TRANSPORT SCOTLAND ROAD SAFETY RESEARCH PROJECTS 2012-2013

Prolific Illegal Driving Behaviour: A Qualitative Study
KSO Research and MVA Consultancy
Transport Scotland: published May 2013

The RSS Road Safety Information Tracking Study (RITS) which is carried out on an ongoing basis, suggested there was a hard core of prolific non-compliant drivers in Scotland. In order to understand better what motivated these drivers and, more importantly, how could we encourage them to change their behaviour, a piece of research was commissioned in October 2012. The research consisted of 15 in-depth interviews with drivers who reported having carried out at least three different types of driving offence in the last year.

The findings show that many people are prepared to engage in illegal behaviours on a regular basis and, rather than there being a hard core, the situation is much more widespread. Not surprisingly, speeding was the most common reported behaviour, and mobile phone use for email, texts and calls was also widely-reported. Most people believed their practices were not truly risky or illegal and perceived that there was always someone who was prepared to commit ‘worse offences’.

Social, cultural and peer factors all influence illegal driving, and people’s perceptions of social norms appear to explain prolific illegal driving behaviour more than any individual driver characteristics. This suggests that holistic, population-based approaches to changing behaviours may be needed rather than those directed at the individual.

The research was published on the 9th May and will be available on the Transport Scotland Research webpage.

Review of "A Guide to Improving School Transport"
Transport Research Laboratory
Transport Scotland: published February 2013

In 2012 Transport Research Laboratory (TRL) carried out a review in relation to this Guide, in order to established how well it had been disseminated and used within local authorities, and how useful and effective the guidance and recommendations had been.

On-going research – 2013 -

PhD on in-car driver distraction
Road Safety Scotland is part funding a PhD on in-car driver distraction, which is being carried out by a PhD student at Nottingham University. This study began in October 2012 and is due for completion in October 2015.
Review of ‘Your Call’ - ODS Consulting

‘Your Call’ is a road safety education toolkit aimed specifically at 11-14 year olds (S1-S3) in secondary schools. The resource has now been in use for three years and so Road Safety Scotland have commissioned ODS Consulting to undertake a review to assess its current usage as a road safety education resource in Scottish schools. The overall aim of this research is to review the distribution, promotion and use of the ‘Your Call’ toolkit in secondary schools. The review is due to be published in July 2013.

Road Safety Information Tracking Study
The Road Safety Information Tracking Study (RITS), funded by Road Safety Scotland, is on-going and the next wave of data collection is due in August.

Examination of Speed limits
Kayleigh Wyles, an intern from Plymouth University has joined Transport Analytical Services for three months (March to end of May 2013) to explore the evidence on speed limits in Scotland.

Further information can be obtained from:

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