



# Community Planning Aberdeen

## Improvement charter template

<p><b>Improvement Project Title:</b> Hayton Road Improvement Project (Phase 1: <b>Traffic Safety</b>) Speeding campaign</p>
<p><b>Executive Sponsor</b> Paul Tytler</p>
<p><b>Project Lead:</b> Hamish Cattanach</p>
<p><b>Aim statement (What are we trying to accomplish? Over what time? Numerical target for improvement?):</b>          The Hayton Road Improvement Project (Phase 1: Traffic Safety) will aim to reduce the actual incidents of speeding and related traffic safety issues on Hayton Road by 40% . The deadline for this is August 2018</p>
<p><b>Link to Local Outcome Improvement Plan:</b></p> <p><b>Prosperous Place</b> – people friendly city/safe and resilient communities (<i>people friendly in relation to improved walkability/improved lighting, signage, the ‘you are entering a Village’ idea for-instance</i>)</p> <p><b>L3 Plan Primary Driver:</b> Roads are safer with less congestion and improved air quality (p18)</p> <p><b>L3 Plan Improvement measure:</b> % Increase in resident satisfaction in the ability to get around safely (p18)</p> <p><b>L3Plan,Secondary Driver</b> (p11)          People are empowered to improve their area and maximise local assets          Communities are involved in designing and delivering services</p>
<p><b>Business case (Benefit to clients/ stakeholders/ residents:? Are costs reduced now or in the future by addressing this issue?)</b>          The speed campaign sessions are near the school crossing on Hayton Road where concern has been raised about pupil and general pedestrian safety through the Facebook Survey and the Living Streets Audit meetings.</p> <ol style="list-style-type: none"> <li>1. <u>Facebook Survey 2017: 156 respondents</u> outlining the priority issues in the Tillydrone area in relation to Speed and volume of traffic, ‘rat running’ and safety at crossings including walking &amp; cycling.</li> <li>2. Respondents voted on the following priority issues for improvements and work required in Tillydrone :             <ul style="list-style-type: none"> <li>▪ <b>Speeding: 53.8%</b></li> <li>▪ Volume of traffic: 34.6%</li> <li>▪ Crossing Safety on Hayton Road: 59%</li> <li>▪ Rat Running: 41.7%</li> <li>▪ Walking and Cycling: 42.3%</li> </ul> </li> </ol>

3. Lower Speed Communities – Tillydrone Community Meeting 24<sup>th</sup> October 2017- Statement that “Local people were clear that the remaining 15% (of Speeding) was having a detrimental effect on their community – (see 24-10 report for further context-includes PS stats)

**Measures: (How will we know if a change is an improvement?)**

- **Outcome measures:**  
Actual recorded data of speeding incidents on Hayton Road
- **Process measures:**  
By observing an overall reduction in official Police Scotland speeding Incidents on Hayton Road
- **Balancing measures:**  
Utilisation of Police Scotland resources beyond the June date may impact on other priority areas like speeding and domestic violence. (tbc)

**Improvement measures**

- 40% reduction in recorded incidents of speeding on Hayton Road
- % Increase in driver awareness of the 20mph speed limit
- % Increase in driver awareness of the school location and pupil safety

**Change ideas (What can we do that will result in improvement?)**

**(L3 Plan Primary Driver:** Roads are safer with less congestion and improved air quality)

The traffic Safety sessions will take place with Riverbank Primary School, Police Scotland over 5 morning sessions in February, March, April, May and June 2018

- Speed surveys carried out with speed guns by Police Scotland and pupils from Riverbank Primary School
- Driver Interventions with pupils and police asking drivers about their awareness of the speed limit and proximity to the school along with other questions
- Produce a speed awareness campaign video with pupils (SHMU)

**Potential Barriers**

Budgets, staff resource, timescale, other team/service/local community priorities/ineffective communications i.e. up to date contact lists, lack of agreed method of communication at project team and partner level.

**Project Team:**

1. Community Development Officer (H Cattanach)
2. Development Worker (Z Jatelova)
3. ACC Roads (D Ritchie)
4. Locality Manager (P Tytler)
5. Police Scotland (M Stephen)
6. Riverbank Primary School (DHT)
7. Riverbank Primary School Pupils

For more information, email: [CommunityPlanning@aberdeencity.gov.uk](mailto:CommunityPlanning@aberdeencity.gov.uk)