

Road Safety Scotland submission of 13 July 2023

PE1992/H: Dual the A9 and improve road safety

Thank you for your correspondence of 4 July regarding the above petition. I note, from the official note of the meeting held on 28 June, Mr Stewart suggested it would be useful for you to write to Road Safety Scotland (RSS), among other organisations to seek views on how effective Transport Scotland's road safety improvement schemes and road safety campaigns are likely to be in reducing road casualties, and whether measures should be put in place during the period before dualling work is completed.

At this stage, it may be useful to point out, that RSS is part of Transport Scotland and located within the Roads/Operations Team. The Safe System approach to road safety, as outlined in Scotland's Road Safety Framework to 2030, embraces five pillars, one of which is 'Safe Road Users'. This is where the work of RSS is focused, through the development of road safety learning resources and publicity campaigns. It is, therefore, not within our gift to comment on how effective the road safety improvement schemes will be in reducing road casualties.

As part of the short-term measures on the A9 announced by the Minister for Transport, we were asked to develop two campaigns.

The first, focusing on Fatigue, was a national campaign, with upweighted geo-targeting around the A9. It ran from 13 February until 12 March 2023, using a mix of TV, digital, radio, and out-of-home media, supported by PR. The campaign met or exceeded all four SMART objectives, and the independent evaluation concluded:

- The campaign has performed very well and cut through and recognition scores suggest it is highly memorable.
- Campaign messages continue to be clearly understood, and there is evidence it is driving action

The second campaign, our 'Drive on the Left' initiative for visiting drivers, launched in March this year and is ongoing throughout the tourist season. It is principally a partnership campaign, working closely with Police Scotland, the British Vehicle Rental and Leasing Association, VisitScotland and several other partners.

When trying to influence road-user behaviour, measuring a direct correlation between campaigns such as these and any reductions in casualties is not reliable and, therefore, not something we do.

Campaigns are measured using the following criteria:

- Relevance
- Understanding
- Stand-out
- Trust
- Integrity
- Credibility, and
- Motivation to change to the desired behaviour

I trust this response is sufficient for the Committee's interests but, if you require any further information, please do not hesitate to get in touch.