



SCOTTISH ROAD  
SAFETY CAMPAIGN



**Annual Report 2003/04  
& Business Plan 2004/05**





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Section I  
**Introduction**



SCOTTISH ROAD  
SAFETY CAMPAIGN

## Section I

# Introduction

**In 1986, The Scottish Office set up the Scottish Road Safety Campaign to plan and co-ordinate road safety activities in Scotland during European Road Safety Year.**



The funding was maintained, and is now provided by the Scottish Executive Enterprise, Transport & Lifelong Learning Department (SEETLLD).

The Campaign develops and co-ordinates national road safety education and publicity initiatives. It operates via committees, which draw their membership from local authorities and police forces in Scotland. National bodies with an involvement or interest in road safety are also represented.

## The Scottish Road Safety Campaign Aims & Objectives

### Aims

- ➔ To raise and maintain public awareness of road safety issues.
- ➔ To work with the Scottish Executive:
  - to research, analyse and monitor the reasons for road accident casualties in Scotland.
  - to develop strategies to address key road safety problems.
- ➔ To promote the development of:
  - key Scottish road safety educational materials
  - targeted road safety publicity campaigns.
- ➔ To co-ordinate road safety activity in Scotland so as to maximise the effectiveness of national initiatives.
- ➔ To contribute towards achievement of the Scottish Executive's target for casualty reduction by the year 2010.
- ➔ To evaluate SRSC activities to ensure the efficient and effective use of resources.



## Objectives

- 1 To provide a Scottish Forum for interchange of information between representatives of the Scottish Executive, Scottish Local Authorities, Association of Chief Police Officers Scotland (ACPOS) and organisations having a specific interest in road safety.
- 2 To ensure effective communication between the Scottish Executive, the SRSC and the constituent parent organisations.
- 3 To liaise with the Department for Transport (DfT) in support of GB road safety projects and publicity campaigns, and to advise the DfT on specific Scottish initiatives.
- 4 To work with ACPOS in the co-ordination and publicity of Scottish road safety education/enforcement initiatives.
- 5 To co-operate with Local Authorities and the Convention of Scottish Local Authorities (CoSLA) to co-ordinate road safety education and publicity initiatives.
- 6 To develop, promote, collate and disseminate information on good practice in road safety education, training and publicity throughout Scotland.
- 7 To assist road safety organisations and personnel in Scotland in maximising the potential for casualty reduction through education and publicity.
- 8 To encourage the production of road safety education, training and publicity materials in Scotland where appropriate and to ensure the dissemination of information regarding such materials so as to reduce duplication of effort.
- 9 To support and complement UK national education and training measures especially those relevant to particular Scottish issues.
- 10 To develop project plans for SRSC initiatives, building in pre-campaign appraisal, monitoring and evaluation arrangements.
- 11 To monitor and develop The Children's Traffic Club in Scotland.
- 12 To report to the Scottish Executive annually in June.