
ARGYLL AND BUTE COUNCIL

Community Planning Partnership

Management Committee

20th January 2010

Road Traffic Collision [RTC] Reduction

1 SUMMARY

1.1 Argyll and Bute has the unenviable reputation for being one of the worst areas within the Strathclyde Fire & Rescue service area for serious and fatal road traffic collisions [14 deaths & 112 Serious Casualties 2008].

1.2 To meet these challenges a Road Traffic Collision Reduction Team [Team] was created [April 2009] consisting of 2 Community Fire-fighters and one Community Safety Coordinator. Initially the team were briefed to form relationships with other partners in road safety with a view to creating a comprehensive and sustainable framework for the delivery of road safety education and initiatives.

1.3 Members of the team have travelled extensively across the UK attending seminars and conferences and have developed a network of partners in other fire and rescue services and police forces around the country. From this many good exchanges of ideas and information have taken place. This gathering of information has been invaluable to the team and as a result of this a number of interagency road safety initiatives have now taken place with others planned for 2010.

2 RECOMMENDATIONS

2.1 That SFR is recognised by all stakeholders to be a major contributor in the formulation and delivery of road safety policies and services within the Argyll and Bute service Area.

2 BACKGROUND

Delivering

3.1 The Team have been tasked with continuous statistical research to identify the frequency levels, trends and reasons why Argyll and Bute have the levels of serious and fatal road accidents. From this ongoing extensive research emerging trends and patterns are analysed. This intelligence is subject to further interrogation to determine other varied and contributing factors such as demography, geography, lifestyle patterns, lack of service provision, local amenities and reduction measures that are already in place. The Team now seeks to enhance those existing measures and to develop new partnership ideas that are relevant to the environment of Argyll and Bute.

3.2 Examples of initiatives to improve road safety and promoting safe driving that have been undertaken are. “Real Time Crash Scenario” and education events delivered locally to major towns and island locations across Argyll and Bute, targeting young car enthusiasts who engage in dangerous driving and anti social behaviour attributed to their driving techniques

3.3 A “Bikers Breakfast” weekend, [spring 2010] is another event currently underdevelopment aimed at attracting motorcyclists into a local fire station [Inveraray] for free breakfast and delivery of road safety advice, trauma care advice and information on latest motorcycle safety equipment from manufacturers.

Improving and Evaluating

3.4 Continual analysis of statistics and trends is a function of the Team. This has led to innovative but sometimes simple approaches. For example during the period 01/04/09-30/06/09 colleagues across the Argyll and Bute Area spent 320 hours 45 minutes carrying out 260 home fire safety visits. A total of 610 occupants were visited in their own homes. The average time for each visit was 1.35hours. Of the 260 visits carried out 226 were categorised as being at low risk to injury from fire. However most visits were to occupants within the 41-60 years age group, the very group identified as being most vulnerable to accident/injury/death on the roads of Argyll and Bute. The Team have identified this as an opportunity to add value to the existing home safety initiative by including a road safety message at the time of visit to this identified vulnerable group.

3.5 Statistical analysis of road traffic collisions and the requirement to report findings through locally developed performance indicators allows the Team to continuously evaluate the effectiveness of approaches taken ensuring that casualty reduction measures are focused on the needs of Argyll and Bute. The Team have now began work closely with partners to educate all sections of the community about using our roads more safely, helping to find solutions to road safety problems with the aim of developing and implementing long term road safety solutions.

Results and Impact

3.6 The Team although recently formed have carried out research and study into road traffic collisions across the UK and Europe. The Team now seeks to enhance those existing measures that have been identified and to develop new ideas that are relevant to the environment of Argyll and Bute.

3.7 Frequency levels for road accidents across Argyll and Bute have been identified, the Most likely time of day has been identified from statistics gathered so far. The most likely geographic locations have been identified. Those most at risk have been identified. The starting point of those having accidents [post codes have been attributed] this allows accurate identification of entry/exit points to and from Argyll and Bute.

3.8 The Scottish national trend is that drivers in the 17-25 year age group have a disproportionate accident/injury/fatality rate. Research and analysis by the Team shows the most vulnerable age group over the last 3 years 2006-2008 in Argyll and Bute to be 41-60 year age group. One possible reason for this is that the younger population of Argyll and Bute is decreasing with the older population increasing.

3.9 It has been identified that serious and fatal road traffic collisions occur 1/3 more in North Argyll and Bute [North of Inveraray]. The population South of Inveraray is higher populated but still has 1/3 less serious and fatal road accidents.

3.10 The frequency and incident rate of road traffic collisions have been divided into time zones for analysis with some interesting findings. Mondays between 12:00-18:00 was the busiest time for road accidents in Argyll and Bute during 2008. It is nearly 3 times busier than the same time on a Tuesday, twice as busy as the same time on a Wednesday and 4 times as busy as the same time on a Sunday.

4 CONCLUSION

4.1 Road traffic collisions in which people are killed or injured result in high social and economic costs including a devastating impact on families, human pain and suffering. The effect of a serious or fatal road traffic collision can be acutely felt by the local community particularly within an area such as Argyll and Bute. Very often rescuers will know the casualty/fatality and this can have a lasting knock on effect. Experience shows that communities can be divided following an event when one

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person survives and the other is seriously injured or killed. The cost per fatality in Scotland in 2007 was estimated to be in the region of £1.65million.⁽¹⁾ 2008 in Argyll and Bute there were 13 fatalities using the £1.65 million estimate this equates to £21.45 million.

The Scottish Government has now issued Scotland's Road Safety Framework to 2020. This framework sets targets for reducing fatality and casualty rates by 40% and 55% respectively. Milestones for a 30% reduction in fatalities have been set for 2015 and 43% reduction in serious injuries for the same period. The team have now adopted these targets and milestones with the intention of reducing the number of road traffic collision fatalities to below 10 by 2015, with the number seriously injured reduced to 74. The reduction in economic costs based of fatality estimates being approximately £7 million.

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