

HAMPSHIRE & ISLE OF WIGHT



SAFERROADS

PARTNERSHIP

ANNUAL REVIEW

2007-08

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Executive summary

The Safer Roads Partnership has had a busy and successful first year of operation.

Casualty reductions have been achieved on Partnership camera routes. Over the period April 2007 to March 2008 each of the four highways authority areas experienced a decrease in both Personal Injury Collisions (PICs) and fatal and serious injury collisions (KSIs), at a time when KSIs have increased on the wider road network of Hampshire and the Isle of Wight. Intelligence-led deployment of limited resources clearly continues to provide a positive cost-benefit.

The Partnership has expanded enforcement activity significantly to address driving offences such as non-wearing of seatbelts, use of mobile phones and dangerous driving practices. The number of offences of this sort have increased by over 300 percent against the previous year.

Partnership educational initiatives have developed considerably over the past year with excellent results. The Safe Drive Stay Alive campaign and the increased rollout of Education and Enforcement initiative in particular have directly targeted those groups of drivers who are most at risk. Feedback from both initiatives has been overwhelmingly positive from partners and public alike.

Contributions to BASICS doctors have assisted in the development of a high quality emergency service at serious casualty sites.

Partner involvement in the operational decisions of the Partnership has remained very high, and collaboration with the Data team and the Publicity side of Partnership operations has increased significantly over the past 12 months. As the Safety Camera Partnership we were recognised by the Department for Transport as a flagship Partnership exhibiting excellent cooperation between partners. Increased collaboration over the past year puts the Partnership in a stronger position to deliver road safety initiatives of the highest standard and impact.

Partnership costs for the year totaled £2,441,163, or 95.7 percent of the projected business case.

1. CHANGES TO PARTNERSHIP STRUCTURE, GOVERNANCE AND PURPOSE

In November 2006 it was agreed by the Steering Group of the then Safety Camera Partnership for Hampshire and the Isle of Wight that Government-initiated changes to funding and governance arrangements for Safety Camera Partnerships provided new and exciting opportunities for the SCP to reshape its role and terms of reference.

The new Partnership's key aim was agreed to be the **reduction in casualty levels** throughout the Partnership area by undertaking a wider and complementary range of safety initiatives than were previously delivered by individual Partners.

The proposed funding changes necessitated a change in the **structure and management** of the existing SCP to accommodate the new responsibilities of the Partnership in respect of funding delivery, and to allow for a **wider membership** of the Partnership, enabling other key organizations in casualty reduction to participate in the Partnership.

A Partnership structure was approved by the Partners to include a new strategic tier of management, the **Executive Board**. It was agreed that the Executive Board, which would comprise the Portfolio Holders or equivalents of the funding partners (Hampshire County Council, Isle of Wight County Council, Portsmouth City Council, Southampton City Council and the Highways Agency) would oversee the strategic direction of the Partnership, its governance and the budget plan every year.

The level of management under the Executive Board is the Partnership **Steering Group**, whose function is to oversee the day-to-day operations, programmes, strategies and budgets of the Partnership. From this Steering group smaller **specialist groups** were identified through the course of the year to focus on and develop specific and collaborative Partnership projects to deliver new complementary road safety initiatives more effectively.

Assessment

The proposed new structure has worked fairly well this year, and initial meetings of the Executive Board in the early months of the year were very constructive in paving the way for the year's operations. One practical difficulty, however, has been in ensuring that a quorum has been present in more recent meetings. The identification of deputies for the Members was proposed as a solution to this problem but this has proved difficult to implement consistently.

The Steering Group structure has worked in very much the same way as it did under the auspices of the Safety Camera Partnership, in that the Group was involved in the rollout of operations, both on an ongoing basis through communication with the Programme Manager and also in quarterly meetings where common issues and initiatives were tabled and discussed.

In defining and initiating the specialist groups (of which there are currently two, a Partnership Data Group and a Publicity Group (known as the 'Joint Initiatives Group'), there has been some progress at expanding the scope of work carried out collaboratively by the Partnership. The achievements of these groups is listed separately below. However, as the year has come to an end, the Steering Group has identified that while the work of these groups has been successful, there may be an opportunity for the SG to be more involved in setting the groups' priorities. Recommendations have been made to increase the strategic role of the SG by allowing it to task the satellite working groups more directly in the future. In that way the SG can be confident that Partnership operations are defined through the analysis of local intelligence.

The Partnership Terms of Reference were signed off by the Executive Group, as was the first Operational Case (2007-08). The Partnership Service Level Agreement was not finally signed off and the need has arisen in recent weeks for the details of the SLA to be more carefully articulated. That is a process that is currently underway and is one in which all Partners will be involved.

2. PARTNERSHIP FUNDING

The funding for the Safer Roads Partnership has been provided principally by the participating highways authorities from the extra LTP allocations that have been granted to them from the Department for Transport.

For 2007-08 the expected cost of all Partners was £2,551,365. Cost allocation was broken down as follows:

Highways authority	Total received by authority	Total donated to Partnership	Addition in form of loan
Hampshire County Council	£2,640,403	£1,010,688	£489,308
Isle of Wight Council	£316,842	£316,842	£0
Portsmouth City Council	£382,325	£382,325	£0
Southampton City Council	£352,202	£352,202	£0

Assessment

Actual costs for the year totalled £2,441,163, leaving an underspend of £110,202. (see Fig 1 for details).

The procurement of upgrades to existing mobile enforcement cameras to convert from video to DVD technology was delayed because of procurement issues. These costs will need to be carried over into 2008-09.

The Partnership costs for the year were offset by a once-off rebate of £21,000 for service fees for the Partnership premises from the rental agency, and a direct income of £58,762 from ACRO for rental of Partnership offices (April 2007 to Dec 2007).

Underspent money is to be retained by Hampshire County Council to offset the Partnership loan. The loan amount outstanding was thus reduced to £379,106, which was further reduced by DAT payments of £144,466¹ to £234,640. Final payments carried over from the DfT for 2006-07 of £53,596 brings the loan carried over into 2008-09 to **£181,044**.

Interest of £95,257 will be carried across into the Partnership account and will be used, as per the operational case budget, to offset costs in 2008-09.

See over for details.

¹ £146,098 payment minus £1,632 IOW reimbursement.

Budget Review 2007/08

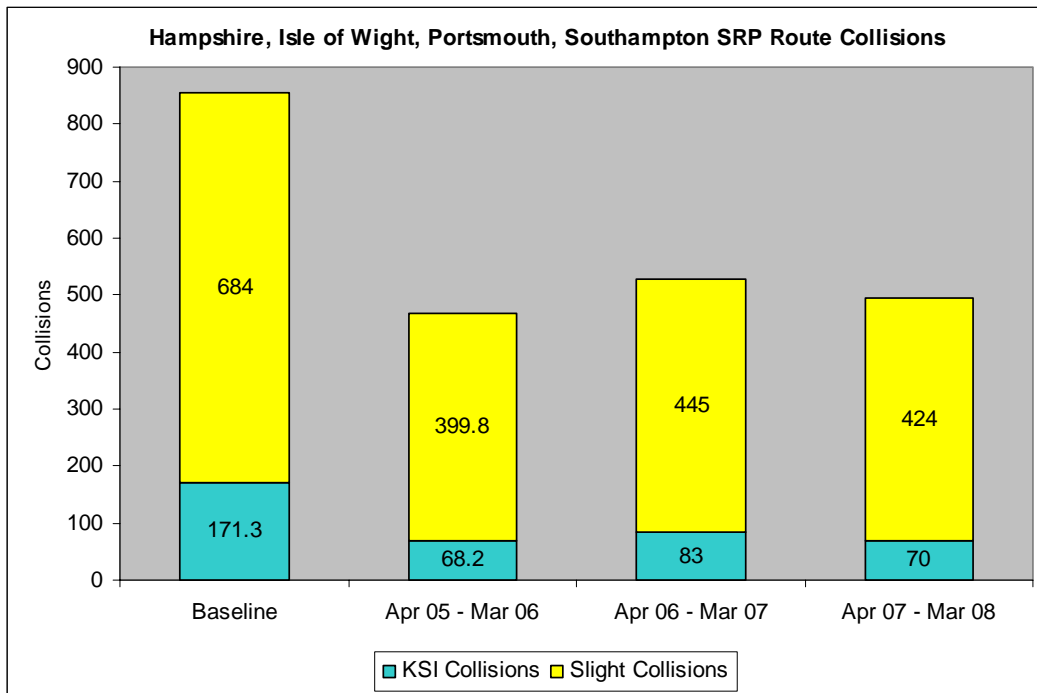
	07/08 Budget	07/08 Actuals	Variation from Budget
<u>Project Income</u>			
Road Safety Grant	2,501,365	2,501,365	0
Highways Agency	50,000	50,000	0
Driver Awareness Training Department of Transport	0	146,098	-146,098
Interest in Year	0	53,596	-53,596
Use of Brought Forward Interest	0	95,257	-95,257
	0	0	0
Total Project Income	2,551,365	2,846,316	-294,951
<u>Operational Expenses</u>			
Staff total	1,283,697	1,362,661	78,964
Signs	10,800	156	-10,644
Camera Maintenance	61,000	96,004	35,004
Monitoring and Research	55,000	16,436	-38,564
Ancillary Costs	97,200	182,390	85,190
Systems/Process Maintenance	260,000	97,261	-162,739
Vehicles Maintenance	14,000	33,230	19,230
New Camera Equipment	50,000	3,862	-46,138
Supporting Equipment	10,500	0	-10,500
Supporting Equipment Maintenance	17,268	41,545	24,277
Travel	23,400	29,040	5,640
Accommodation	390,000	277,782	-112,218
Publicity	100,000	60,517	-39,483
Audit	3,500	2,289	-1,211
Vehicles	0	59,800	59,800
Training	0	0	0
RSS Support	0	0	0
0607 Audit Fees	0	20,499	20,499
0607 Police Claim	0	33,097	33,097
0607 Creditor	0	22,962	22,962
Total Operations	2,376,365	2,339,531	-36,834
<u>Supplementary Expenses</u>			
BASICS Doctors	100,000	100,000	0
Publicity	75,000	0	-75,000
Driver Awareness Training Costs	0	1,632	1,632
Total Expenditure	2,551,365	2,441,163	-110,202

3. CASUALTY REDUCTION

Casualty figures on Partnership routes continue to reflect a significant reduction when compared to baseline levels. This reduction has been sustained even at sites that have seen reductions for some years.

Between April 2007 and March 2008 collisions resulting in death or serious injury fell by an average of 15.7 percent against the previous year, or 59 percent against baseline levels.

Collisions in which people sustained personal injuries (PICs) fell by 6.4 percent when compared to the previous year, and equated to a reduction of 42.2 percent against baseline PICs.



Across the road network of Hampshire and the Isle of Wight as a whole PICs fell by 2 percent compared to the previous year, while the number of fatal and serious injury collisions increased 4.8 percent.

Figures for each highways area, comparing casualty levels on enforcement routes with the performance of the highways authority area as a whole, are found on page 18.

4. PARTNERSHIP DATA ANALYSIS

1. Development of the data team: The Partnership employed a Senior Analyst in early 2007 to oversee the expansion of SRP data services for the Partnership and to ensure that Partnership databases were built and maintained to high standard. The Senior Analyst has worked closely through the course of the year with data analysts from each of the individual partners, both on a bilateral and a collective basis. Requests for specific analysis have been received and actioned from Southampton Council, Portsmouth Council, the Highways Agency and the Fire and Rescue Services. These reports have looked at casualty problems at sites outside of the normal Partnership routes, and have widened the Partnership focus away from purely speed intelligence to analysing a cross section of collision causations, trends and impacts.
2. Quality of data: Hampshire County Council proposed a project to improve the quality of the casualty data that is sent to the partners by RPU IMU and this was achieved through collaboration between the SRP, HCC and RPU IMU.
3. Enforcement database: This has been commissioned and implemented and allows the Partnership to record enforcement time on time on site and track associated casualty reduction. An extension to that database is being considered at the moment to allow for the recording and interrogation of speed data.
4. Mosaic software: The Partnership has begun to explore the potential use of Mosaic software to introduce socio-economic data into intelligence. This will enable correlations to be drawn between casualty or enforcement data and social demographic considerations.
5. Speed Detecting Radar: The Partnership has acquired a number of mobile Speed detecting/recording devices which have been deployed through the Force area to ascertain speed data as part of the site evaluation process. This has resulted in a significant saving to the Partnership as this data had, in the past, been collected only at a significant cost.
6. Accident Analysis software: In 2003 the Partnership had acquired an accident analysis package called Key Accidents to interrogate casualty patterns on a GIS basis. This was bought at the recommendation of the Highways Authorities who utilize this system themselves. The Constabulary is currently in the process of considering whether to remain with Key Accidents or to change to another system. There is a small risk that the Partnership may find itself without a suitable system for a period. However the Partnership is working closely and positively with IT Services to ensure that this does not happen.

5. PARTNERSHIP ENFORCEMENT OPERATIONS

1. Enforcement continues to be carried out at locations with histories of serious casualties as well as at sites that have a marked lack of compliance to relevant legislation in such things as speed limits, use of seatbelts, use of mobile phones whilst driving and dangerous driving. The Partnership continues to review enforcement sites to ensure that the deployment of cameras and enforcement resources achieves the optimum road safety benefit.
2. The selection of speed-enforcement sites has been based primarily on the DfT guidelines. However the Partnership has widened the definition of a high risk site slightly to include those sites that currently fall short of inclusion but where there is evidence that a risk of speed-related casualties exists.
3. Sites with the highest benchmark casualty rates or with slower than average improvements in casualty levels continue to be enforced more frequently than those with lower benchmark casualty levels or where enforcement has already proved effective.
4. Signing and publicity on targeted routes and sites continues to be used to increase the effectiveness of camera deployment.
5. The Partnership has begun work to develop new enforcement strategies to maximize the effectiveness of camera use. These include identification of class of vehicles so that lower speed limits applicable to certain classes of vehicles can be enforced.
6. Three portable Vehicle Activated Signs have been purchased and are now deployed at sites where casualty risks are present but are not sufficiently high to warrant speed enforcement at the present time.
7. The Partnership has employed a speed limit signing expert who works with the highways authorities to identify signing issues and help resolve them. The expert also assists with the preparation of court files and give evidence at court as necessary.

6. EDUCATION AND AWARENESS

Without any doubt the area in which the Partnership has seen most growth and development over the past year has been that of Education and Publicity. One of the key areas of Partnership operations, education has played a crucial part in the casualty reduction successes of the past. However the widening of membership and direction has meant that the Partnership has been uniquely placed to offer a new range of educational initiatives to benefit all Partners.

The in-house Partnership PR/Education team has been dependent on a total of 1.5 FTEs working on rolling initiatives funded under two different budgets, the Partnership publicity budget (business as usual) and the Joint Initiative Group budget for new collaborative projects.

1. Safe Drive Stay Alive: The Joint Initiatives Group elected early on in the year to concentrate most of it's efforts to the development of a Safe Drive Stay Alive production which could be offered to 16 to 24 year olds across the County. The Isle of Wight has already developed such a production for the Island and we have drawn from its experience. As the campaign was not going to be used on the Island a contribution of £3,950 was allocated to the IoW Council to assist with the rollout of their version of SDSA.

A short DVD was produced for the Partnership that built on best practice from other Partnerships who already ran SDSA. This was a complex process that required close cooperation between the emergency services and partners as well as involving actors and liaison with producers and a film crew.

Volunteers drawn from the Emergency Services and from families who have experienced the trauma of a road traffic accident have been auditioned and selected, and these individuals talk about their experiences as part of the live stage performance.

The Safe Drive Stay Alive production has achieved a great deal of cooperation between the Partners, and the group has been very effective in completing the complex steps necessary for its staging.



Three pilot events were held in early 2008. The full production of SDSA will be rolled out over the course of 2008 - 09. The development costs have been covered in this current financial year, so costs for this event in 2008-09 relate only to the hosting of the show, transportation of learners, and associated publicity.

Safe Drive Stay Alive has been one of the most successful education initiatives of the past decade and we are excited about rolling this out over the course of next year.

2. Driver Awareness courses. The first Driver Awareness Courses were in November 2008 and these are now running successfully for drivers detected driving at excessive speeds by Partnership enforcement officers. These are gradually being expanded to include offences identified by the wider RPU (including Officer-issued) as well as mobile phone use. A mobile phone course is currently in development. A course aimed at motorcyclists is also being considered for launch in the coming year. The Partnership has sent approximately 3,500 drivers through courses in 5 months. The expectation is that the number of courses offered to SRP offenders in 2008-09 will total approximately 21,000.
3. Significant expansion of the Education and Enforcement campaigns
The Partnership has rolled out a series of Education and Enforcement campaigns over the past 12 months, designed to address multiple driving offences including excessive speed, use of mobile phones and non-wearing of seatbelts. In all a total of 20 such events have been held in 2007-08:

North Hampshire – 5 events
South Hampshire – 8 events
Southampton – 4 events
Portsmouth – 4 events
IOW – 5 events.



A total of 1,173 people have attended E and E presentations over this period.

4. Events

The new display vehicle and contributions from staff from the Local Authorities and Highways Agency made the events extremely successful. Events provide an opportunity for two way communication with large numbers of the public. This year the Partnership addressed a broader range of road safety and placed a particular emphasis on families and children. Events attended included the Aldershot Army Show, the New Forest Show, the Garlic Festival (IoW), Air Ambulance launches in Thruxton and Newport, Classic car show in IoW, and the IoW Soap box derby. Talks were also given at a number of educational institutions and interest groups.



5. Training:

The Partnership has part-funded an 'On 2 Wheels' course at Andover. This involves basic motorbike maintenance, practical riding skills, theory, the Highway code, road safety and First Aid. Tuition lasts over 3 days and is offered to young people between the ages of 16-20yrs.

6. Cinema advert and radio adverts

An advert was produced through the JIG aimed at young drivers and will be shown at 30 cinemas in Hampshire and the Isle of Wight. Radio advertising

and broadcasts have continued though the year. This has included discussion on local radio stations and interviews.

7. Leaflets:

New leaflets have been designed and distributed this year to include a wider range of road safety topics and advice than were allowed previously under SCP rules. These have proved very popular and have been distributed widely.

8. Bus side/back advertising:

This took place across the region and feedback has been positive. Poster campaigns included the following:



9. Web site:

New Partnership website is up and running and can be viewed at <http://www.saferroadpartnership.co.uk>

10. Partner Road Safety Programmes

Throughout the year campaigns have been designed to complement the THINK, Roads Policing, and local Highway Authorities programmes of activity. Partnership staff have worked closely with Road Safety Staff from within Hampshire Roads Policing Unit to roll out educational programmes collaboratively as far as possible

11. New Joint Initiatives for 2008-09:

- The Partnership will also be developing an educational package from the SDSA footage for use with younger children.
- The concept of a Road Safety Village is being developed by the Joint Initiatives Groups for rollout at next year's summer shows.

7. INTELLIGENCE AND CRIMINALITY

Criminal Intelligence and follow up enquiries

1. The Partnership intelligence division consists of two intelligence officers and a uniformed Enquiry Officer. Over the course of the past year the team has been instrumental in the successful investigation of a number of criminal activities that have been identified through the Partnership films and videos, or have been initiated by other Forces. On the criminal side this has included assistance with investigations into murder, rape, kidnap, robbery, burglary, drugs and volume crime. On the domestic front the team has been extremely effective at investigating drivers who try to hide their identity and successful prosecutions have been raised this year for the offences of Perjury and Perverting the Course of Justice.
2. In terms of casualty reduction the work of this team is has made a significant impression. There have been a number of enquiries which have resulted in the identification of drivers who have repeatedly passed through Partnership cameras at high speeds or engaging in other dangerous driving. In all cases the Partnership has been supported either by RPU colleagues or by the OCU's to excellent effect and thanks have been expressed on regular occasions to the Intelligence Team for their assistance.
3. Notable among these was the identification and prosecution of a large number of moped riders in Fareham, resulting in convictions and in driving disqualifications being imposed on thirteen of these riders. This work has certainly spread the word amongst the motorcycle fraternity that the investigation work produces sufficiently clear evidence for identification and prosecution.
4. More recently in the IoW a motorbike rider has been identified speeding (100mph in a 40 limit) and driving dangerously on repeat occasions at a single camera site. The rider was arrested for an offence that was witnessed by the RPU officers working on the intelligence provided by the Intel team. Work is ongoing to establish the involvement of that driver with respect to the other recorded offences.
5. A third area of interest is the work that the Intel team has completed with respect to the identification of foreign HGV vehicles. As Hampshire contains the large container ports at both Portsmouth and Southampton there have been repeated incidences of foreign drivers caught on fixed camera. In many instances these photographs are clear enough to secure a conviction should the driver be nominated by the company. The unit is working with the RPU on identifying a foolproof way to ensure prosecution of these drivers, and that work will be publicised and so become a preventative measure as well.

8. EFFECTIVE EMERGENCY SERVICES AT SERIOUS INJURY COLLISIONS:

In 2007-08 the Partnership donated £100,000 to BASICS Doctors to facilitate improved services particularly at more remote locations. Over the past year they have been able to develop a standardised essential equipment list and to buy items necessary to provide a high level of care. The benefits to BASICS have included:

1. The purchase of 7 ZOLL monitors These monitors allow doctors to monitor blood pressure, ECG, blood Oxygen and Carbon Dioxide levels as well as treat abnormal heart rhythms and to shock patients in cardiac arrest. The monitors are an essential requirement in order to provide safe and effective treatment in the pre-hospital setting. They cost £12,000 new each (BASICS bought 3 new and 4 ex-demo models at reduced cost of £7000).
2. The purchase of EZ-IOs.
The ability to give drugs and fluids directly into the blood stream is an essential step in treating the victims of trauma but unfortunately is not always achievable especially if there has been major blood loss . With the help of the SRP grant BASICS has been able to provide a device called an EZ-IO to volunteer Doctors. This device allows Doctors to access the blood stream by drilling into bone, as an alternative route to the standard intravenous route. The cost of has been nearly £15,000 for drills and needles (both adult and paediatric). These drills have been shown to be life-saving when faced with trauma victims with major haemorrhage.
3. BASICS have updated the personal protective equipment they supply to their members. Costs of new helmet and goggles are £120 each.
4. BASICS have been able to invest further in the education of its members by organising an effective training programme involving several evening meetings and two all day training events
5. BASICS have also been able to update their website to allow them to continue to raise public awareness of Hampshire BASICS. The web address is www.basicshampshire.org.uk

A letter from the BASICS service to the Partnership made the following comment:

“The grant we received through you has been fundamental in allowing us to expand and develop our service which we are confident will translate into more lives saved. Additional funding will enable us to further develop the service to ensure that all our doctors have the life saving equipment that they need and will also help towards improving availability of doctors on a 24 hr basis.”

		Personal Injury Collisions							
		Baseline	Annualised Baseline	3 year average PICs	3 year PICs vs baseline	2 year average PICs	2 year PICs vs baseline	1 year average PICs	1 year PICs vs baseline
Hampshire	Fixed	169	56	30	-48%	31	-46%	38	-33%
Hampshire	Mobile	1403	468	269	-42%	272	-42%	280	-40%
Hampshire	Area	26385	5277	3852	-27%	3794	-28%	4047	-23%
Isle of Wight	Fixed	97	32	25	-23%	25	-24%	19	-41%
Isle of Wight	Mobile	149	50	32	-37%	34	-32%	29	-42%
Isle of Wight	Area	1605	321	452	41%	448	40%	451	40%
Portsmouth	Fixed	219	73	37	-49%	41	-44%	51	-30%
Portsmouth	Mobile	59	20	21	7%	21	7%	21	7%
Portsmouth	Area	4630	926	740	-20%	723	-22%	786	-15%
Southampton	Fixed	151	50	31	-39%	31	-39%	32	-36%
Southampton	Mobile	276	92	80	-14%	81	-13%	51	-45%
Southampton	Area	4675	935	741	-21%	723	-23%	747	-20%
Total	Fixed	636	212	123	-42%	127	-40%	140	-34%
Total	Mobile	1887	629	401	-36%	408	-35%	381	-39%
Total	Area	37295	7459	5785	-22%	5687	-24%	6031	-19%

		Fatal & Serious Injury Collisions							
		Baseline	KSI Annualised Baseline	3 year average KSIs	3 year KSIs vs baseline	2 year average KSIs	2 year KSIs vs baseline	1 year average KSIs	1 year KSIs vs baseline
Hampshire	Fixed	45	15	3	-82%	4	-77%	5	-67%
Hampshire	Mobile	276	92	42	-54%	44	-52%	48	-48%
Hampshire	Area	4601	920	558	-39%	547	-41%	615	-33%
Isle of Wight	Fixed	31	10	4	-61%	4	-66%	3	-71%
Isle of Wight	Mobile	29	10	3	-72%	3	-69%	3	-69%
Isle of Wight	Area	319	64	71	11%	63	-1%	57	-11%
Portsmouth	Fixed	38	13	7	-42%	8	-41%	9	-29%
Portsmouth	Mobile	10	3	4	5%	4	5%	3	-10%
Portsmouth	Area	647	129	101	-22%	94	-27%	97	-25%
Southampton	Fixed	33	11	5	-53%	5	-59%	6	-45%
Southampton	Mobile	38	13	13	1%	13	-1%	6	-53%
Southampton	Area	545	109	93	-15%	89	-18%	93	-15%
Total	Fixed	147	49	19	-61%	19	-61%	23	-53%
Total	Mobile	353	118	61	-48%	63	-46%	60	-49%
Total	Area	6112	1222	823	-33%	793	-35%	862	-29%