



## **Marketing Plan 2009 / 2010**

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# 1. SITUATION ANALYSIS

- **Why does the Kent & Medway Safety Camera Partnership exist?**

The highways authorities (Kent County Council, Medway Council and the Highways Agency) support the Government's road safety strategy, *Tomorrow's roads – safer for everyone* (2000), which sets the target of a 40% reduction in the number of people killed or seriously injured by 2010, compared to the average for 1994-98, and a 50% reduction in the number of children killed or seriously injured.

Evidence from the Transport Research Laboratory shows that excessive or inappropriate speed is a major contributory factor in the severity of road crashes. Therefore, controlling speeds at appropriate levels is the most significant action that we can take to improve quality of life through the reduction of casualties on the roads in Kent and Medway.

- **What is the Kent & Medway Safety Camera Partnership and what are we trying to achieve?**

Launched in July 2002, the Kent & Medway Safety Camera Partnership – comprising Kent County Council, Medway Council, Highways Agency, Kent Police and Her Majesty's Courts Service – was formed to reduce death and serious injury in Kent and Medway through the use of enforcement (speed and red light safety cameras) and education (encouraging people to observe speed limits and alter their driving attitude and behaviour).

Despite a decline in the number of speeding tickets being issued, and despite a 58% reduction in the number of people killed or seriously injured at camera sites since 2002, safety cameras detected over 50,000 speeding offences in 2008. This demonstrates the continued need for educational messages to motorists, with the key messages being:

- Safety cameras exist where people have been killed or seriously injured
- Safety cameras are a casualty reduction measure, not a money-making exercise
- Locations and crash statistics are available at [www.kmscp.org](http://www.kmscp.org)
- Different speed limits apply to different vehicles when the national speed limit sign is present
- Streetlights mean 30mph unless otherwise stated

We hope that, in time, it will no longer be socially acceptable to break speed limits and we believe that the Partnership is an important step towards achieving this objective.

## **Mobile phones and seatbelts**

Roadside surveys carried out last year showed that 10% of people were not wearing a seatbelt and 1% of drivers were using a mobile phone.

In November 2008 a three month pilot scheme was launched in Medway where safety camera vans were used to detect drivers using their mobile phone and drivers and front seat passengers not wearing a seatbelt. Around 100 offences a month were detected (75% seatbelt, 25% mobile phone).

By reducing the number of these offences, as well as speeding, at camera sites it is hoped casualty numbers will be reduced even further (at November 2008 the overall reduction in KSIs was 58%). It is proposed that enforcement of these offences at all camera sites in Kent and Medway will commence in July 2009\*. This message will be incorporated in the communications activities.

\* subject to approval by our Partner organisations.

- **How aware is the public of the Partnership's work so far?**

**What is their opinion of it?**

We understand that we can only achieve our aims with the public's support and co-operation. We therefore carry out an independent annual public perception survey of 1000 Kent and Medway residents. The key comparative results from the last three years are outlined below:

**Fewer crashes are likely to happen where cameras are installed.**

	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Strongly Agree</b>	16%	17%	15%
<b>Agree</b>	48%	42%	50%
<b>Not Sure</b>	14%	17%	13%
<b>Disagree</b>	19%	17%	19%
<b>Strongly Disagree</b>	4%	8%	3%

**Cameras are an easy way of making money out of motorists.**

	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Strongly Agree</b>	21%	22%	32%
<b>Agree</b>	39%	31%	32%
<b>Not Sure</b>	17%	22%	14%
<b>Disagree</b>	20%	19%	20%
<b>Strongly Disagree</b>	4%	7%	1%

**The primary aim of safety cameras is to save lives.**

	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Strongly Agree</b>	26%	19%	17%
<b>Agree</b>	53%	48%	43%
<b>Not Sure</b>	10%	11%	14%
<b>Disagree</b>	9%	15%	20%
<b>Strongly Disagree</b>	2%	7%	6%

**Safety camera are only situated at crash hotspots.**

	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Strongly Agree</b>	16%	17%	7%
<b>Agree</b>	48%	42%	29%
<b>Not Sure</b>	14%	17%	22%
<b>Disagree</b>	19%	16%	36%
<b>Strongly Disagree</b>	4%	8%	7%

The key findings from this analysis show that compared to 2006 and 2007 figures, in 2008 more people thought cameras are an easy way to make money, and fewer are of the opinion that they are there to save lives and are located at casualty hotspots. This suggests that we need to go back to basics about the messages we are promoting, and although we should continue the targeted education campaigns, an emphasis should be put on promoting the reasoning behind safety cameras.

These findings, as well as the contents of the following SWOT analysis will form the basis of the Marketing Plan for 2009 and 2010, with the overall aim of significantly increasing public support and acceptance of safety cameras in Kent and Medway, as well as changing driver attitude and behaviour.

## **SWOT ANALYSIS January 2009**

- **Strengths**

**Current campaigns / website** – evaluations of campaigns show positive responses and engagement; some have won or been shortlisted for awards

**Kent County Show / events** – face to face communication with target audiences and motorists is effective communication method

**Partnership working, inc. SECAMB and KF&RS** – strong links with partners which foster integrated campaigns and joint working, strengthening the message to audiences

**Relationship with local media** – negligible negative coverage other than letters pages which are responded to accordingly; local press, TV and radio have been supportive and enthusiastic about covering news stories

**Research of target audiences** – good selection of resources to tap into for vulnerable user groups, nationally and locally

**Contract with marketing agencies** – EU tender has resulted in adoption of three integrated marketing agencies for four years to ensure best value

**Working with national and international campaigns** – aligning local education and enforcement activity with THINK! and TISPOL campaigns, and high profile events such as the May Day Run. Also working with the network of Safety Camera Partnerships.

- **Weaknesses**

**Relationship with some internal audiences** – communication with Magistrates has been difficult and needs addressing; need to ensure understanding and support for cameras is promoted at KF&RS and SECAMB

**Analysis and use of data for input into Comms activities** – need to assess why people are still getting speeding tickets / using phone / not wearing seatbelt; find out who they are and target them

**Communications with CDRPs, local councils** – need to obtain contact details, go to meetings, add to press release list (ask for circulation internally)

**Evaluation of campaigns** – ‘Grow up. Slow down’ requires evaluation

**Integration of campaigns internally** – ‘Driving Business Safely’ requires integration into partner organisations

**Contract with market research company** – have used same company since Partnership launched, need to go to EU tender

**Knowledge about young driver profiles** – which schools would benefit most from ‘Licence to Kill?’

**Opinions of cameras** – public perception surveys and anecdotal feedback shows that some people think cameras are there to make money, and don’t know that they are positioned where people have been killed or seriously injured (i.e. that they are a casualty reduction measure and part of the bigger picture that all partners are working towards)

- **Opportunities**

**Phones / seatbelts** – roll out of enforcement by camera vans is opportunity to promote another benefit of cameras; public opinion surveys already show majority support the move

**Road CaRe Group** – now formalised, opportunity to integrate camera vans into high profile enforcement / education campaigns, and contribute to PR

**Availability of partners' data tools** - e.g. MAST, MOSAIC and research programs, e.g. HA and Martin Langham

**Joint campaigns** – partner funding / staffing already provided, still scope to expand so other agencies involved, e.g. SECAMB / NHS

**Integration of cameras message into schools** – may be possible, via partners, to integrate cameras into current education programmes for sixth formers / FE college students, e.g. Rush.

**Web access by offenders** – opportunity to get messages to customers when they go online to pay fines and view photos

**Slight injuries** – although the focus remains on KSIs which are gradually reducing, statistics show there has been no decline in slight injuries. There is therefore the opportunity to focus some PR on reducing slight injuries, perhaps focusing on red-light cameras / jumping.

- **Threats**

**National media** – perpetuate the message that cameras exist to make money. This message is getting through to local population as evidenced in public perception surveys.

**General views on cameras** – in the public perception surveys many people listed 'just my opinion' and 'everyone knows it' when asked why they thought cameras were there to make money. We need to change these opinions which have been embedded by the media and other influencers.

## 2. OBJECTIVES

- **What are our key objectives for 2009-2010?**

Our key objectives are:

- To increase awareness and acceptance of why safety cameras exist using the key messages outlined in the Situation Analysis
- To increase awareness and acceptance of enforcement of mobile phone and seatbelt offences using safety camera vans
- To increase awareness that there are different speed limits for different vehicles
- To increase awareness that streetlights mean 30
- To target vulnerable user groups in order to change attitude and behaviour

- **Where do we want the Partnership to be seen within the next year?**

We want to build on the public's awareness of the Partnership and communicate the benefits of safety cameras to as many people as possible in Kent and Medway. In their eyes, we want to be seen as the organisation responsible for the area's safety cameras and therefore be approachable if they would like us to address any concerns or queries they may have about the cameras and speed limits.

We want to continue to be seen as an honest and transparent Partnership, which wants to work with the community, using our educational and open approach to change driver thinking and ultimately behaviour of both residents and drivers passing through the county. The support of Kent and Medway residents is very important to the Partnership to enable this. The public can be assured that any additional enforcement and activities will be accompanied by high profile publicity campaigns.

### 3. TARGET AUDIENCES

A large proportion of marketing activity will be aimed at all motorists, however there are four key groups that are identified as vulnerable road users:

Target audience	Why?
<b>People who drive for work</b>	<p>According to research on behalf of the Health &amp; Safety Executive, a third of all serious and fatal road traffic crashes nationally involve someone who was at work at the time.</p> <p>Partnership figures show that on average 20% of all tickets issued (notices of intended prosecution) per year are to company registered vehicles.</p>
<b>Young drivers</b>	<p>17 to 24 year old KSI casualties accounted for 20% of all deaths and a quarter (25%) of all serious injuries on Kent's roads in 2007. Proportionally 89% of these 17 to 24 year old deaths were males and of the serious casualties, 79% were male.</p> <p>Partnership figures show that on average 15% of all tickets issued (notices of intended prosecution) per year are to 17-30 year olds (note that due to the NIP system it is not possible to access data for just 17-24 year olds). If drivers get 6 points within the first 2 years of driving their licence is revoked (speeding tickets are a £60 fine and 3 points).</p>
<b>Motorcyclists</b>	<p>Despite making up only 1-2% of traffic, motorcycle deaths account for around 25% of all deaths serious injuries on Kent's roads.</p> <p>The three main causes of collisions are other road users failing to see the motorcyclist, rider error and inappropriate speed.</p>
<b>Internal audience and stakeholders</b>	<ul style="list-style-type: none"> <li>• Much misguided information surrounds safety cameras, therefore it is essential that all stakeholders are briefed and made aware of the facts.</li> <li>• Key members of staff who have day-to-day interaction with members of the public are a priority as they are representatives of the Partnership.</li> <li>• Key stakeholders include:             <ul style="list-style-type: none"> <li>- Magistrates</li> <li>- Local opinion-formers (e.g. MPs, councillors, newspaper editors)</li> <li>- Emergency services (e.g. Kent Fire &amp; Rescue Service, South East Coast Ambulance Service)</li> <li>- Clubs &amp; organisations (e.g. Institute of Advanced Motorists, Advanced Motorists, Advanced Motorcyclists, ROSPA, LARSOA)</li> <li>- Charities (e.g. Headway, Kent Air Ambulance Trust, Brake, Roadpeace)</li> </ul> </li> </ul>

## 4. TOOLS AND ACTIVITIES

The campaigns and activities to be carried out in 2009 – 2010 are outlined in the table below. A schedule of activity can be seen in Section 5.

Activity	Target audience	Summary of activity	Budget (including evaluation where appropriate)
<b>‘Driving Business Safely’ campaign</b>	People who drive for work	Continuation of existing campaign. Expand into partners’ workforces. Attendance at Kent 2020 Business Expo, Maidstone Business Exhibition. Presentations to businesses. Radio advertising, PR, business park activity, mailing to businesses, South East Business magazine advertising and editorial, newsletter and safety merchandise mailing. <a href="http://www.drivingbusinesssafely.org">www.drivingbusinesssafely.org</a>	£50,000
<b>‘Grow up. Slow down.’ campaign</b>	Young drivers	Continuation of existing campaign. Develop method of evaluation Digivan activity at FE Colleges and cinemas / leisure complexes / town centres / nightclubs. Bluetooth facility and on-site competition. Distribution of merchandise and 1stCar magazine. Contribution from Fire Service (erection of banners and crashed cars). Ongoing PR. Presentations or seminar / mailing to driving instructors. <a href="http://www.kmscp.org/gusd">www.kmscp.org/gusd</a>	£30,000
<b>‘Licence to Kill?’ campaign</b>	Young drivers	Continuation of existing joint campaign. 6 live theatre performances to around 6000 16-18 year olds. Budget includes contribution to new film production. <a href="http://www.licencetokill.org">www.licencetokill.org</a>	£20,000
<b>Motorcycle events</b>	Motorcyclists	Attendance at GEMS and World Super Bikes with HA biker packs, great roads great rides DVD, stand pucks and KMSCP merchandise. PR.	In events budget
<b>‘Streetlights mean 30’ campaign</b>	All motorists	Continuation of existing campaign. Evaluation showed no increase in awareness so need to increase opportunities to see and hear. Radio advertising and competition, PR, town centre promotions, website with song / ringtone download and competition.	£30,000
<b>‘Speed Shatters Life’ campaign</b>	All motorists	Continuation of existing campaign. Information boards at fixed camera sites.	£10,000

<b>Phone / seatbelt / speed awareness campaign</b>	All motorists	New campaign to be developed. High profile TV, radio, print, outdoor advertising and PR campaign. To include re-design of website and some merchandise. Increase awareness of Partnership activities and messages and increase hits to website (see Appendix)	£77,000
<b>Events</b>	All motorists	Safety camera van and trailer to attend large events such as Kent County Show, Biggin Hill Air Show, Margate's Big Event. Also smaller events such as Kent Police and Kent Fire & Rescue Service Community Safety Days, motorway service stations.	£8,000
<b>Merchandise</b>	All motorists	Selection of useful camera and speed-related items promoting the website and key messages	£15,000
<b>K&amp;MSCP leaflet</b>	All motorists	Leaflet explains operation of K&MSCP with map of camera locations and website address	£1,000
<b>NIP leaflet</b>	Offenders	Leaflet explains FAQs	stationery budget
<b>Occasional advertising</b>	All motorists	Opportunities arise in local publications which may coincide with campaigns	£10,000
<b>Public perception survey</b>	Residents of Kent & Medway	Telephone and face-to-face interviews with market research agency.	£20,000
<b>NLA</b>	n/a	Media copying licence	£500
<b>Meltwater News</b>	n/a	Highlights all online articles in local and national press regarding safety cameras and K&MSCP campaigns to assist quarterly media reports	£6,500
<b>Website maintenance</b>	n/a	n/a	£4,000
<b>Snapshot newsletter</b>	Stakeholder	Bi-monthly summary of Partnership activities distributed via email	£3,000
<b>Audience research</b>	All motorists	Use data held to assess offender profiles. Utilise data tools such as MAST and MOSAIC.	No cost
<b>Presentations</b>	Stakeholders	Summary of Partnership operations, activity, funding, campaigns	No cost
<b>Press releases</b>	All local media	Regular news releases about operations, vulnerable road users, campaigns	No cost
<b>TOTAL</b>			£285,000

## 5. TIMESCALES

The table below outlines the timings of the main campaigns for 2009/10.

	K&MSCP activity
	Road CaRe activity contribution
	National campaigns / local PR

Activity	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
Local events/ merchandise	Throughout the year												
Press releases / interviews	Throughout the year												
Media monitoring reports	Throughout the year												
Snapshot newsletter	Throughout the year												
Presentations	Throughout the year												
All motorists	THINK! speeding campaign		Speed / phone / seatbelt awareness campaign. Margate's Big Event. Biggin Hill Air Show. Kent County Show.			Streetlights mean 30 campaign. Public perception survey.			Speed Shatters Life campaign Brake Road Safety Week 23 – 29 Nov		THINK! speeding campaign		
People who drive for work	Maidstone Business Expo	Kent 2020 Business Expo	South East Business magazine and local business press advertising and editorial.								Driving Business Safely campaign phase 5		
Young Drivers	Driving instructor presentations			Distribution of 1stCar magazine and subscriptions		Grow Up. Slow Down. campaign		Licence to Kill? Performances		Distribution of 1stCar magazine and subscriptions			
Motorcyclists		Commander vehicle awareness	Garden of England Motorcycle Show.	Contributing to joint biking initiative through Road CaRe		World Super Bikes							

**NB: contribution to Road CaRe speeding campaign to be confirmed.**

## **6. EVALUATION & AMENDMENT**

- **How do we judge whether our efforts have been a success?**

Evaluation of communications initiatives will be undertaken on a regular basis and will include assessing press cuttings (noting whether they are positive, neutral or negative), keeping a record of the number of general and FOI enquiries we receive, monitoring feedback from Camera Operators, speaking to staff from Partner organisations, examining how many people access our website, as well as canvassing local public opinion.

Evaluation will be carried out before and after the Partnership's publicity campaigns in order to judge whether efforts have been a success. Public perception surveys will be repeated at regular intervals to gauge any change in the public's thinking. This monitoring will compliment the regular assessment of casualty and speed data at the camera sites, and across the county as a whole.

This Marketing Plan is flexible and will inevitably change over time. Regular monitoring and assessment will allow this strategy to be adapted and modified as necessary.

## **7. FREEDOM OF INFORMATION ACT**

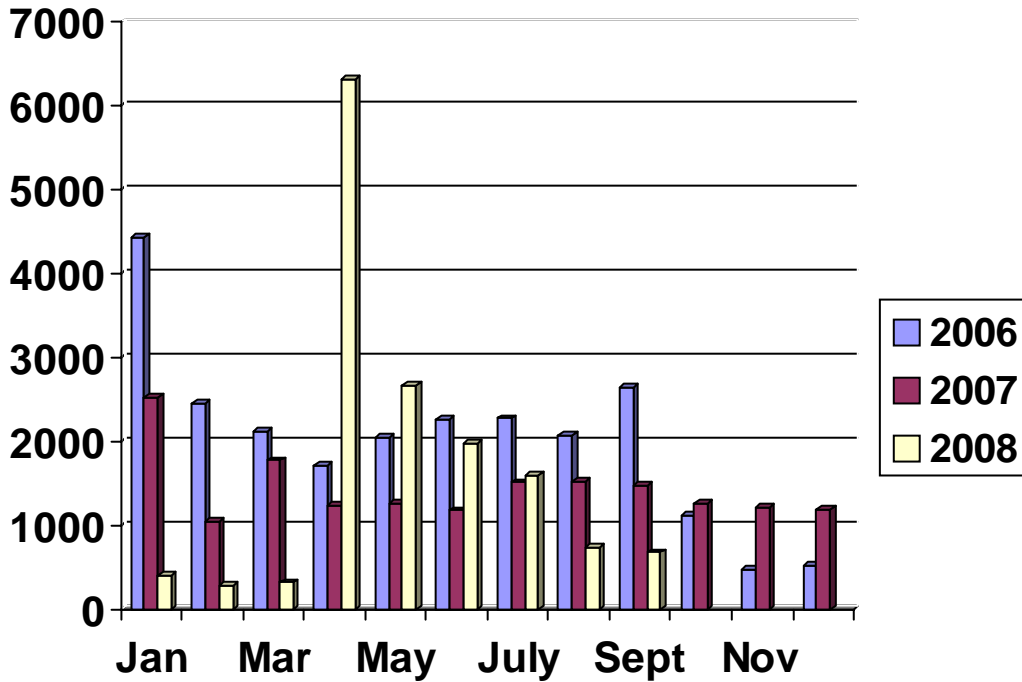
Set out below are the objectives the Partnership will maintain in order to continue to meet the requirements of the Freedom of Information Act. It will:

- Ensure that communications staff are well-equipped to respond to requests for information
- Maintain good standards of records management – have in place an information management system to enable staff to retrieve and distribute information in a timely and efficient manner
- Analyse the kinds of requests for information the Partnership currently receives, and those that it might anticipate, and ensure that communications staff can meet the majority of these requests
- Ensure that Partnership staff are aware of the Act and help them to recognise that people have a right to information held by public authorities
- Ensure that Partner organisations are aware that communications staff may be in regular consultation with them for assistance in responding to information requests. Ensure that Partner organisations are aware of the time constraints communications staff will be under.
- Consider altering document structures to make them 'FOI Friendly'
- Monitor the number of requests for information the Partnership receives to assess the amount of work FOI is generating, to ensure requests are being dealt with within the time constraints and to ensure there is consistency in the quality of information supplied.
- Maintain the Partnership's website to ensure the majority of information regularly requested can be found online.

# APPENDIX

## Website hits

Visits to the Partnership's website [www.kmscp.org](http://www.kmscp.org) are monitored and a comparison is shown below (note the peaks in January 2006 and April 2008 coincided with television advertising).



### 3. Where have you heard about K&MSCP?

As part of the Public Perception Survey respondents are asked where they have heard of the Partnership. The top ten responses in 2008 were as follows (note that of the 1000 respondents asked only 20% said they had heard of the Partnership so this is not necessarily representative of the most effective methods of communication):

