

Annual Review 2004/05

SAFETY CAMERA PARTNERSHIP FOR HAMPSHIRE & THE ISLE OF WIGHT
www.safetycamera.org.uk

REDUCING ROAD CASUALTIES IN HAMPSHIRE & THE ISLE OF WIGHT



A MESSAGE FROM THE PROJECT MANAGER

The Safety Camera Partnership was established in April 2002 to reduce casualties on the roads of Hampshire and the Isle of Wight. Three years on we are delighted to see that the improvements of our first two years have continued and that casualty levels on our routes are considerably lower than before cameras were introduced. Our figures for 2004-05 show that there were 43.7 percent fewer injury accidents at our camera locations, and 60.1 percent fewer fatal or serious accidents. These are extremely positive results.

So how exactly have the improvements been brought about? There are some who will try to argue that road casualties correct themselves spontaneously over time (the regression to the mean (RTM) argument). This Partnership has reduced the likelihood of RTM being a factor by concentrating on sites where casualties have been persistent. In such cases it is clear that the casualty problem will not self-correct, but needs external help. A combination of enforcement, engineering and education at our camera sites has resulted in a casualty improvement rate that is significantly higher than that of the county average.

The use of reliable data has been central to our work, helping us to identify what routes would benefit most from enforcement and also what level of enforcement we should be carrying out across the routes. We commit a great deal of time and effort to making sure that cameras are placed in the best possible locations to reduce casualty levels.

A second critical factor in our success has been the development of a close and committed working relationship between partners in the region. The Partnership has brought together experts from across the counties who are dedicated to sharing their experience and expertise and whose combined efforts have resulted in multi-faceted solutions to our casualty problems. From the highways engineers to the data analysts, prosecution clerks to enforcement officers, each member of the Partnership has worked extremely hard this year at helping us achieve our goal. My thanks to them for their hard work and dedication.

We have continued to benefit from the support and commitment of the Department for Transport this year. Changes to the project and funding in the future will enable us to work even more closely with our partners on broader road safety initiatives.

Our biggest partner is, of course, the public, and I am grateful to all those who have supported the work of the Partnership this year by driving with more care and at appropriate speeds. Better compliance with speed limits across the counties will result in even greater casualty savings in the future.

Dr Marion Sinclair

THE SAFETY CAMERA PARTNERSHIP - A BRIEF OVERVIEW

WHY?

- Because an average of 22 people were killed or seriously injured and 142 people were injured each week on roads in Hampshire and the Isle of Wight in the last three years.
- Because speed is a major contributory factor in road crashes.

OBJECTIVES

- To reduce road casualties by reducing average traffic speed at casualty sites.
- To reduce resources spent on road collisions and casualties by the emergency and health services.
- To make speeding as antisocial as drink driving.

HOW?

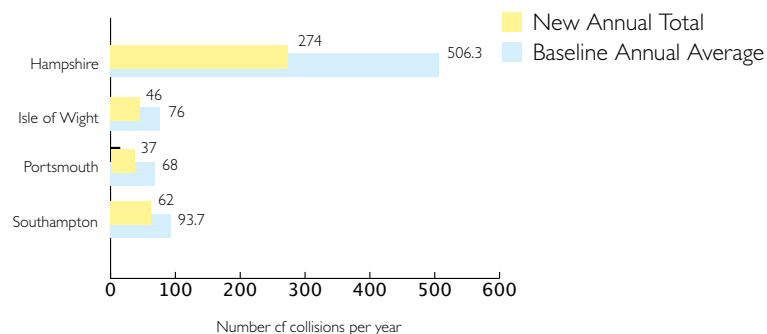
- Using speed enforcement on roads with a history of casualties and speeding.
- Using cameras at high casualty traffic lights to dissuade drivers from red light jumping.
- Educational initiatives and widespread publicity aimed at casualty reduction.

CASUALTY REDUCTION

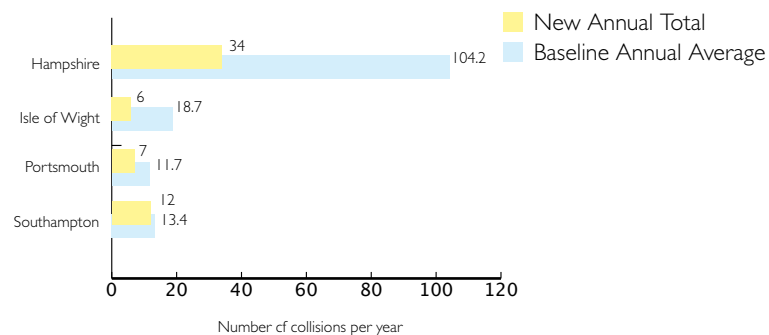
Between April 2004 and March 2005 collisions resulting in **death or serious injury fell by an average of 60% percent** on camera routes in Hampshire and the Isle of Wight compared to baseline levels. Numbers of people killed or seriously injured fell by 63%. Collisions in which people sustained **personal injuries have fallen by an average of 44% percent**.

This equates to approximately 89 fewer serious or fatal collisions. With estimated average costs over £1.5 million for a fatal and £184,269 (DfT figures) for a serious accident, this represents a significant saving of resources as well as the reduction of human suffering that would have otherwise resulted.

DECREASE IN PERSONAL INJURY COLLISIONS



DECREASE IN COLLISIONS IN WHICH PEOPLE WERE KILLED OR SERIOUSLY INJURED



A MESSAGE FROM THE CHIEF CONSTABLE

The protection of life is the primary mission of Hampshire Constabulary. Thus, we are pleased to be a core member of the SCP. Despite the emotive and often inaccurate coverage of safety cameras, I am clear that they provide an additional valuable tool in our efforts to preserve life on the roads. It is disappointing that the hard work of all the partners is often obscured and distorted by those who place a higher value on their freedom to decide which laws to observe and which to flout, than the welfare of the wider community. Safety cameras are not a solution to every problem on our roads but they have proven to be extremely effective in designated zones. I remain convinced that the silent majority in our communities recognise and support our efforts to reduce excessive speed in high risk areas, thus reducing the number and severity of casualties overall. I am grateful for the resilience and professionalism shown by all the partners - their successes will never be publicly known or generate human interest stories. However, people are alive and enjoying life today who would not be doing so in the absence of the SCP.

Paul Kernaghan, Chief Constable

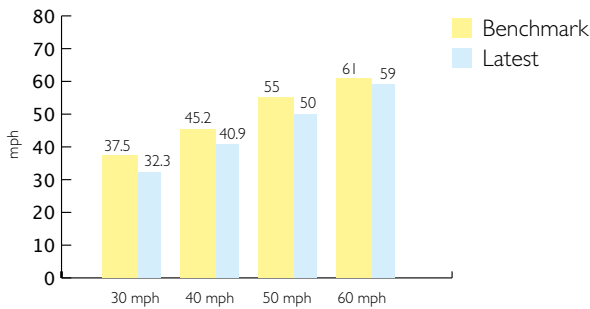
SPEED REDUCTION

Reduction of average speeds on high casualty routes is one of the primary objectives of the Partnership. Speeds and traffic flows are monitored every six months to check for changes. We have seen continued reductions in average speeds over the past year on our casualty routes, including routes that have been enforced for some years and that have already seen substantial reductions.

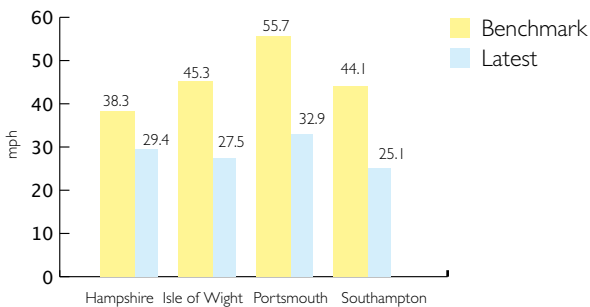
The graph below shows the 85th percentile speed which is the speed at or below which 85% of drivers are travelling. This has reduced across all speed limits.

We can anticipate a 5% reduction of injury accidents for every 1 mph reduction in average traffic speeds (Transport Research Laboratory) so these reductions in speeds are crucial in order to reduce casualties.

REDUCTION IN 85th% PERCENTILE SPEEDS

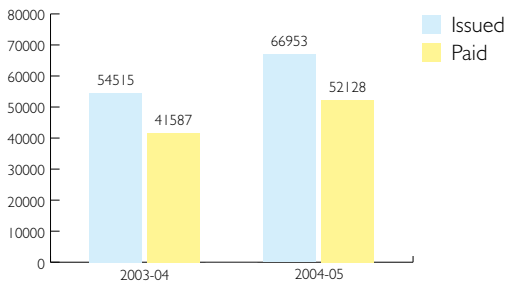


PERCENTAGE OVER THE SPEED LIMIT

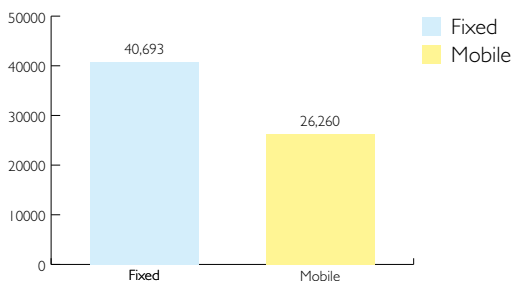


TICKETS ISSUED

FIXED PENALTY NOTICES ISSUED AND PAID: YEAR-ON-YEAR COMPARISON



NUMBER OF OFFENCES BY CAMERA TYPE (FIXED OR MOBILE) APRIL 04 - MARCH 05



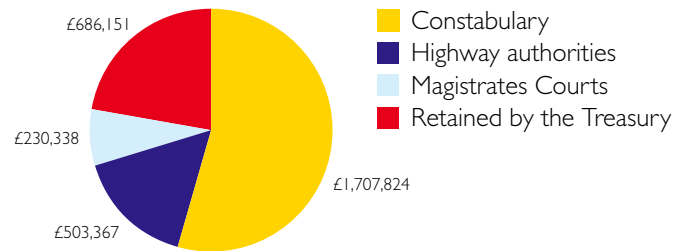
WHO FUNDS THE PARTNERSHIP?

The Partnership is able to reclaim running costs from speeding and red light fines for our programme of enforcement and education. These costs are strictly limited by the Department for Transport and are independently audited.

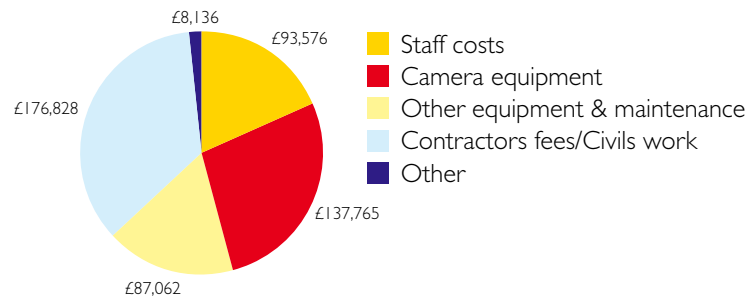
Between April 2004 and March 2005 a total of 66,953 Fixed Penalty Notices were issued for speeding and red light offences. 52,128 were paid in the same period.

A total of £3,127,680 fine revenue was received and the partnership recovered £2,441,528 to cover running costs associated with Partnership operations. This was shared between the police, highways authorities and magistrates courts as detailed below:

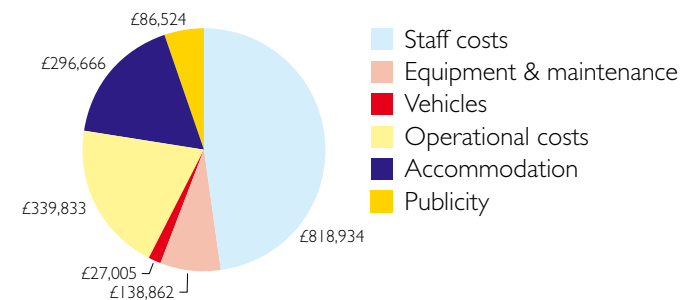
COSTS RECOVERED BY PARTNERS



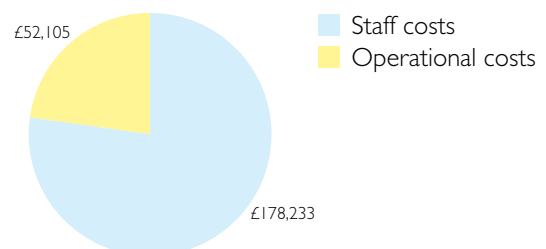
HIGHWAY AUTHORITIES' COSTS BREAKDOWN



POLICE COSTS BREAKDOWN



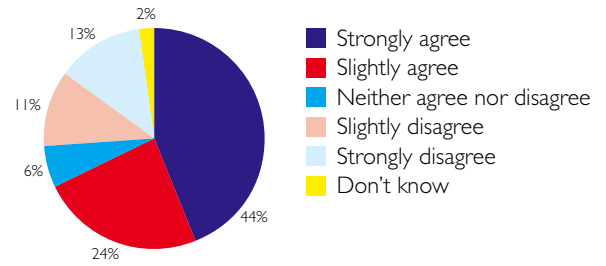
MAGISTRATES COURTS' COST BREAKDOWN



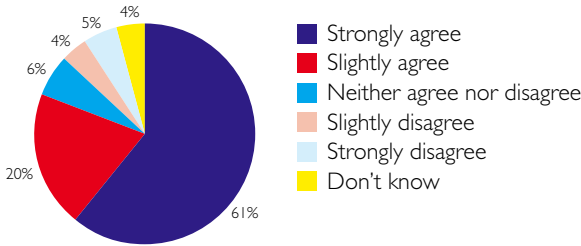
IN PARTNERSHIP WITH THE PUBLIC

One of our key aims is to keep the public informed about what we do and educate them about the dangers of inappropriate speed. We use local media, advertising, leaflets and our web site to achieve this.

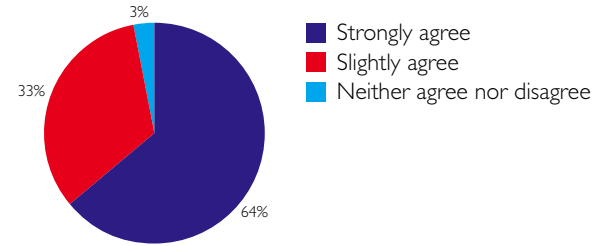
We welcome the opportunity to discuss our activity with the public face-to-face and have a stand at many major shows and events in the region. Our reception has been overwhelmingly positive and this is reflected in a random anonymous public survey that has been conducted for us. This shows that the majority of people continue to support camera enforcement and believe that it is a valuable method of reducing road casualties.



Fewer accidents are likely to happen on roads where cameras are installed



The use of safety cameras should be supported as a method of reducing casualties

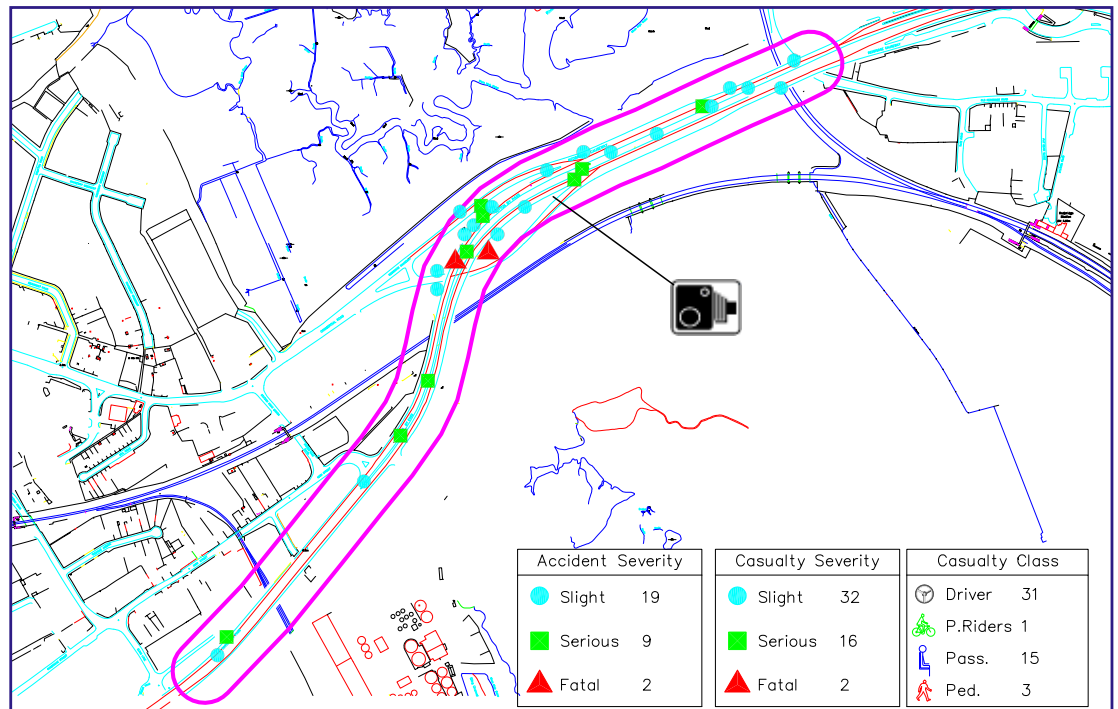


Has your awareness of speed limits increased over the last two years

RESEARCH-LED ACTIVITY

Great care is taken to ensure that cameras are in the correct locations and are used judiciously.

Police collision statistics and traffic speeds are checked constantly to identify speed-related accident clusters and monitor the performance of existing camera routes. This chart is part of our data analysis system that enables us to record and investigate accidents on a daily basis.



SAFER ROADS TOGETHER

The Safety Camera Partnership for Hampshire and the Isle of Wight was formed in April 2002. Members include; Hampshire County Council, Southampton City Council, Portsmouth City Council, Isle of Wight Council, Hampshire Constabulary, the Magistrates Courts Committee, the Highways Agency, the Crown Prosecution Service and the Health Authority. We regard each resident of Hampshire and the Isle of Wight as a vital member of the Partnership and would ask you to set an example by driving at or below the speed limit and encouraging others to do the same so that - together - we can make our roads safer for everyone.

