

SOUTH AYRSHIRE COUNCIL ROAD SAFETY PLAN TO 2020



FOREWORD

Excellent progress has been made in Scotland and in South Ayrshire in achieving the road safety casualty reduction targets to 2010. However, whatever may have been achieved in the past, the disturbing fact remains that road traffic collisions are one of Scotland's biggest killers.

The term "accident" can give an impression that road crashes and the resultant injuries are unavoidable. Every death and every serious injury on the roads is one too many and South Ayrshire Council and its partners believe that almost all collisions are avoidable if road users behave responsibly.

Published in June 2009, the Scottish Government's *Road Safety Framework to 2020; It's Everyone's Responsibility* includes new and ambitious targets in casualty reduction in order to help local authorities, their partners and individuals maintain the downward trend of casualty reduction.

The vision of the Road Safety Framework is:

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

South Ayrshire Council fully support this vision.



Councillor John McDowall

Portfolio-holder for Sustainability and the Environment

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1 INTRODUCTION

This is South Ayrshire Council's Road Safety Plan to 2020 produced in line with "Scotland's Road Safety Framework to 2020."¹

The Plan provides the road map for further reductions in injuries resulting from collisions on the road.

We believe that almost all collisions and their resultant injuries are avoidable and thus, with the acceptance that road safety and casualty reduction is everyone's responsibility, we believe that the vision is achievable.

The vision of the Road Safety Framework is:

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

Figure 1: Road Safety Stakeholders diagram from Scotland's Road Safety Framework to 2020



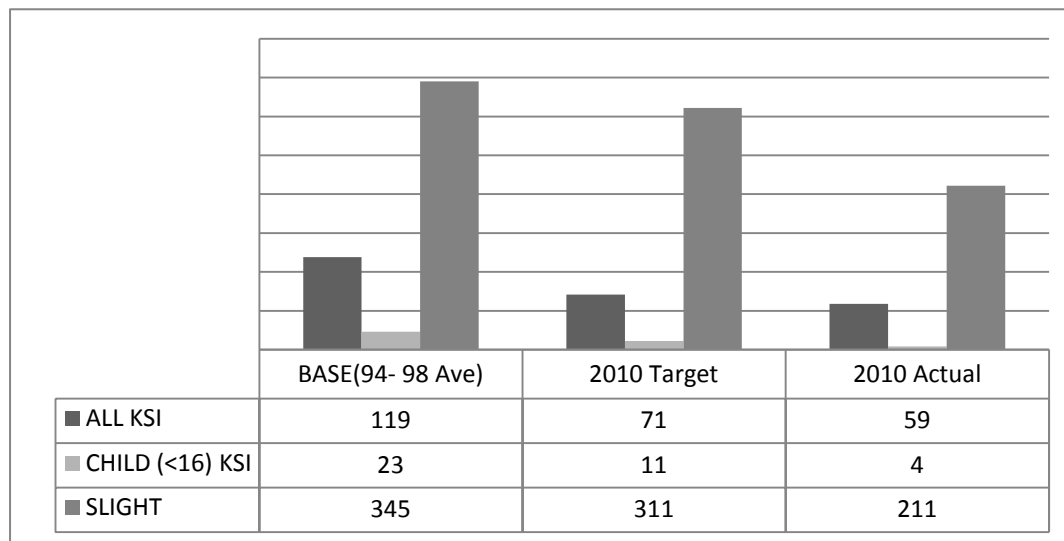
¹ Scotland's Road Safety Framework to 2020

2 ROAD SAFETY TARGETS

In 2000, the UK Government's document "Tomorrow's roads: safer for everyone"², set out casualty reduction targets. The 2010 targets, compared with the average totals for 1994-98, were:

- 40% reduction in respect of those killed and seriously injured (KSI);
- 50% reduction in respect of children (less than 16 years of age) killed and seriously injured; and
- 10% reduction in the number of slightly injured casualties.

Figure 2: South Ayrshire's performance against targets.

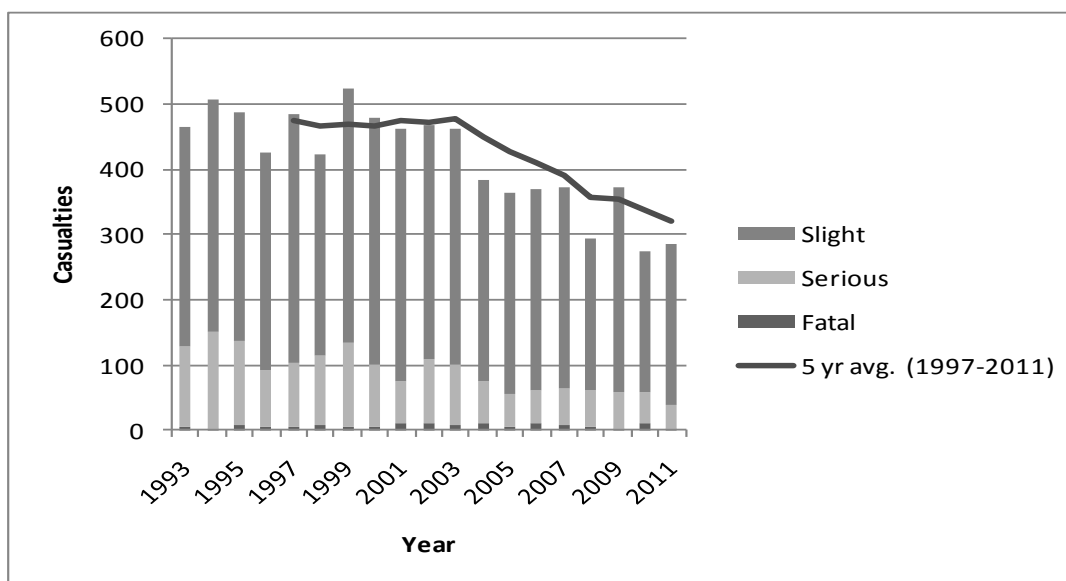


Based on these road crash casualty figures shown in figure 2, South Ayrshire Council, its partners and local road users have succeeded in reducing casualties resulting from road crashes beyond the 2010 casualty reduction targets.

Against these targets, by 2007, Scotland had achieved, a 45% reduction in KSI, a 67% reduction in child KSI and a 35% reduction in slight casualty rate. From a peak of 892 road deaths in Scotland in 1969, the number of fatal casualties has fallen to 281 in 2007.

² Tomorrow's roads: safer for everyone

Figure 3: General reduction in casualties in South Ayrshire since 1993.



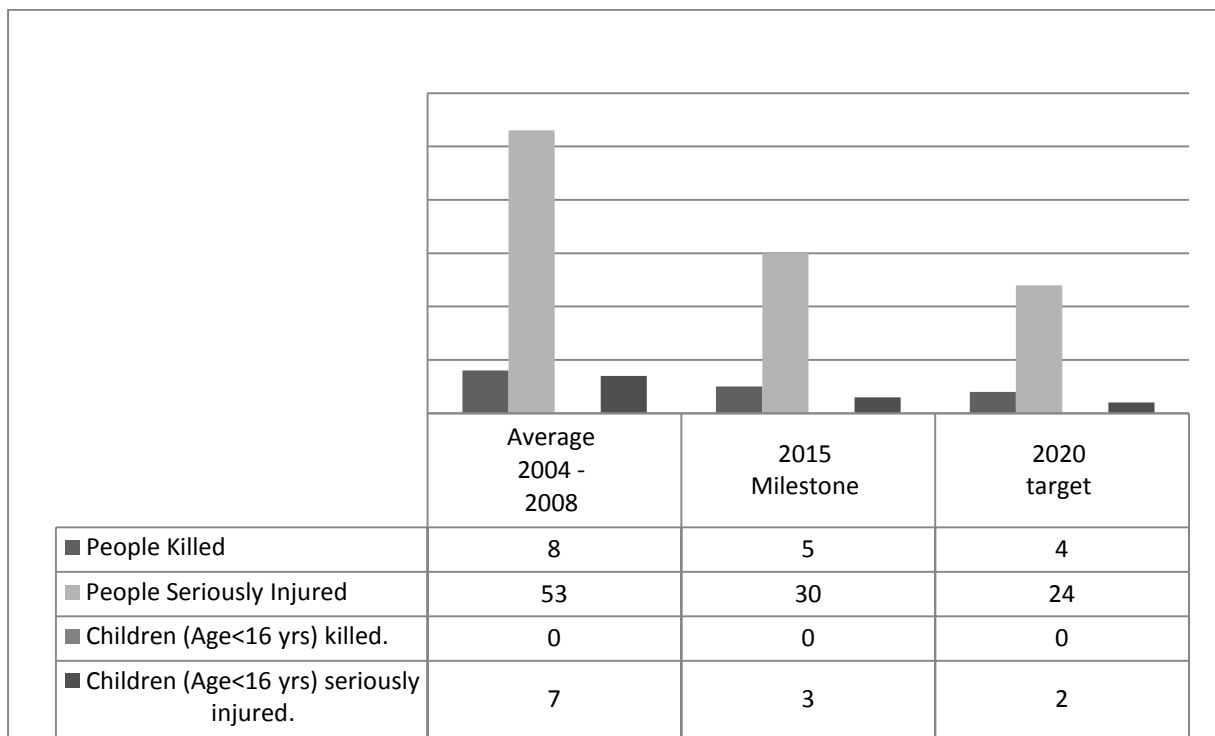
The Scottish Government set new Scottish road safety casualty reduction targets to 2020 in Scotland’s Road Safety Framework. The 2020 targets, table 1, compared with the average totals for 2004-08, are:

Table 1: Scottish road safety targets to 2020, with milestones at 2015

Target	2015 Milestone % reduction	2020 target % reduction
People Killed	30	40
People Seriously Injured	43	55
Children (Age<16 yrs) killed.	35	50
Children (Age<16 yrs) seriously injured.	50	65

In addition the previous 10% reduction target in the slight casualty rate will continue to 2020.

Figure 4: South Ayrshire's road safety targets to 2020, with milestones at 2015



South Ayrshire Council is responding positively through the adoption of the targets, see figure 4, and through the development and implementation of this Plan.

3 THE ROAD SAFETY STATUTORY DUTY

Local Roads Authorities and the Police have statutory duties in relation to road safety. These duties are set out in Section 39 of the Road Traffic Act 1988³. In summary these include;

- Provide for promoting road safety by disseminating information or advice relating to the use of roads;
- Prepare and carry out a programme of measures designed to promote road safety;
- Contribution towards the cost of measures for promoting road safety taken by other authorities or bodies;
- Carry out studies into accidents and in the light of those studies, take appropriate measures to prevent such accidents;
- Take measures to reduce accidents when a new road comes into use.

This Road Safety Plan outlines how South Ayrshire Council intends to meet this duty.

4 THE COST OF CASUALTIES

The benefits of casualty reduction are the lessening of pain, anguish and loss of healthy living that are the result of these crashes. Expressing these as costs can help us effectively use our limited resources to bring about the best results, see table 2.

The valuation of casualty costs for Great Britain for all levels of severity are based on a willingness to pay human cost approach (grief, suffering, loss of financial contribution to society and medical costs). This is intended to encompass all aspects of the costs of casualties including both the human cost and the direct economic cost.

Table 2: The cost of a fatality (Source, Reported Road Casualties Scotland 2011⁴)

Cost per casualty GB at 2010 prices			
Fatal	Serious	Slight	Average (all severity)
£1,643,754	£184,712	£14,241	£37,106
Casualty costs South Ayrshire at 2010 prices			
Fatal (8 casualties)	Serious (51 casualties)	Slight (267 casualties)	Total (all severity)
£13,150,032	£9,420,312	£3,802,347	£26,372,691

³ Section 39 - Road Traffic Act 1988

⁴ Reported Road Casualties Scotland 2011

5 POLICY AND GUIDANCE

Scotland's Road Safety Framework to 2020, "Go Safe on Scotland's Roads it's Everyone's Responsibility" provides the overarching policy and guidance for road safety practitioners (and road users) in Scotland to 2020.

The framework sets new casualty reduction targets and asserts the importance of priorities and actions being "intelligence led" eg use of reliable crash and casualty data identifies priority road user groups and crash locations.

Intelligence led data enables us to monitor and review actions and programmes to meet priorities.

Strategic Aims

The strategic aims of Scotland's Road Safety Framework are:

- Helping to join-up the strands of road safety across the various delivery partners, so as to work more effectively;
- Reinforcing, at every opportunity, the message of the responsibility of all road users for their own and other's safety on the roads;
- Encouraging a drive for life culture;
- Reducing the tolerance to risk on the roads; and
- Upholding the rights of all road users to expect safe road travel.

6 OUR PRIORITIES

South Ayrshire Council will adopt the framework priorities as follows, as well as additional local priorities, to ensure delivery of the strategic aims.

Scotland's road safety priorities for the delivery of the strategic aims are:

- Working together for safer roads
- Being responsible on the roads
- Driving for life
- Reducing risk on the roads
- Designing for human error on the roads

A review of local casualty data has identified the following additional priorities in South Ayrshire:

- Children and Young People
- Pedestrians
- Safer Travel opportunities for older people
- Removal of inequalities between different demographic groups.

For each of these priorities we want to achieve a reduction in casualties by carrying out a series of holistic actions that cover education, enforcement, engineering and encouragement programmes.

Road Safety should be integrated within the Council's strategic aims. South Ayrshire Council has a Single Outcome Agreement⁵ in place. Road safety contributes positively to the delivery of some of the Sixteen National Outcomes⁶ as set by the Scottish Government.

⁵ [South Ayrshire Council: Single Outcome Agreement](#)

⁶ [Scottish Government: Sixteen National Outcomes](#)

Working together for safer roads

One of the strategic aims of Scotland's Road Safety Framework is helping to join-up the strands of road safety across the various delivery partners, so as to work more effectively.

In order to maximise our effectiveness we work closely with our partners. Examples of partnership working can be found in the Road Safety Plan 2020 Research document.

In addition to the use of crash data provided by Police Scotland we use the latest web based analysis tools, in order to ensure resources are targeted appropriately. Casualty data provided by Police Scotland has enabled us to analyse casualties in detail, between different categories of road user and as a proportion of all South Ayrshire casualties.

Being responsible on the roads

Vulnerable group

Children and Young People

Children and young people remain among the most vulnerable of road users. Because of their age, many do not have the ability to make accurate judgment about safe road use, while lack of experience also means they are at greater risk. Children are often impulsive, easily distracted and unpredictable and for these reasons need special consideration by other road users.



Research shows that the number of casualties peaks around the age of 12 and most child casualties occur out with the journey to and from school. Although in South Ayrshire our injury rate is lower than Scotland as a whole, there have been serious injuries to children.

The Scottish Government wishes to promote a *Fairer Scotland* and we agree that differences in road safety between children living in disadvantaged and affluent areas should not be simply accepted as a fact of life.

We provide a programme of works designed to be inclusive to all in respect of social economic status, ethnicity, disability or any other equality issues. So we will continue to work with our partners and introduce programmes and measures that will move us closer to a Scotland where all children are safer on our roads.

Road Safety Education is delivered in school by teaching staff using quality resources that are developed in line with all levels of the curriculum. This is further supported by our Interdisciplinary Learning Document and the delivery of in-service training to relevant partners such as teachers and students.

We work closely with the Education providers in South Ayrshire, including all schools, nurseries and providers of further education.

In addition to classroom based learning, we also offer a number of practical learning schemes such as child pedestrian training and cycle training. The reduction of collisions involving young people as cyclists is a priority for us.

By striving to provide a core of road safety education at all stages from pre-school through to secondary we are helping our children and young people become safe and responsible road users for life.



As part of an active and healthy lifestyle we encourage active travel to school, with the aim of improving children's health and wellbeing as well as reducing congestion and CO2 emissions around schools. In order to assist active travel, schools have been encouraged to adopt positive active travel policies to promote more sustainable travel choices for all members of the school community and visitors, to ultimately improve safety on the school journey and reduce the volume of traffic on the school run.

South Ayrshire Council introduced measures to protect children as cyclists and pedestrians, such as the introduction of traffic calming and 20 mph speed limits in streets. We have also introduced traffic orders outside of schools to discourage parking by parents at or near the school gate. We will continue with these programmes so that parking will be prohibited at the gates of all our schools. In order to encourage travel by public transport we carry out school pick up and drop off assessments. This is to ensure that the facilities at the school bus stop meet safety standards.



Pedestrians

Around 12%⁷ of reported casualties in South Ayrshire are pedestrians.

Scotland has an ageing population that is more active and living longer than previous generations. For instance 29.1% of South Ayrshire's population is 60 years old or older compared with 23.3% of Scotland's population⁸.

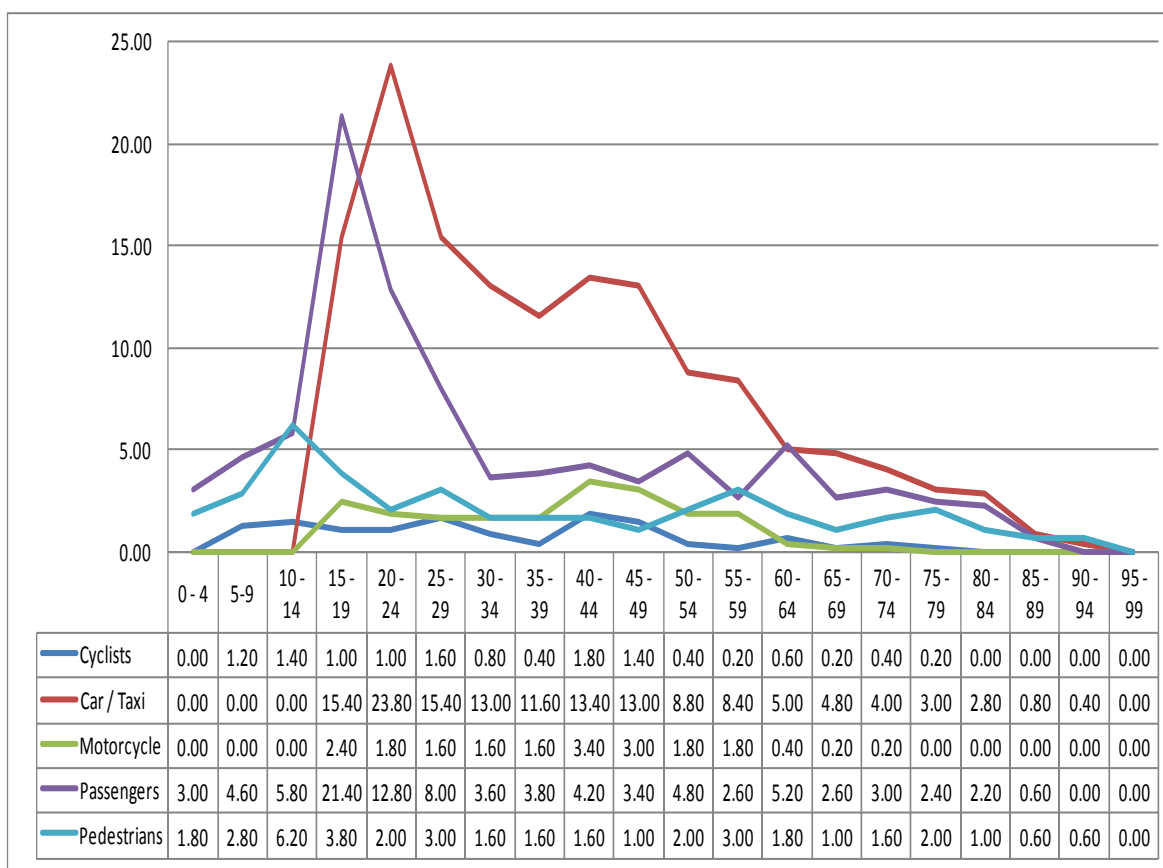
There is evidence to support the simple rule of thumb that a 1mph reduction in average speeds can result in a 5% reduction in collisions. Consequently, traffic calming has been introduced, both retroactively and proactively.

We have introduced traffic calming and 20 mph speed limits at locations of significant conflict between pedestrians and vehicular traffic. Currently all our 20mph speed limits and zones are enforceable.



Figure 5: Casualties By age and road user group, 5yr Baseline Average for current targets.

(2007 – 2011 (Strathclyde Police Data))



⁷ Strathclyde Police Accident Data 2007-2011.

⁸ [National Records of Scotland](#)

Motorcyclists

Motorcyclist casualties peak at 40-49 age group in South Ayrshire, with another peak in the 16-22 year olds, in Scotland and South Ayrshire⁹.

Motorcyclists are regarded as vulnerable road users and the proportion of motorcyclists killed or seriously injured reflects this vulnerability. Almost 16% of killed and seriously injured are motorcyclists and around 6% of all injuries are sustained by motorcycle riders¹⁰.

The overall motorcyclist casualty rate in South Ayrshire is very similar to that of Scotland as a whole. Nevertheless, South Ayrshire has a number of routes popular with recreational motorcyclists. We target a number of initiatives towards this group of road users. For more details please see the Road Safety Plan 2020 Research document.

Pedal Cyclists

Around 4% of all road crash injuries are sustained by cyclists in South Ayrshire¹¹.

We co-ordinate and support the delivery of cycle training. This is currently delivered to the national standard materials currently produced by Cycling Scotland.

Cyclists are considered when road design and maintenance schemes are being conceived. This can range from creating new or upgrading existing cycle paths to providing space for cyclists on shared roads.

We continue to extend our cycle route network and resources for this category of road users.



⁹ Figure 5 – Casualties by age and road user group.

¹⁰ Strathclyde Police Accident Data 2007-2011.

¹¹ Strathclyde Police Accident Data 2007-2011.

Driving for life

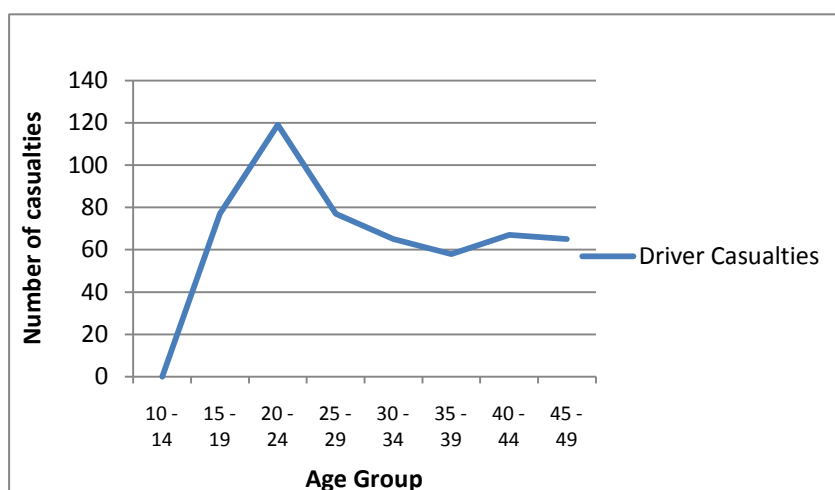
Drivers aged 17-25

As car occupants the casualty rate for people in South Ayrshire, is higher than Scotland as a whole until the older age ranges (50+), The 17-25 drivers age group has the highest casualty rate of all road user and age groups in South Ayrshire, and is therefore a priority¹².

The issue of 'young drivers' is crucial to casualty reduction in South Ayrshire and an issue that should be subject to further research, debate and potential investment. Examples of our work in this area can be found within the Road Safety Plan 2020 Research document.

Around 24,000 younger drivers pass their driving test in Scotland every year. However, as many as one in five will be involved in a crash in their first six months of independent driving. Male drivers in this age group are twice as likely as females to be involved in a collision¹³.

Figure 6: Driver Casualties by age in South Ayrshire (10 years – 50 years) 2007 - 2011



Delivery of early years' road safety education and training within Curriculum for Excellence is a key platform for changing behaviour among this target group of drivers. As well as this a number of initiatives are directed at this group of road user.

It is vital as parents, relatives, carers and, importantly, friends who travel with young people to set a good example for them in our own driving behaviours and habits.



¹² Strathclyde Police Accident Data 2007-2011.

¹³ [Scotland's Road Safety Framework](#)

People who drive for work

Up to one-third of all road crashes involve someone who is driving for work purposes and more employees are killed in 'at work road accidents' than in all other occupational accidents. It is not only commercial vehicle drivers who are at risk as many people are required to drive their own cars whilst working.

We want to set an example through our own managing occupational road risk policies and encourage other businesses to do the same.

Older Drivers

Scotland has an ageing population that is more active and living longer than previous generations, as does South Ayrshire.

As drivers, our older residents do not have a higher casualty rate than those of a similar age in the rest of Scotland. Nor do they have a higher casualty rate than other age groups in South Ayrshire. Nevertheless, we have a higher proportion of older citizens living in South Ayrshire and the proportion of older people is likely to grow in the future.

The Parliamentary Advisory Committee on Transport Safety (PACTS) has published "It's my choice; safer mobility for an ageing population"¹⁴. "It's my choice" recognises that mobility and safe access to transport have an important part to play in the ability of older people to continue to enjoy independent lives.

We propose to give specific consideration to older people in future road safety programmes and also in determining future transport policies.

Drivers from Abroad

Although, in 2001, the Scottish Executive published a report¹⁵ on tourist road accidents in rural Scotland, which concluded that tourist activity does not significantly boost road accident numbers in the rural tourist areas of Scotland, the Association of British Insurers (ABI)¹⁶ reports that, in the UK, foreign goods vehicles are almost three times more likely to be involved in an accident than UK goods vehicles.

The tourist industry is important to the west of Scotland. Also foreign drivers are involved in the local economy in other ways. Some may arrive in the west of Scotland by ferry or aeroplane and thus may be encountering British roads for the first time in our area.

We will monitor, with our partners, crashes that involve foreign drivers and consider what action might be appropriate should foreign drivers be identified as being involved in collisions at specific locations or on specific routes.

¹⁴[It's my choice; safer mobility for an ageing population](#)

¹⁵[Tourist Road Accidents in Rural Scotland](#)

¹⁶[Association of British Insurers](#)

Reducing risk on the roads

There is more risk of death and serious injury on the roads than in any other area of domestic life. Certain behaviours, actions and conditions increase the risk. The most common of these are discussed in this section, providing an overview on their position within South Ayrshire.

Rural Roads

In South Ayrshire some 53% of reported casualties occur on rural roads, with a similar split in relation to killed and seriously injured.

The Scottish Government's research document Rural Road Safety: Drivers and Driving¹⁷, recommended that future publicity should focus on young drivers and male drivers and should not include statistics which the focus groups viewed with mistrust. It should, however, include helpful information regarding specific messages and issues relevant to rural roads.

Impairment

Driving a vehicle is a complex task requiring a high level of concentration and alertness. It is imperative, that drivers and riders do not use their vehicles when their performance is likely to be impaired through alcohol, drugs or fatigue.

South Ayrshire support national drink drive campaigns run by Road Safety Scotland and Association of Chief Police Officers in Scotland who are committed to a joint approach in tackling the drink drive problem.

We support the Scottish Government's initiatives in relation to a reduction in the permitted blood-alcohol limit. We also support the Government and Police initiatives in relation to highlighting the dangers of driving on rural roads. We will reinforce such initiatives with our own targeted programmes and measures.

Seat belts

In South Ayrshire, on average, around one person per year may be killed as a result of their not wearing a seatbelt.

Police forces around Scotland have targeted seatbelt campaigns where motorists will be stopped and checked to ensure that both they and their passengers are wearing seatbelts.

We support the Government and Police initiatives on seat belt wearing and in our schools we require seat belts to be fitted on all vehicles used in the transport of children. Advice and assistance is also available with regards to child in-car safety.

Speed

There is overwhelming evidence that the frequency of collisions rises disproportionately with speed. In South Ayrshire we have implemented changes to improve consistency of speed limits and signing to help drivers choose the most appropriate speeds.

We will continue to target measures to roads and user groups where data indicates that driving at excessive speed is a significant factor in reported collisions.

We will continue to deliver our programmes of road safety education to young people in order to help them make informed choices about travel related behaviour.

Distraction

Any activity which takes the driver's concentration away from the road is potentially dangerous. These can include eating, drinking, listening to loud music and smoking whilst driving. Drivers who use a mobile phone, whether hand-held or hands-free are four times more likely to crash, injuring or killing themselves and/or other people¹⁸.

¹⁷ [Rural Road Safety: Drivers and Driving](#)

¹⁸ [Using Mobile Phones While Driving - RoSPA](#)

Designing for human error on the Roads

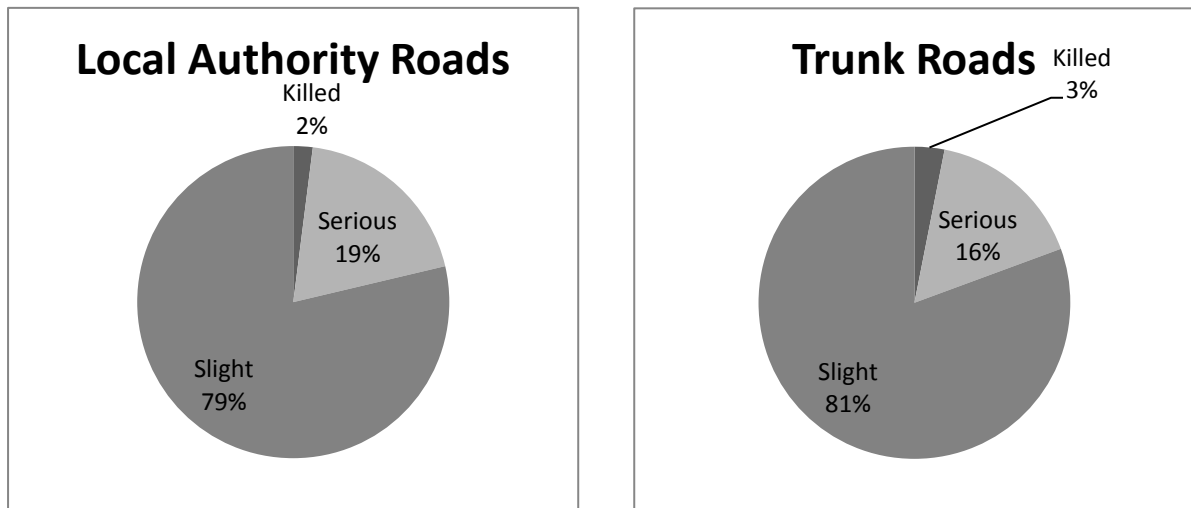
It has long been established that some 90% of all reported crashes involve human error. Nevertheless, a road's design has a major influence on its safety performance. In the safe systems approach the aim is to design a system where inevitable errors of judgement do not result in death or serious injury.

The responsibility for road design and maintenance in Scotland is divided between Transport Scotland, which is responsible for Scotland's Trunk Road network, and local authorities which are responsible for the local roads within their own areas.

Trunk Roads and Local Roads

In the five year period, 2007-2011, 75 people have been reported as killed or seriously injured on the Trunk Roads in South Ayrshire compared with 201 people on our local roads. 312 people were reported as slightly injured on the Trunk Roads in the same period as opposed to 743 people on the local roads, figure 7.

Figure 7: Casualties by Road Type 2007 - 2011



We work closely with a number of organisations and partners to national and council standards, policies and legislation in order to improve and maintain the road network in order to reduce the number of crashes affected by the road. For more information on this please see the Road Safety Plan 2020 Research document.

New Roads, Improvements and Maintenance

It is important that improved and new roads are designed consistently in order that drivers and road users of vastly different standards and abilities can “read” the road and select the appropriate behaviours.

The Scottish Government’s Designing Streets¹⁹ guide seeks to establish a user hierarchy where pedestrians and cyclists are at the top and requires a substantially different approach to road design within estates to previous guidance.

A system of audit, review and re-engineering where necessary as well as learning from situations where the outcome has not been as intended is necessary in order to build up skills and knowledge for future schemes.

We will prepare a schedule of high priority locations, such as pedestrian crossings and locations where we have carried out crash prevention schemes to ensure that remedial measures are adequately maintained.

Passive Safety

With a reviewing and monitoring regime resulting in a more joined-up approach, we will ensure that passive safety features are given active consideration before significant changes are made to road layouts.



¹⁹ [Designing Streets](#)

7 ACTION PLANS

Our current Local Transport Strategy (LTS)²⁰ sets out our vision for South Ayrshire's roads and covers the period March 2009 to 2014 and beyond. The current LTS was adopted before the new casualty reduction targets were set and therefore does not reflect our renewed priority areas and actions. Therefore to focus our efforts and financial resources to progress us towards our vision a number of action plans have been developed.

A number of action plans have been developed to incorporate a list of required actions to assist with our progress to meet the national and local strategic aims and priorities. These are included within the appendix of this document, annual implementation plans will be drawn up taking into account accident statistics, action plan items and any financial implications to ensure programme of works is relevant and SMART.

8 CONCLUSION

The Council and the Police have a statutory responsibility for road safety. South Ayrshire Council will play its part as identified in the action plan. We have achieved and exceeded the previous 2010 casualty reduction targets.

In Scotland's Road Safety Framework to 2020, the Scottish Government has set new targets to 2020 and we wish to play our part achieving these.

Specific priority groups have been identified in line with the framework priorities and our current crash and casualty data, which we will target in order to help us achieve the framework vision.

However, road safety is everyone's responsibility. We all have a very important part to play in achieving our shared vision of reducing casualties. By behaving responsibly in order to protect ourselves and our fellow travellers, often our loved ones, and by setting a good example to others, we can achieve:-

".....a future where no-one is killed on Scotland's roads, and the injury rate is much reduced."

²⁰ South Ayrshire Council, Local Transport Strategy 2009 - 2014

Action Plan											
Action	Working together for safer roads	Being responsible on the roads	Driving for life	Reducing risk on the road	Designing for human error on the roads	Young people	Pedestrians and vulnerable road users	Safer travel opportunities for older people	Removal of inequalities between different demographic groups, especially in relation to child casualties.	Timescale	
1. Establish a portfolio holder to act as a Road Safety Champion within the Council, providing a focus for road safety work and initiatives and be a positive influence for joining up the Council's activities.	✓									By January 2014	
2. Develop a new <i>Key Performance Indicator</i> based on the council's SOA.	✓	✓	✓	✓	✓	✓	✓	✓	✓	By February 2014	
3. Identify priority groups of road users by regularly reviewing the collision and casualty data to identify those road user groups with higher collision and casualty rates. Where appropriate consider demographic information alongside crash and casualty data. Monitor crashes involving foreign drivers.	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually in October until 2020	
4. Within our road network, annually identify sites of concern where the number and type of accidents indicates that tried and tested engineering remedial measures may lead to a cost-effective reduction in casualties among our priority groups of road users. These may be individual sites, sections of road or whole roads. The criteria and search parameters are likely to change throughout the life of the Road Safety Plan.	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually in October until 2020	

5. Based on the analyses, develop and implement an annual programme of engineering remedial measures. These measures may include the introduction of further 20mph zones and limits.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	April and October until 2020.
6. Carry out improvements to improve pedestrian priority in Ayr and other local centres.	✓	✓		✓	✓	✓	✓	✓	✓	✓	Review 2015
7. Install and review speed cameras, red light running provisions at appropriate locations through consultation with relevant parties	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
8. Monitor the casualty rates at all sites where road improvements have been carried out and report the outcome to the appropriate body of the Council.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually in October until 2020
9. Work with the Scottish Government to improve safety on trunk roads	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually until 2020
10. Develop and implement new policies for South Ayrshire, including a Road Safety Audit policy to capture all road schemes likely to impact on road safety. Establish procedures for the following:- The use of passively safe road furniture. The use of high friction surfacing material. The introduction and retention of pedestrian guard-rail. The introduction and retention of vehicle restraint systems for local roads Review the policies on:- Home Zones Occupational road risk policy Review our policies on vehicle purchase to ensure that all vehicles purchased have high EuroNCAP ratings. Work with partners to ensure that all are good ambassadors for road safety.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	By October 2014.

11. Work with partners and other authorities to ensure best practice delivery of road safety programmes. Introduce a number of trials of innovative materials and products such as vehicle activated traffic signs solar powered lighting units on traffic signs	✓	✓	✓	✓	✓	✓	✓	✓	✓	Review annually until 2020
12. Provide a comprehensive asset management plan to ensure that where signing, lining and the like have been provided as a result of collision analysis that these features are sufficiently well maintained to ensure their casualty reduction potential is retained.	✓	✓	✓	✓	✓	✓	✓	✓	✓	By April 2014.
13. Ensure that our inspection regime is in line with current best practice, particularly in relation to signing, lining, footway and footpath condition.	✓	✓	✓	✓	✓	✓	✓	✓	✓	By April 2014.
14. Ensure inspection regime for traffic signal installations is in line with current best practice.	✓	✓	✓	✓	✓	✓	✓	✓	✓	By April 2014.
15. Update our developer guide for providing adoptable roads to align with Designing Streets.	✓	✓	✓	✓	✓	✓	✓	✓	✓	By April 2014.
16. Provide a programme of road safety education in schools/development of school travel plans/safer routes to schools	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
17. Work with educational establishments to help develop training within the <i>Curriculum for Excellence</i> .	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
18. Work with schools to promote Active Travel and develop School Travel Plans	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
19. Work closely with the school community and the transportation department to find solutions to school gate congestion and safety issues.	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
20. To develop cycle training in primary schools across South Ayrshire in connection with Cycling Scotland, including: · New emphasis on -road training; · Offering training to leaders/teachers to provide “Bikeability” at Levels 1 and 2 to primary school pupils.	✓	✓	✓	✓	✓	✓	✓	✓	✓	By April 2014.

21. To develop pedestrian training such as <i>kerbcraft</i> in primary schools across South Ayrshire : · New emphasis on -road training; · Offering training to volunteers to provide “kerbcraft” at Levels 1 and 2 to primary school pupils.	✓	✓	✓	✓	✓	✓	✓	✓	✓	By April 2014.
22. Provide, with our partners, publicity directed at young people, such as <i>Reckless Driving Wrecks Lives</i> .	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
23. Promote the benefits of walking and cycling.	✓	✓		✓	✓	✓	✓	✓	✓	Annually
24. Develop and implement local measures to encourage walking and cycling, including updating cycle maps.	✓	✓		✓	✓	✓	✓	✓	✓	Annually
25. Work with SPT, Police and Transport Operators to develop and implement measures to reduce public transport accidents and increase personal security.	✓						✓		✓	Annually
26. In conjunction with Road Safety Scotland (RSS), we will support the programme of national road safety campaigns and events.	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
27. Support the Police in their Drink Driving and Drug Driving campaigns.	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
28. Support the Police in their core areas e.g. speeding, seatbelts, mobile phones, motorcyclist, etc.	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
29. Support the introduction of driver training scheme for drivers who have been found to have exceeded the speed limit for instance.	✓	✓	✓	✓	✓	✓	✓	✓	✓	Annually
30. Monitor and Review the Road Safety Plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	October 2015 & October 2020.