



ROAD SAFETY:

STELLAR STRIDES FORWARD

DIRECTION

SCOTLAND'S AUTHORITY
ON ROAD SAFETY SUMMER 17



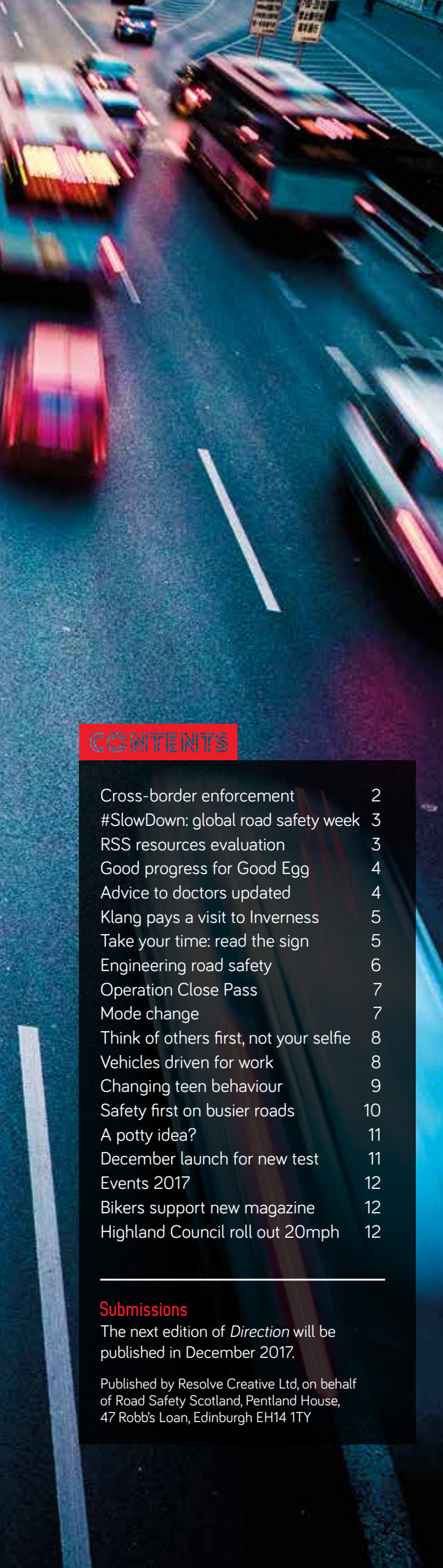
WELCOME

CROSS-BORDER ENFORCEMENT

New EU rules tackling road traffic offences committed while abroad have had a positive impact. The number of investigated offences committed by non-residents in the 23 states participating between 2013 and 2015 increased four times, to approximately two million.

The Cross-Border Enforcement Directive allows Member States to identify EU drivers who commit traffic offences abroad, with the help of an electronic information system. Investigations included the four 'big killers' that cause 75% of road fatalities: speeding, running red lights, failure to use seatbelts, and drink driving.

EU Commissioner for Transport Violeta Bulc said: "Our evaluation shows that, thanks to the new automatic exchange of information, offenders are less likely to get away with dangerous behaviour. This is very good news for the safety of our roads."



#SLOWDOWN GAINS INTERNATIONAL ATTENTION

IN TOWN, SLOW DOWN.



The fourth UN Global Road Safety Week was held between 8-14 May 2017, and 500+ events in more than 100 countries reflected the global nature of the challenge.

The focus this year was #SlowDown, spotlighting the relationship between speeding and traffic fatalities, with speed contributing to one in three traffic deaths worldwide.

Road traffic injuries are the number one cause of death among children and young people aged 5-29 globally.

According to the World Health Organization, 1.25 million people die every year on the world's roads, which is why road safety is now related to UN Sustainable Development Goals

(SDG) target 3.6 – to reduce road traffic deaths and injuries by 50% by 2020 – and SDG 11.2 – to provide access to safe, affordable, accessible and sustainable transport systems for all by 2030.

#SlowDown is also part of a larger initiative – Save LIVES: a road safety technical package – promoting 22 key measures to address road traffic deaths and injuries, including managing speed. The policy package is an evidence-based inventory of priority interventions that can guide and support decisions for scaling up road safety efforts around the world.

unroadsafetyweek.org/en

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Submissions

The next edition of *Direction* will be published in December 2017.

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RSS RESOURCE EVALUATION

A collective evaluation covering four RSS learning resources was commissioned towards the end of last year: Junior Road Safety Officer (JRSO), Streetsense2, Your Call and Crash Magnets.

The report on the findings will be submitted soon and the aim is to provide an understanding of how the RSS resources have been promoted and received in primary and secondary schools, and to explore how this might be improved in the future.

The project specifically sought to examine: how effectively the learning

resources are being promoted and marketed; how aware educators are of the learning resources and if they are being used by schools; and to recommend improvements to the marketing and promotion of the learning resources.





GOOD PROGRESS FOR GOOD EGG

Thanks to ongoing support from Road Safety Scotland, there is a downward trend of incorrect fitting of child car seats across Scotland, and the Good Egg campaign – now a community interest company – will once again be organising events across Scotland, where parents can have their child seats checked free of charge at high profile places such as supermarket car parks.

Last year more than 50 events were staged, and 1,860 child car seats were checked; an increase of 578 year on year (up 45%).

Those checks revealed the scale of the issue, with 54% of seats incorrectly fitted, but those found to have major issues fell by 8%. Minor and some major errors are corrected at the events, and parents are shown how to avoid errors in future.

“While it is disappointing to find any major issues, this compares well with the percentage across England, where campaigning is not as consistent and high profile,” says Jan James, Chief Executive Officer.

In England, the most recent checks revealed that three out of four seats had some issues (76%).

“Additionally, the child KSI figures have correspondingly reduced on Scotland’s roads, which is highly encouraging.”

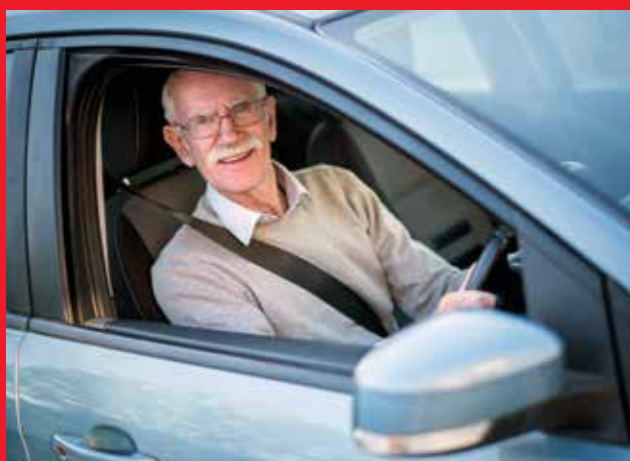
In Scotland, the Good Egg campaign has now been running for 16 years: as every year brings new parents who need advice.

Last year, the incorrect fitment rate reduced again, which is very encouraging:

- **The number of incompatible seats dropped by 2% (10% since 2015)**
- **The number of major errors found decreased by 8%**
- **The number of minor errors found rose by 3%**
- **The number of incorrectly fitted seats dropped by 8% (10% since 2015)**

There is still work to be done. A Joint Industry Working Group, which includes all leading child seat manufacturers and child seat retailers, alongside key partners, is developing a consultation form for every car seat sale in Scotland. More intensive ‘training for trainers’ is also being developed.

Good Egg has also launched their award-winning in-car safety guide digitally, as ‘new sessions’ on their year-round website in 2016 exceeded 92%, helping get the message out to parents. “The digital editions will significantly increase the reach of our message,” says Jan. “Thanks to generous support from the Arnold Clark Group, councils across Scotland will have FREE access to this when the new Scottish campaign is launched.”



ADVICE TO DOCTORS UPDATE

The General Medical Council has updated advice to doctors on advising patients on whether they can safely continue to drive.

At last year’s RSS seminar, Dr Tashfeen Chaudhry from the Scottish Driving Assessment Service, spoke on the assessment process. SDAS advises GPs and hospital consultants on their patients’ fitness to drive, and helps people with disabilities to start or resume driving after an illness or accident.

In Scotland, the number one condition for referrals currently is stroke, with 246 assessments in 2014/15, ahead of dementia at 185. In 2014, around one in four assessments lead to drivers being advised not to drive. The decision is reported back to the GP or consultant, and experience shows that almost all drivers comply with the recommendation.



KLANG PAYS VISIT TO INVERNESS



Pedestrian casualties continue to be a serious concern in Scotland. Figures from 2015 show children aged between 8 and 11 are one of the most vulnerable groups. Their capacity to make judgements regarding speed and distance are not yet fully developed, with injuries commonly resulting from crossing the road close to home or school.

Klang: the Road Home is an innovative road safety app developed to raise awareness of road safety among this target age group by using gaming technology to teach about the importance of road safety in a fun way.

Launched in 2016 for iPhone, iPad and Android devices, the award-winning game was an immediate hit, but of course each year the target audience changes. So, when Junior Road Safety Officers from around 40 schools were meeting at Culduthel Christian Centre

in Inverness, in May, Klang decided to pay a surprise visit in person.

The children loved the opportunity to meet him. A new cohort of pupils tried the app, helping Klang to navigate safely around various road safety obstacles as he tries to find the various things he needs to relaunch his craft and return home.

Klang's adventures look set to remain a stellar attraction among his young fans, helping to reinforce the road safety message.

'TAKE YOUR TIME: READ THE SIGN'

Scotland's JRSOs once again showed their support for the UN's 4th Global Road Safety Week 8 - 14 May 2017, by promoting a poster competition in their schools. The competition, organised by RSS, encouraged pupils to design a poster highlighting the dangers of speeding, which was the theme of this year's Global Road Safety Week #SlowDown (see page 2).

The overall winner was Isra Ahmed, a primary one pupil at Milton Primary School, Lesmahagow, South Lanarkshire... a superb achievement, given there were 616 entries from 37 schools across 12 local authorities. The entries showed a range of impressive and informative poster designs,

including traditional hand drawn artwork to digitally created designs, as well as some accompanied by a selfie.

Isra's creative design was simple, yet impactful, with the message: 'Read the sign, take your time.' She received a framed copy of her artwork and the winner certificate from RSS's Michael McDonnell at a special full school assembly.

Runner-Up and Commendation certificates were also awarded to pupils from schools in Aberdeenshire, East Dunbartonshire, Glasgow, Midlothian, Moray, North Lanarkshire, South Ayrshire, South Lanarkshire, Stirling, West Dunbartonshire and West Lothian.



jrsocompetition.com

This summer, two of the largest road engineering projects in Scotland reach a successful conclusion: with the opening of the Queensferry Crossing following hot on the heels of the completion of the £500m M8, M73 and M74 roadworks.

ENGINEERING ROAD SAFETY



The latter project included strategic junctions at Shawhead, Chapelhall and the new underpass at Raith, which was Scotland's most congested junction, used by 70,000 vehicles a day. The new Forth crossing is the longest bridge of its kind in the world, and involved work that extended across almost 21km of connecting roads.

Throughout construction, and looking ahead for their operational lives, road safety has been engineered into these developments from the beginning.

Graeme Reid, Project Manager for the M8, M73 and M74 at Transport Scotland, explains: "Safety is a key part of discussions with shortlisted contractors at the tendering stage. They are responsible for safety throughout construction, and in our case most work had to take place in a live traffic environment, which adds to the complexity."

Every week, the lead contractor holds a traffic management meeting, outlining planned work and the proposed traffic management procedures. This plan is discussed with emergency services, Transport Scotland and other contractors, and formally approved in advance, so that risks are identified, addressed and information can be shared in advance with road users.

"We used Average Speed Cameras (ASC) throughout the works, as did the Queensferry Crossing," adds Graeme. "These have proved to be very successful, both in supporting traffic flow and enhancing safety."

Steven Brown, Roads and Infrastructure Manager on the Forth Road Crossing agrees: "Safety is paramount, we have had up to 1,500 workers on site at one time, so safety is item one on every weekly project meeting. The volume of traffic using the Forth Bridge is nearly 70,000 vehicles per day, and our experience is that ASC ensure very high compliance with speed restrictions."

Once operational, both routes also incorporate Intelligent Transport Systems (ITS), which use gantries to provide information to drivers and, for the Queensferry Crossing, can display variable mandatory speed limits in response to changing conditions.

"We have a finite capacity on the route," says Steven, "so ITS will allow us to manage traffic flow and minimise congestion. Controlling speed as vehicles approach congestion reduces the risk of incidents."

The system responds automatically to volumes of traffic, and other factors, and even helps alert drivers on the M8 to expected journey times.

ITS is monitored by the team at the TSNCC (see box). "The new M8 alterations address capacity and lane management; they will reduce lane weaving, minimise accidents and improve journey times," adds Graeme.

Safe operations remain the focus throughout the operational life of these vital arteries – and the rest of Scotland's 3,500km trunk road network; which supports one-third of all road and two-thirds of all freight journeys in Scotland.



Traffic Scotland Operator works from the Traffic Scotland National Control Centre (TSNCC) at South Queensferry, where Scotland's trunk road network is monitored 24/7 and staff can control the network, respond to live incidents, and inform drivers with real-time information, using a number of different platforms including Variable Message signs, radio broadcast and social media through a dedicated media team.

The operator monitors the network from around 450 cameras, utilises 265 variable signs and answers calls from the 850 roadside emergency telephones. The Traffic Scotland website can also exceed 20 million hits in a day.

Incident response is controlled centrally and can involve emergency services or the Trunk Road Incident Support Service, which has mobile signage and provides help for stranded vehicles. It is a 21st century solution, fit for our vital network.

Controlling speed as vehicles approach congestion reduces the risk of incidents.

OPERATION CLOSE PASS

A pilot project in Edinburgh has resulted in more than 100 motorists being stopped and advised on how to overtake cyclists safely. Details of the operation shared on Facebook attracted more than 866,000 views during the pilot, helping to raise awareness around this important issue.

Three-hundred-and-ninety-eight cyclists have been injured in collisions in the capital over the past two years, 62 seriously, and one has died.

PC Dominic Doyle (pictured), from the Divisional Road Policing Unit, led the initiative locally and said that the worry of close passing vehicles is often cited as a significant disincentive to cycle.

Over the period of Operation Close Pass, an unmarked police cyclist would alert colleagues to a driver overtaking inappropriately. The vehicle was then pulled over and the driver given advice using a specially designed mat, which shows how much space a person on a bicycle needs when being overtaken.

“A lot of drivers don't consider that passing cyclists inappropriately puts all road users in danger. It could constitute careless or even dangerous driving, and they would fail a driving test for that.

“When passing a person on a bicycle, you should allow at least as much room



as you would when overtaking a car, while considering the maximum speed limit and time and distance available to you.”

The Close Pass initiative was originally developed by West Midlands Police, and the Edinburgh pilot, which was run alongside Cycling Scotland's Give Everyone Cycle Space campaign, is now being reviewed with the intention of rolling it out across Scotland.

“I was very pleased to see this innovative approach piloted in Edinburgh, where a large number of people cycle to commute and for pleasure,” said Chief Superintendent Andy Edmonston, head of road policing for Police Scotland.

“I encourage all road users to take responsibility for their own safety, whilst respecting that of others. I would urge cyclists to make themselves as visible as possible to other road users through positioning and clear signals, reflectors and lights after dark; wear light-coloured clothing; and to ride according to the law.”

In February, Cycling Scotland ran its first ever Cycle Awareness Training course for learner drivers, in Stirling.

The free half-day course was designed to develop candidate's hazard perception and promote safer driving practices when interacting with people on bikes.

MODE CHANGE



The annual Cycling Monitoring Report, published by Cycling Scotland, shows a long-term increase in cycling.

The 2017 Report, published in February, shows a steady increase in those stating that a bike is their main mode of transport. This has increased from 0.8% in the period 2004 – 2007, to 1.2% in the period 2012 – 2015, representing a difference of 110 million vehicle kilometres travelled.

Similarly, cycling to work remains popular, with 5.9% of

people stating that they cycle at least regularly. In 15 of Scotland's 32 local authorities, cycling to work regularly is 5% or more, with Edinburgh City and Highland regions reaching 14.2%.

Luke Phillips, Cycling Scotland monitoring and development officer, said: “It's great to see cycling as a main mode of travel increasing steadily over time. It is also very encouraging to see the numbers of those choosing to travel to work by bike increasing, helping to cut carbon emissions and make Scotland greener.”

Queen Margaret University has become the latest recipient of The Cycle Friendly Campus Award, run by Cycling Scotland with funding from Transport Scotland. The award recognises exemplar projects from Scotland's college and university campuses where cycling is a real and accessible part of campus life.

The University implemented a range of measures including reinvesting income from campus parking charges to support active travel. Other measures include secure cycle parking, cycle maintenance areas, changing facilities, term-time bike hire, cycle training and led cycle rides. The current rate of cycling is 8%.

New research reveals that 9% of drivers admit to taking a selfie while driving "in the last month"!



THINK OF OTHERS FIRST,
NOT YOUR SELFIE

The study of 500 drivers, conducted on behalf of the Institute of Advanced Motorists (IAM), reveals that almost one in five drivers aged 25-35 (19%) admit to using their phones and tablets to take selfies, make video calls and watch videos while driving – the highest incidence by age band.

Women are less selfie obsessed than men, with just 5% citing they have taken a selfie while driving, compared to 12% of men.

In 2012, a study by IAM showed that using a smartphone while driving slows reaction times, and causes drivers to be less able to adapt to changing circumstances. The results of the most recent research


have led to calls for more to be done to catch drivers, for fines and penalties to be increased, and for campaigns to make this behaviour as socially unacceptable as drink-driving.

Technology might help deliver part of the solution, with one manufacturer already incorporating an in-car compartment that blocks all cellular, Bluetooth and Wi-Fi signals, and a third-

party security firm is offering a storage pouch lined with a special material that prevents a mobile phone from receiving any calls or notifications.

With temptation safely out of reach for the duration of the journey, any missed calls, texts and other notifications can be retrieved in less than five seconds once the driver reaches their destination and removes their phone from the protective casing.

DO YOU KNOW THE RANGE OF VEHICLES DRIVEN FOR WORK PURPOSES?



Earlier this year, the Forth Road Bridge was closed on two separate occasions, after drivers of high sided vehicles were caught out by high winds and overturned, closing the bridge temporarily.

Thankfully, such events are rare, with prominent warnings and route diversions advertised whenever conditions dictate. But these events, which made national headlines, highlight the risks that millions of people take daily while driving as part of their job.

In fact, driving is the most dangerous work activity that most of us do – and very few organisations operate without requiring the occasional use of a vehicle by at least some employees. Research has found that business drivers have collision rates which are 30-40 per cent higher than those of private drivers. UK law therefore

requires employers to treat driving, riding or otherwise using the road for work in the same way they consider any other health and safety risk. Suitable risk assessments must be conducted, and employers must take all 'reasonably practicable measures' to manage the risks.

The new website by the Scottish Occupational Road Safety Alliance (ScORSA) provides information, advice and free resources to help all employers to understand and manage these risks, which can protect the organisation and its drivers by promoting a structured approach to risk assessments.

"Employers of all sizes should develop a short statement about their approach to occupational road safety, and communicate it to all employees," advises Sandy Allan, road safety spokesman for RoSPA Scotland.

"A driver's handbook is freely available to download for all organisations that sign up to the ScORSA Statement; as is a manager's guide and company policy for the grey fleet." (The use of employees' own vehicles for work journeys.)

Joining ScORSA is free and signing up to the ScORSA Statement commits your business to a cycle of continuous



Other findings from the research show that drivers admit, while driving, to:

	% 18-24	% 25-35	% All
Watching videos and stream catch-up television on the road	13	15	7
Using a smartphone to take a selfie while driving	15	19	9
Accessing the internet using their smartphone or tablet	27	34	18



improvement in 'driving for work' performance. By developing a systematic approach to managing occupational road risk employers can:

- Reduce the number of accidents and injuries
- Comply with legal duties
- Avoid spiralling insurance costs
- Improve staff morale through making them safer drivers
- Enhance your company's reputation.

scorsa.org.uk

OPINION: EFFECTIVE BEHAVIOUR CHANGE

DR FIONA FYLAN



Changing teen behaviour is a challenge that many have taken on, only to crumble when faced with a barrage of stony-faced disinterest, disdain, or amusement.

It's understandable that many people assume that the only way to get through to teens is to shock them. Indeed, at one point most road safety interventions were based on fear appeals, i.e. highlighting the potential consequences of risky driving, such as speeding, not wearing seatbelts and being distracted

While this approach is grounded in theory, (Protection Motivation Theory) it uses only half of the theory – the part that motivates people to protect themselves from risk – but not the important part that focuses on the practicalities of what people can do differently that will be effective in reducing their risk. This approach is becoming less common as road safety professionals become more aware of theory and research in psychology that provide insight and guidance into how behaviour can be changed.

A development that has the potential to boost our understanding of how to effectively change behaviour, including that of teens, is Behaviour Change Techniques (BCTs). Based on research in Health Psychology, these techniques are simply definitions of the different methods that have been used to change behaviour. Rather than offering revolutionary techniques to change behaviour they simply provide a means of classifying the method that is used. This allows researchers to analyse lots of different studies to find out which techniques are more or less effective in changing specific behaviours in specific groups of people.

While BCTs can be used to provide inspiration for road safety professionals when they develop interventions, this was not their intended purpose. There is a danger that enthusiasm for BCTs will lead to professionals trying to include as many as possible into an intervention.

Yet if we remember what the BCTs are – definitions of all the techniques that the research team identified as being used in interventions – we can see that using as many as possible is not a wise strategy. Some of the BCTs are suitable only for an intervention delivered on a one-to-one basis, others for interventions that last for several months, others for addictive behaviours, etc. So it's important to select BCTs wisely, rather than take a scattergun approach.

So how do you select BCTs wisely? The first way is to select only those BCTs that have evidence they are effective in changing the specific behaviour you are targeting, and even more ideally, with a population similar to the one you will be trying to change. But because using BCTs is a relatively new development, we don't yet have much evidence of which BCTs are more or less effective in road safety. Sullman (2016) reviewed the literature across several different target behaviours and identified BCTs for which there is more evidence of effectiveness, as well as those for which there is evidence that they don't work. This provides a valuable base upon which the road safety community can build.

Going forward, to develop our own road safety evidence base, it is important that professionals begin to classify which BCTs their interventions include. Intervention manuals should list which BCTs are used, and when interventions are evaluated, the BCTs used should be listed in the evaluation report. In this way our road safety discipline can build an evidence base that will mean interventions become more effective and our roads safer.

Sullman: goo.gl/a03oCB
RSO guidance: goo.gl/nwu2UW



New car registrations in Scotland rose to 220,906 in 2016, up by 352: the second highest annual total on record.

The number of new ultra low emission vehicle (ULEV) registrations also reached a new high, at 41,819, a year-on-year rise of 40%. The DfT said that the growth is being influenced by new models coming into the market, more competitive pricing, and the success of plug-in car and van grants.

Across Great Britain, the latest figures also reveal that we travelled more by road in 2016 in the UK, a total of 323bn miles, up 2.2% on the previous year.

Against a backdrop of busier roads, Project EDWARD 2017 will encourage drivers, riders and pedestrians to spare an extra thought for their safety on Thursday 21 September: targeting a 'European Day Without A Road Death'.

The annual initiative draws attention to the fact that, on average, 70 deaths occur each day on Europe's roads.

This year, a dedicated Twitter feed will help raise awareness, and a new website – projectedward.eu – will include a pledge page, where drivers can agree: to drive at speeds that are legal and safe; to be extra vigilant and attentive to the needs of pedestrians, cyclists, children, older people and horse riders; to carry out proper safety checks on tyres; never to drink or drug drive; always to wear a seatbelt; and not to use a mobile phone.

The new website includes resources that can be downloaded free of charge.

Founded in 2016, Project EDWARD was created to 're-energise the reduction of fatalities and serious injuries on Europe's roads'.

#ProjectEdward

SAFETY FIRST ON BUSIER ROADS





A POTTY IDEA?

Three leading companies – KWS, VolkerWessels and Total’s Polymers Business Unit – signed an agreement last autumn, to develop a prototype of PlasticRoad, which is manufactured using recycled plastic bottles.

The technology offers a greener alternative for road construction. It is strong, easy to maintain and more resistant to temperature extremes than traditional asphalt.

PlasticRoad is also hollow, making it suitable for cables and pipes to pass through, and it can be prefabricated, which could reduce traffic disruptions due to construction work.

The bane of many a drivers’ life – the pot hole – might soon be just a memory...

With the support and expertise of the three companies, the inventors expect to have a first prototype completed “by year-end 2017”.

This could be an idea whose time has come, as a report for the RAC Foundation, published in April this year, concluded that potholes could prove dangerous with the introduction of self-driving vehicles, as they could inhibit the cars’ ability to accurately ‘sense’ the road environment.

If a prototype proves successful, guess where all those traffic cones might end up!



DECEMBER LAUNCH FOR NEW TEST

DVSA has confirmed that the new practical driving test will be launched in December. It will include a longer independent driving section – a move backed by 88% of 3,900 people who responded to a public consultation on the practical driving test.

As well as increasing the ‘independent driving’ element to 20 minutes, the new test will also ask drivers to follow directions on a sat nav, as an alternative to following road signs; replaces

‘reversing around a corner’ with scenarios such as driving into and reversing out of a parking bay; and will pose vehicle safety questions, for example inviting candidates to use the rear heated screen while driving.

The DVSA says the new manoeuvres will be more representative of the conditions and challenges that a new driver now experiences in everyday driving.

The changes will come into force on 4 December.

EVENTS 2017

On 20-21 September 2017, RSS will be exhibiting once again at the Scottish Learning Festival (SLF), the annual conference and exhibition for the teaching profession in Scotland. Taking place at the SEC in Glasgow and attracting more than 4,500 delegates over two days, it is now the pivotal event in the education calendar. SLF 2017 will give practitioners the opportunity to explore a wide range of practical approaches, resources and research aimed at promoting excellence and equity for all learners in Scotland.

education.gov.scot

Children in Scotland is the membership body for the entire children's sector, representing children's services organisations and individuals across the voluntary, private and public sectors. The Annual Conference is the biggest annual event in Scotland bringing together the whole of the children's sector. RSS will be exhibiting and participating over the two days at Murrayfield Stadium, Edinburgh on 8 - 9 November.

childreninscotland.org.uk



BIKERS SUPPORT NEW MAGAZINE

With better weather, journeys by motorbikes increase. "Proportionately, these represent only 1% of total road journeys in Scotland, but bike riders represent 16% of all fatalities," highlights Inspector Ian Paul of Police Scotland.

"The biggest factors remain speed entering left hand bends and overtaking when there is insufficient space. We continue to engage with riders to educate as well as enforce the law."

A recent innovation, using Road Safety Framework funding, has been the development of *Scottish Biker Magazine*, supported by the road safety teams at Argyll & Bute Council and North Ayrshire Council.

"We were approached as Argyll & Bute has many popular routes," explains June Graham, Road Safety Officer. "We applied for Framework funding, and this year we increased the print run and number of issues."

"The magazine is distributed through dealers and popular stops, such as The Green Wellii, and allows us to target Scottish riders in an engaging way," explains June.

"Police Scotland have engaged with the magazine since its launch in 2014," adds Inspector Ian Paul. "Bikers need to ride defensively and act responsibly, as little mistakes or errors of judgement can have huge consequences."

The popularity of the magazine with the target group - riders aged 39-55 - has been surveyed, and the responses are being used to develop content ideas for the magazine.

"Everyone is really supportive," adds June, "We have launched a website this year, and are hoping to involve other RSOs across Scotland next year, to extend distribution and coverage."

scottishbikermagazine.co.uk



Highland Council used the Egg-cellent campaign props for 'In Town: Slow Down', to publicise the roll out of further 20mph zones across the region. The programme now consists of 17 areas, including Inverness city centre and Thurso - operational this year.