

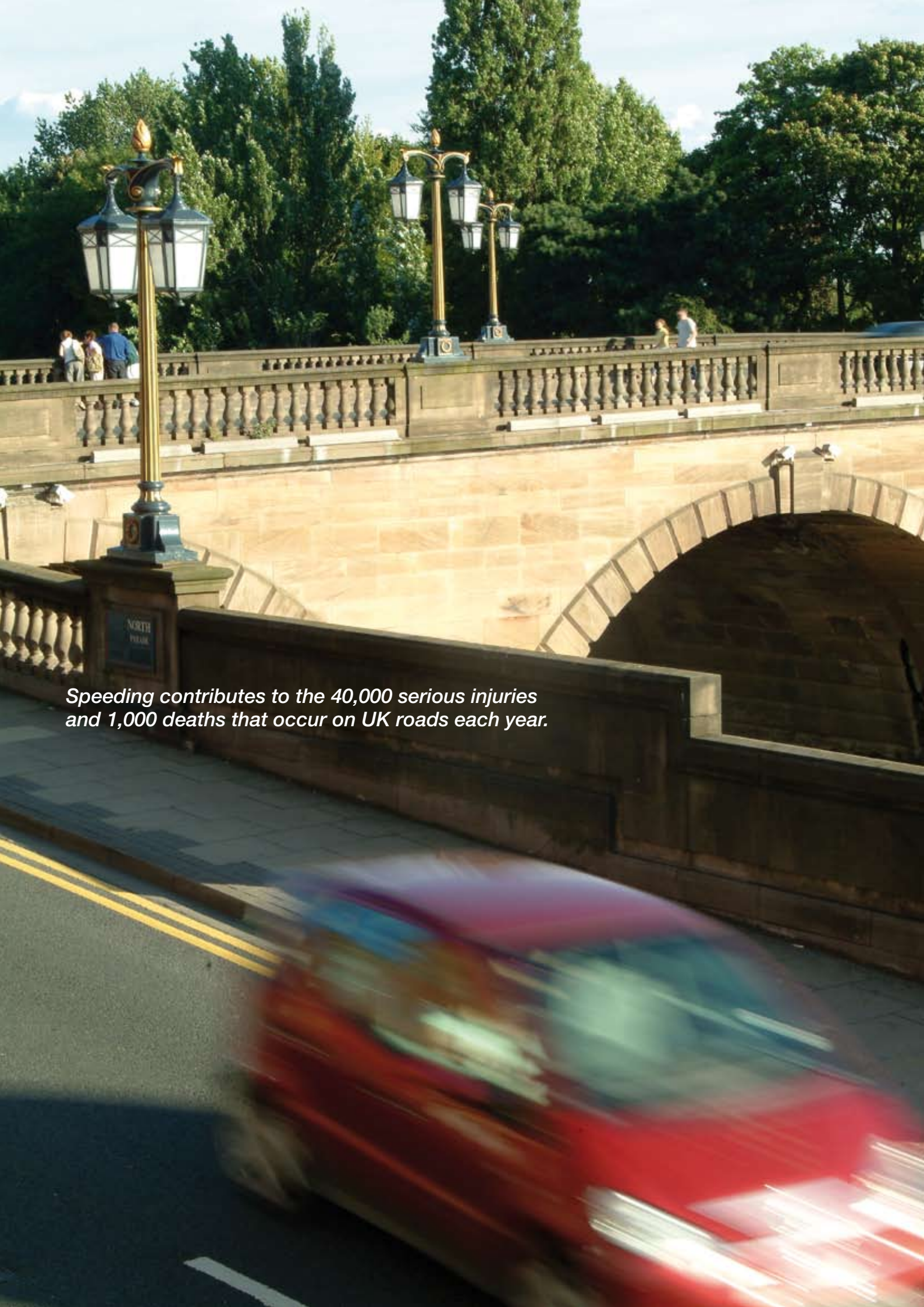


[www.speedaware.org.uk](http://www.speedaware.org.uk)

ANNUAL REVIEW 2005/06

AN OVERVIEW





*Speeding contributes to the 40,000 serious injuries and 1,000 deaths that occur on UK roads each year.*



# introduction

**Welcome to the  
third annual  
review of the  
Safety Camera  
Partnership's  
operations.**

The Partnership has built upon its achievements during the past year and it is good to see the continuing progress being made in reducing collisions and speeds, at enforcement sites throughout the West Mercia region. I am sure you will agree that the Partnership has made a major contribution to making our roads safer for all users.

It is especially interesting this year to see local performance included for the first time in the national four year evaluation report, allowing comparison to be made with other Partnerships across the country. Whilst care has to be taken in making comparisons due to natural variables, it is pleasing to note that the overall reduction in collisions at safety camera sites in this region is well above the national average.

The national safety camera programme is about to go through a period of major change because 2006/07 is the last year of the current funding and management arrangements. From next April the Partnership will be funded through Local Transport Plan (LTP) allocations managed by the local authority partners. I am grateful to these partners for the commitment given in their LTP strategies to continuing the work of the Safety Camera Partnership, and hope that the new arrangements, which will be formalised in a new Partnership Agreement, will be satisfactory for all our partners.

The Partnership will also need to respond to changes in the way that sites are identified and signed, and a lot of work will be required over the next few months to embrace all these changes when developing the revised Partnership Agreement.

It is clear that Central Government is encouraging the development of broader road safety partnerships with close links between enforcement activity and other branches of road safety operations. All partners should be aware of the overall objective of the Partnership - which is to reduce casualties - and it is hoped that closer integration of targeted enforcement within mainstream road safety activity will allow us to further meet this objective.

**Finally, my thanks go to all partner organisations for their assistance in making the Partnership so successful and to all staff within the Partnership itself, without whose hard work the achievements outlined in this report would not have been possible.**



Jonh Seddon  
Chairman of the Partnership Board

## introduction







*At 35mph you are twice as likely to kill a pedestrian if you hit them, than at 30mph*



# background

**The Safety Camera Partnership in West Mercia has now completed three full years of operations since April 2003.**

In our annual reviews for the previous two years, care has been taken to qualify figures and conclusions; caution being necessary when interpreting data from a relatively small number of sites over a relatively short timescale. However, as time has passed, the base of data has become much more robust and reliable so we are now in a stronger position to assess performance and achievements with confidence.

Development of the programme during 2005/06 was delayed by Central Government decisions to postpone approvals for new core sites on the run-up to the General Election. This situation continued for some time afterwards whilst awaiting publication of the University College London/PA Consulting independent four year evaluation report. During this time the DfT carried out a full internal stock take of the programme and the Partnership continued 'business as usual'. In due course revised rules and guidelines were published for the remainder of 2005/06 and 2006/07.

Last year we reported that by the end of 2004/05 enforcement operations were being carried out at approximately 100 sites. During 2005/06, a full site-by-site review was carried out in conjunction with the five highway authorities and West Mercia Constabulary, which revisited the original justification for each site, examined trends and changes in collisions and speeds, considered possible improvements and made decisions as to each site's future. The majority of sites were affirmed whilst improvements were proposed for some and others were withdrawn or their enforcement priority changed.

The Partnership's operations continue to be directed by a Partnership Board composed of representatives from the thirteen participating agencies. Day-to-day implementation of the Partnership's policies and strategies is driven by an Operations Group of practitioners.

2006/07 will be the final year of the national safety camera programme and its cost-recovery arrangements. It was predictable, once this special funding stream had enabled establishment of a robust network and systems, that Central Government would wish to integrate safety

camera operations into mainstream road safety and enforcement activity. This is what will happen with effect from April 2007.

Additional funds - which exceed the overall costs of the national safety camera programme - have been added into highway authority funding through the Local Transport Plan procedure with the intention that safety camera operations are administered and funded at local level, within a context of broad casualty reduction and road safety measures.

The priority during 2006/07 is to make further progress in reducing collisions, casualties, speeds and levels of offending at all the selected sites and to achieve cost-recovery.

**Discussions are continuing towards agreement with the local highway authorities and the other participating agencies upon structure and funding arrangements for future safety camera operations from April 2007.**

## background



*Over 31,000 people were seriously injured on UK roads last year.*





# summary

**Collisions during the 3 year baseline period ('before') at sites where enforcement has been carried out for at least a year, have been compared to collisions 'after' as a like-with-like comparison of year averages. Overall, collisions involving death or serious injury (KSIs) at Safety Camera Partnership enforcement sites are found to have reduced by 66.3%, whilst personal injury collisions (PICs - all severities) have reduced by 36.9%.**

Considering the whole road network (including SCP sites) in West Mercia on the same basis shows a 23.8% reduction in KSIs and an 11.9% reduction in PICs. The overall reductions for the whole network are good news, but it is important to appreciate that the reductions found at Safety Camera Partnership sites are approximately 3 times greater than on the whole road network in West Mercia.

Speed data is routinely collected in the course of selecting sites and monitoring trends. After 3 years of operations, the overall percentage of vehicles exceeding speed limits by any margin at enforcement sites reduced by 41%, from almost 56% to just under 33%. At sites where the speed limit is 30mph, the reduction was more than halved, from 66% to 32%.

Overall reductions in percentages of vehicles exceeding the speed limit were found to have taken place on all four local highway authority road networks, but a slight overall increase was found on trunk roads. The special nature and heavy volumes of traffic using these roads are very different to more local routes, but it will be necessary, in association with the Highways Agency, to examine speed patterns on trunk roads more closely in order to better understand what is occurring. In particular it will be helpful to explore the relationship between occasions when the speed limit is exceeded and the actual speeds involved. It does not necessarily follow that an increase or decrease in the percentage of vehicles exceeding a speed limit indicates an increase or decrease in overall speeds. Levels of site-specific enforcement activity will be reviewed and in some cases might need to be increased.

Whilst economic considerations must always take second place to human ones, when looking at the overall costs of road collisions to the community the value of savings achieved at West Mercia Safety Camera Partnership sites exceeds £17.5 million per year for an investment of approximately £2.5 million. This is an impressive economic rate of return which few operations in the public or private sectors can emulate.

There is a common perception that safety cameras are unpopular but this is not borne out by public opinion surveys. Nearly 75% of those surveyed in West Mercia supported the use of safety cameras as a means of reducing casualties, with a further 11.7% saying "don't know".

**This demonstrates beyond all reasonable doubt the effectiveness and success of safety camera operations in reducing collisions and the valuable contribution they are making to casualty reduction strategies within a broad package of road safety measures.**

## summary





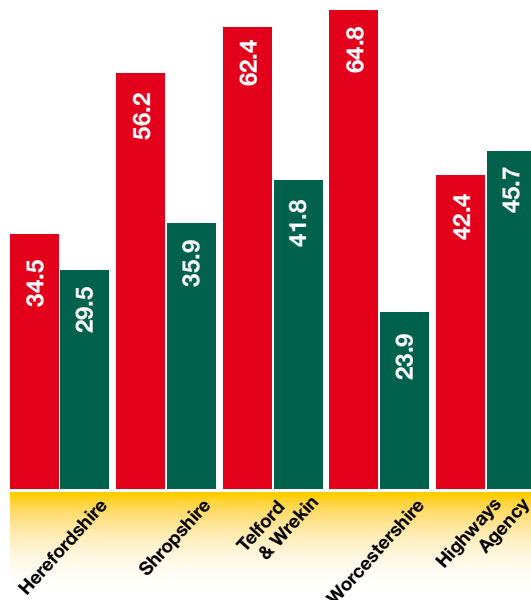
*Last year over 3,000 people were killed on UK roads.*



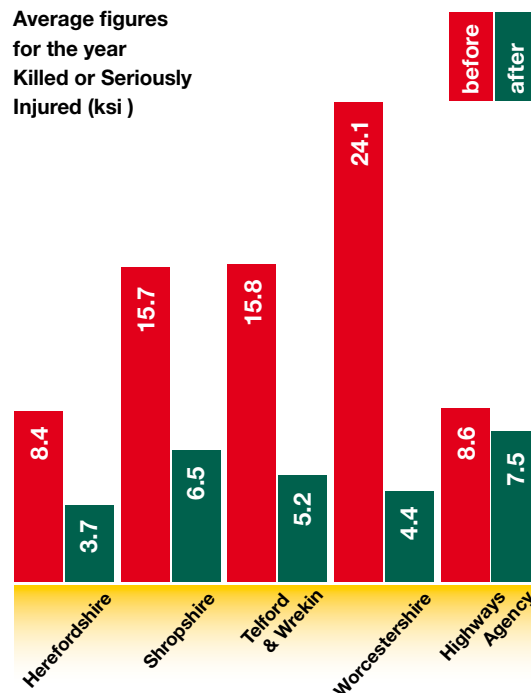


# findings

% of vehicles  
exceeding the  
speed limit



Average figures  
for the year  
Killed or Seriously  
Injured (ksi)



## Methodology

### Collisions

The collision analysis is based on 61 locations throughout West Mercia where at least a minimum of 11 months enforcement had been carried out by the end of March 2006.

Figures from the 3 years prior to enforcement were averaged to give an annual mean and were directly compared to an average per year of collisions since enforcement began at each of the sites.

### Speeds

The percentage of vehicles exceeding the speed limit was chosen as a direct measure of speeds at each of the sites. Figures gathered through 7 day site specific speed surveys prior to the establishment of the sites was compared with figures gathered in similar surveys in February 2006.

## findings







# FIRST DATE?

**SPEEDING**

IT'S NOT IMPRESSIVE



# communication and education

**Communication is a vital part of the Partnership's activities and is key to changing the behaviour of motorists and reducing speeds and collisions on our roads.**

Over the 2005/06 period we were active in taking part in local shows and exhibitions and our focus was working with the other Safety Camera Partnerships in the Midlands on joint campaigns throughout the region, targeting specific age groups with very different campaign messages. Our three main campaigns were targeting 17-24 year olds, 24-35 year olds and the 35 plus drivers. Evaluation and feedback following these campaigns has been extremely positive with a high recall rate of the key messages and has hopefully contributed to our overall aim of casualty reduction.

During 2005/06 we undertook various types of advertising and worked closely with the local media to ensure our message was communicated effectively. Relationships with the local media have been built upon and will continue to be developed into 2006/07.

Following close monitoring and evaluation of last year's activities, we are already well into our 2006/07 communications programme. We are continuing our work with other Safety Camera Partnerships in the Midlands, which now extends from as far north as Cheshire and to Gloucestershire in the south, working on new and exciting campaigns.

**Working closely and developing stronger links with other external agencies to achieve the common goal of casualty reduction was a priority last year and is still of prime importance in carrying the programme forward into 2007/08.**



## communication & education







# finance

FOR THE YEAR ENDED 31 MARCH 2005

## Site identification & preparation

Fixed cameras	150,305
Mobile cameras	201,340
Red-light cameras	5,924
Signage & secondary markings	11,110
Speed monitoring/data collection costs	32,111
Employee costs	112,868
	<b>513,658</b>

## Enforcement costs

Vehicles & running costs	85,582
Other equipment	104,874
Enforcement equipment maintenance costs	104,627
Employee costs	194,330
	<b>489,413</b>

## Processing

VP/FPO and other IT costs	89,808
Processing equipment and other costs	52,385
Postage	51,533
Employee costs	680,650
	<b>874,376</b>

## Management & administration

Audit costs	8,290
Employee costs	97,359
Other administration costs	27,081
	<b>132,730</b>

## Accommodation & office costs

Refurbishment costs and furniture	69,282
Rent	63,595
Rates, Telephone costs and utilities	36,470
Back office equipment maintenance and running	16,596
General maintenance of accommodation	29,026
	<b>214,969</b>

## Communications

Publicity costs	<b>196,178</b>
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<b>Total Costs</b>	<b>£2,421,324</b>
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<b>Paid Conditional Offers/ Notices of Intended Prosecution</b>	<b>47,554</b>
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Value @ £60	<b>£ 2,853,240</b>
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**All the Partnership's direct costs are met by Central Government in accordance with the rules and guidelines of the national safety camera programme.**

In order to meet this commitment Government have drawn upon the fixed penalty payments into the Courts as a result of the Partnership's operations. In many ways this procedure is not dissimilar to normal arrangements for grant aid but, should the fines revenue not be sufficient to cover the operating costs, any deficit is required to be made up by the partner agencies.

During 2005/06 the total cost of delivering the Safety Camera Partnership's operations was £2,421,324 (provisional figure, subject to audit). Fixed penalty receipts paid into the Courts were £2,853,240, representing a surplus to HM Treasury of £431,916. Fixed penalty receipts were almost 8% lower than the previous year.

Commonly expressed beliefs that Partnerships retain fines receipts are not correct. As with all fines paid into the Courts payments received from fixed penalties are immediately and in their entirety, transferred by the Courts to the Department for Constitutional Affairs.

**In due course the partner agencies are refunded their allowable operating costs in arrears through the Department for Transport.**



finance

ANALYSIS OF TOTAL COSTS

**Site identification and preparation**

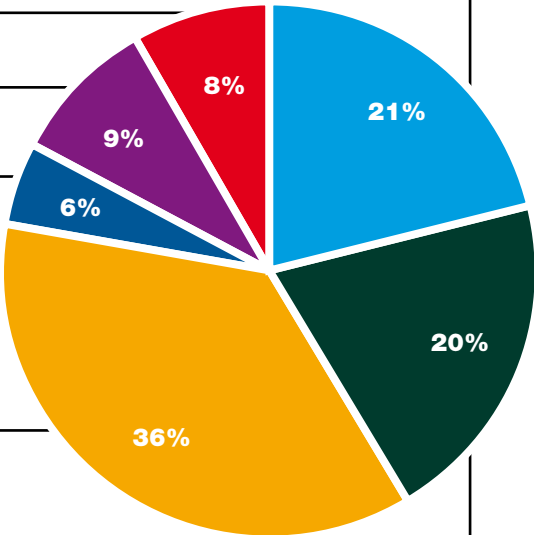
**Management and administration**

**Communications**

**Accommodation**

**Processing**

**Enforcement**





looking to the future





**Details of the future shape and structure of safety camera operations in 2007/08 and beyond are uncertain at this time and more discussion and agreement will be necessary for a clear picture to emerge.**

This will provide the opportunity for a fundamental review, reassessment and reorganisation of the Partnership's operations which will include the adoption of a new partnership agreement and re-branding of the service.

It was predictable and expected that Central Government would wish to re-integrate safety camera operations into mainstream road safety activity and enforcement once the national safety camera programme's cost recovery arrangements had 'pump-primed' establishment of the systems and network. Despite the scheme's unpopularity in some quarters - based largely upon misconception and poor understanding - local and national experience shows the unique effectiveness and success of safety camera operations in reducing collisions, casualties, speeds and levels of offending. It will be important to maintain, consolidate and develop that reality in any new structure and funding arrangements.

A new initiative during 2006/07 will be the introduction of an enforcement motorcycle. There are numerous collision cluster sites where it has not been possible to take action due to lack of space for the safe and convenient delivery of high profile enforcement activity. At these locations the motorcycle's smaller size and greater manoeuvrability will allow problems to be tackled safely.

Technology has continued to advance as work has progressed, and a balance must be achieved between getting best value from expenditure and taking advantage of new more efficient systems as they become available. Some of the systems being used have given very good value over many years but their technology has been superseded. As a result, it will be necessary to look closely at new digital systems which could streamline enforcement and improve safety benefits to road users and staff alike.

The same applies to processing in the 'back office.' New software advances offer significant improvements in case handling, public access to information and reducing risk of error. Careful consideration must be given to operational needs, procedural effectiveness, and funding availability.



## looking to the future

The national scheme's revised site selection arrangements have provided a more flexible approach to problems and the new 19km route, along the A5 from north-west of Shrewsbury to the Welsh border, provides a special opportunity to work more strategically on speed management in conjunction with the Highways Agency. This new project for 2006/07 is a valuable learning experience for the Partnership and, in due course, it will offer great benefits elsewhere in the region where collision problems are spread over a long rural route rather than in tight clusters.

**Whilst the ways in which safety camera operations will be funded and delivered after the current - 2006/07 - financial year remain unclear, safety camera activity does make a highly beneficial contribution to the casualty reduction process. In the longer term, it will continue to challenge and change drivers' attitudes towards their choice of driving speeds.**