

Welcome...

Welcome to **Snapshot**. This month read about:

- Reaction to our TV advert
- Public response to phone and seatbelt enforcement
- Another award winner
- Don't drive to your P45
- Our plans for 2009

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Diary dates:

K&MSCP Board Meeting

Thursday 23 April

Road Casualty Reduction Meeting

Wednesday 29 April

Viewers log on during TV advert



Since the introduction of safety cameras in Kent and Medway, the number of people killed or seriously injured at camera sites has been reduced by 58%

To find out where the cameras are located, and why they were put there, visit www.kmscp.org

KENT & MEDWAY 
SAFETY CAMERA PARTNERSHIP

To highlight the valuable contribution that safety cameras are making towards road casualty reduction in Kent and Medway, the Partnership ran adverts on local television and radio throughout March, resulting in over 2000 people logging on to the website.

There has already been a 58% reduction in those killed or seriously injured at safety camera sites since the Partnership formed in July 2002. This is excellent news but drivers

still need to reduce their speeds further so that this figure continues to drop.

Katherine Barrett, Communications Officer for the Partnership, said: "Many people don't realise that safety cameras are only used at crash hotspots. We hope that the information on the website is enough to convince motorists that they are not there as a money making scheme but as a casualty reduction measure."

89% support phone and seatbelt enforcement



You may have seen or heard coverage of the mobile phone and seatbelt detection pilot that we carried out for three months in Medway.

Around 100 people a month were detected and registered keepers were sent letters and educational leaflets warning them they had been seen committing the offences. Subject to approval by our partners, we hope to roll out enforcement of these offences, as well as speeding, across all camera sites visited by the vans from July. This is in addition to the enforcement already carried out by Kent Police officers.

Following independent public perception surveys about the possibility of this happening we are pleased to say that over 89% of people agreed that this is a positive step towards further reducing the number of casualties at camera sites.

The media have also responded very positively to the activity that has gone on, including the work we did with Kent Police during the TISPOL seatbelt campaign week, which is reflected in the January – March media summary. From the 48 articles in local newspapers and on local radio and television, 92% were positive.

Richard won't drive to his P45



As part of our ongoing *Driving Business Safely* campaign which targets people who drive for work, Invicta FM ran a competition which invited people to enter an online competition – 'How safe a driver are you?'

Of the 300 people who entered, business driver Richard Hodson from Gillingham was the lucky winner of a Sony digital SLR camera. He said: "I was really surprised that one in three crashes happens to someone who is out and about on the road as part of their job."

It's a good way to remind people who might have been driving for a long time of the basics like stopping distances and speed limits. I know the limits I should stick to in my van but some people might not realise that there are differences compared to when you're driving a car."

For more information on the campaign visit www.drivingbusinesssafely.org

Another award winner!

Congratulations go to *Pete French*, one of our camera operators, who won an award at the recent Kent Police awards ceremony. Pete was recognised for his contributions to the Partnership events and developing the workings of the team.

He also set up and carried out the recent pilot of mobile phone and seatbelt detection at camera sites in Medway. Thank you for your hard work Pete!

Our plans for 2009...

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 continuing need for educational messages for motorists in order to change attitudes and behaviour. Details of how we plan to tackle these issues can be read in

the 2009/10 Marketing Plan which is available on our website under 'strategies'.

As well as widely promoting the key messages about cameras, the Partnership will continue to work with vulnerable road users through specific campaigns, namely 'Licence to Kill?' and 'Grow up. Slow down.' (young drivers), 'Driving Business Safely' (people who drive for work), as well as attending motorcycle events.

And to start the ball rolling, here are some of the key messages that we'll be promoting...

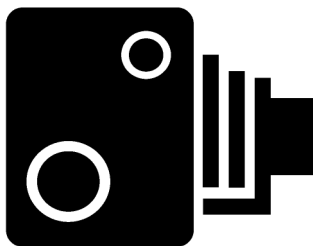
- Fixed yellow cameras are placed where there have been 3 or more people killed or seriously injured in a 1km stretch in the 3 years before the camera went in. Mobile sites are where one or more person has been killed or seriously injured.
- The Partnership paints all the cameras yellow and the camera vans are in Police livery. Signs are put up at all camera sites and speed limit signs are always clear.
- There are no repeater signs in a 30mph limit however we have put up extra black and white camera signs at these locations alongside speed limit indicators to make sure motorists know what the limit is.
- None of these measures are required by law but we want to give as much warning as possible of a camera ahead so that motorists don't get tickets.
- There is a 10% plus 2mph threshold on fixed and mobile cameras.
- The money from speeding tickets goes straight to central Government so it does not matter to us whether we issue one ticket a year or a million tickets.



Fixed camera



Mobile camera van



Safety camera sign



30mph sign