
S3	Safety cameras – Continue to support the Safety Camera Programme and its initiatives.	Police	Carried over from the short-term
S4	Speed limits - Implement the recommendations highlighted through the A&B road speed limit review.	Services for Communities	Modified from the short-term
S5	Investigate – Investigate the potential to make existing streets, notably residential streets and shopping areas, a 20mph speed limit whilst establishing the potential economic, environmental and health impact on the city.	Services for Communities	Modified from the short-term
TRAM			
T1	Data analysis – Identify whether tram works appear to have any impact upon the incident data.	Services for Communities	Carried over from the short-term
T2	Traffic management – Encourage more effective control of traffic management works and temporary works on the Tram project.	City Development	Carried over from the short-term

Appendix 2 - Medium Term Interventions

REF.	INTERVENTION	LEAD	SOURCE
T3	Responsibility – Promote responsibility across all user groups during the implementation of the tram works.	Edinburgh Trams	Carried over from the short-term
T4	Education – Provide education to identified target user groups regarding future integration with the completed tram project and required safety practices to be adopted.	Edinburgh Trams	Carried over from the short-term
T5	Interaction – Raise awareness of hazards of trams and tram lines with pedestrians, cyclists and drivers, and provide training of cyclists and alternative routes for cyclists to be developed and promoted.	Edinburgh Trams	Carried over from the short-term
T6	Energisation - Manage road and public safety for the energisation of overhead lines for each section of the tram route, through testing, shadow running and into operation	Edinburgh Trams	Newly proposed
T7	Operations - Maintain and develop safety management systems on a continuous basis	Edinburgh Trams	Newly proposed
VEHICLES			
V1	Targeted measures – Prioritise resources on reducing the number of collisions caused by the three primary vehicle types (cars, goods vehicles and motorcycles) identified in the analysis of the collision data as being the primary cause of collisions.	Services for Communities	Carried over from the short-term
V2	Campaign – Support national campaigns to promote the use of Fresnel lenses by left-hand drive HGVs to avoid blind spots/side-swipe incidents, and encourage the fitting of close-proximity lenses to HGVs.	Services for Communities	Carried over from the short-term

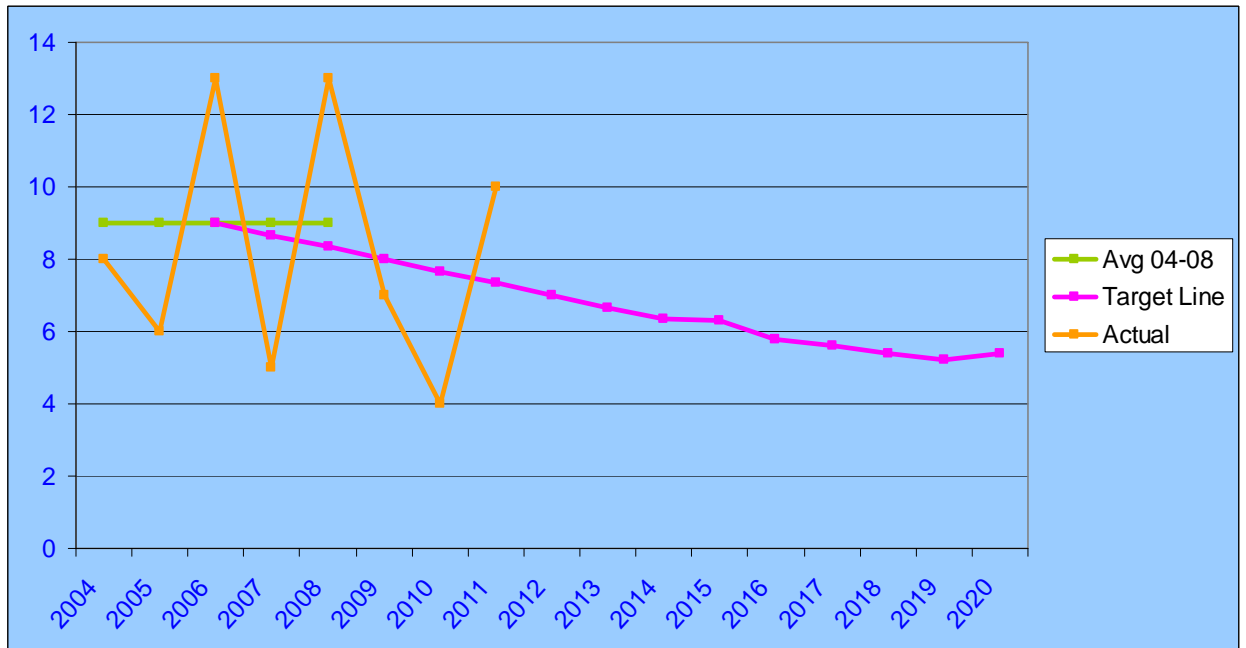
Removed from the Road Safety Plan

REF.	INTERVENTION	LEAD	RATIONAL
WORKING TOGETHER			
D1	Training – Support the Scottish Government in introducing the development of SAFED (Safe and Fuel Efficient Driving) training for van drivers in Edinburgh. (<i>From Scottish Plan: Introduce SAFED training for van drivers in Scotland.</i>)	Services for Communities	Morphed into the new D1
V4	Fleet – Plan partners to encourage their vehicle fleet operators to do more to ensure that users take full responsibility for their actions whilst operating vehicles, with a view to rolling out successful initiatives to the private sector.	Fire Service	Morphed into the new D1
V3	Fleet – Investigate the potential for all new cars purchased or hired by the Plan partners to have a high EuroNCAP (safety assessment) rating.	Fire Service	Deemed a low priority
WT9	Campaigns – Support the national introduction of a Scottish Road Safety Week.	Services for Communities	Covered in National RS Plan

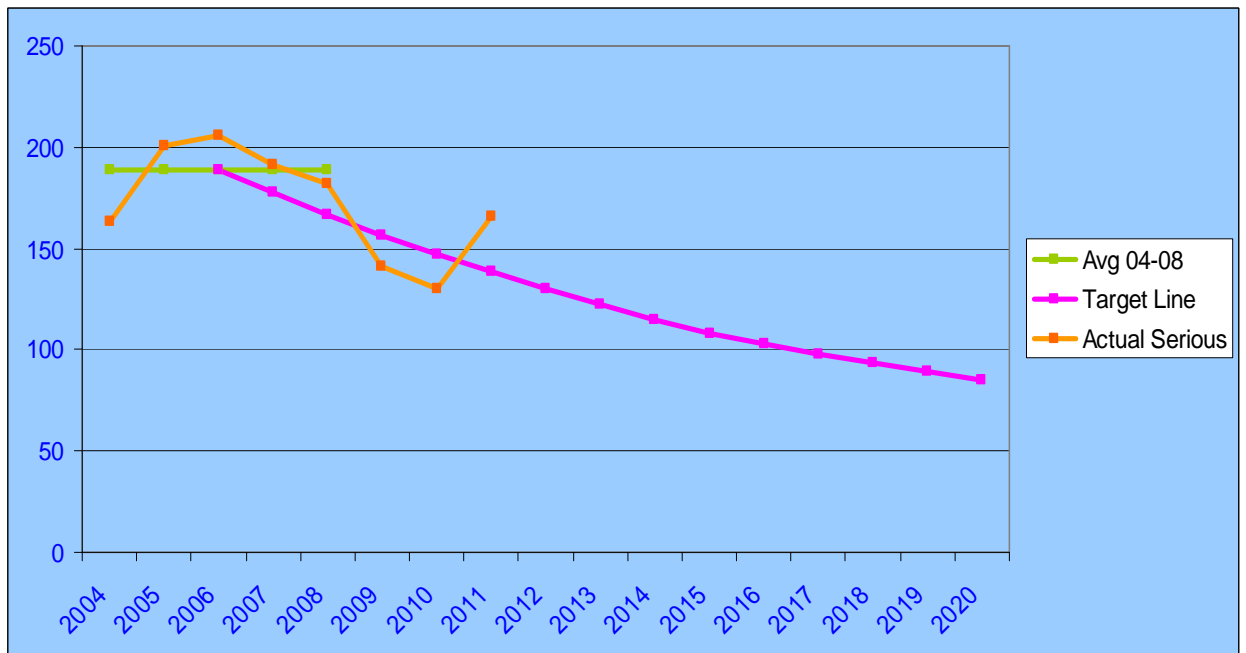
Appendix 3 Incident data 2004-2011

The following charts represent road casualty numbers for Edinburgh from 2004-2011 (last full year of casualty data currently available) and are set against the 2020 targets contained in the Plan, as set by the Scottish Government.

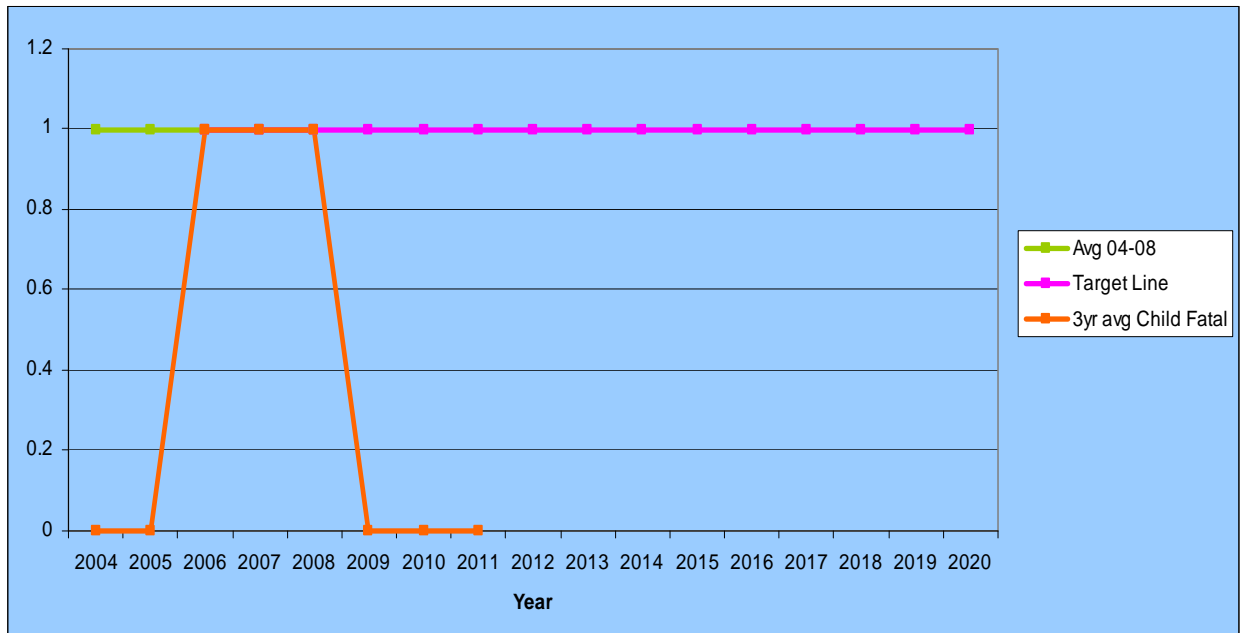
Target 1: a 40% reduction in the number of people killed in road collisions by 2020



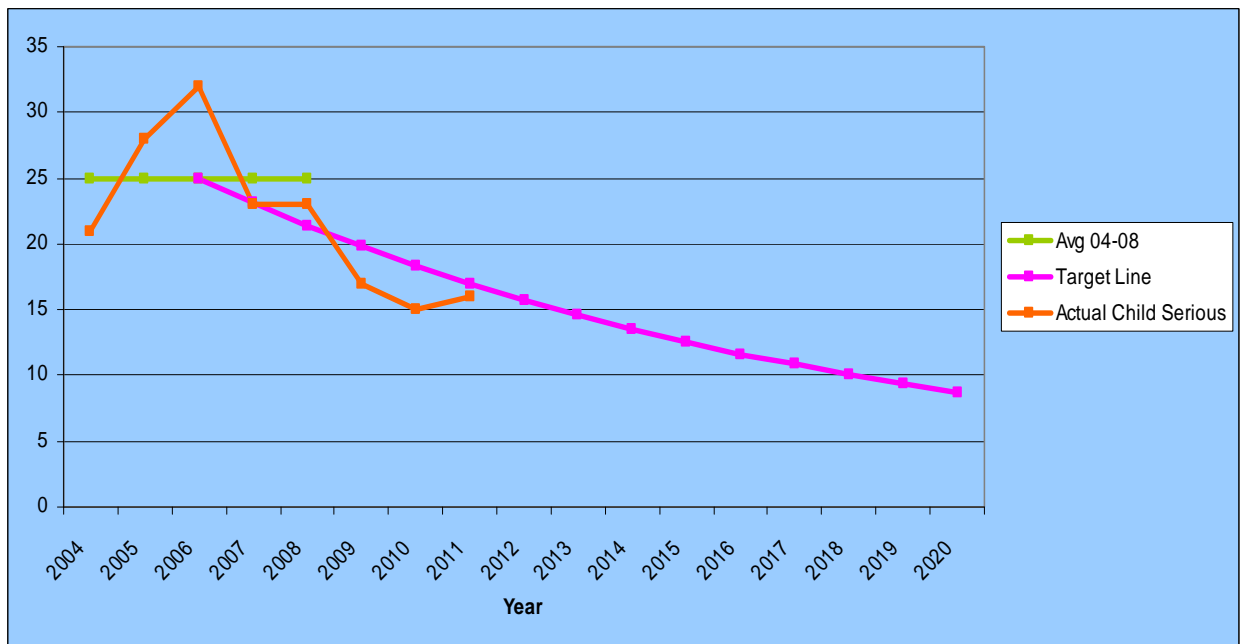
Target 2: a 55% reduction in the number of people seriously injured in road collisions by 2020



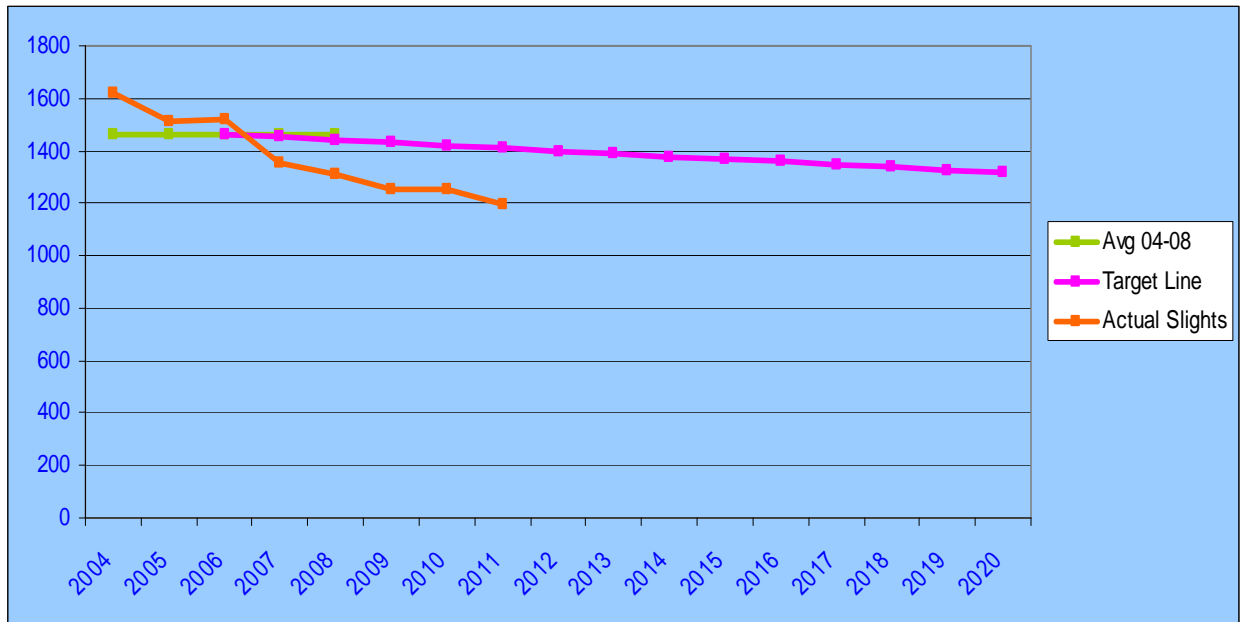
Target 3: a 50% reduction in the number of children (aged under 16) killed in road collisions by 2020



Target 4: a 65% reduction in children (aged under 16) seriously injured in road collisions by 2020



Target 5: a 10% reduction in the slight casualty rate by 2020



Appendix 4 – Road Safety Plan branding

The Road Safety Plan 2020 reflects the commitment of the City of Edinburgh Council and its principal partners Lothian and Borders Police, NHS Lothian, Lothian and Borders Fire and Rescue to focus on an integrated approach to the provision of road safety activity across the city.

The brand sets out to reflect the diverse nature of road safety. In doing so it adopts forms of words and imagery that reflect the broader activities, principals and aims of the partnership while being approachable and relevant to its audience.

The brand comprises three main elements, the form of words, typeface, and image. The use of a modern, informal, and friendly typeface is the first step towards projecting approachability. The words use cliché to associate the “Street” element with road safety and progressive forward thinking, while the graphic, alludes to street signage, drawing on familiar colours and imagery to effectively convey the aims of the partnership.

