

Welcome...

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

- Biker banned for 146mph offence
- Don't get caught in the road works
- Campaign shortlisted for award
- Another successful events season
- Media coverage from July to September
- A note on phones and seatbelts

Katherine Barrett

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Diary dates:

Road Safety Communications Group Meetings -

Thursday 16 October, 9.30am, Phoenix House;
Thursday 27 November, 9.30am, Compass Centre

Board Meeting

TBC, 9am, Phoenix House

CaRe Meeting - Wednesday 5 November,
9.30am, Kent Fire & Rescue Service HQ

Licence to Kill? rehearsal

Friday 7 November, 9am, Kent Police College

Licence to Kill? performances

Mon 17, Thurs 20 and Fri 20 November

A note on phones and seatbelts...

Our camera operators are seeing a lot of offences other than speeding happening at camera sites.

We are therefore currently in talks with our partners about using safety cameras to detect drivers using their mobile phones as well as drivers and passengers not wearing their seatbelts.

If this activity goes ahead we aim to raise public awareness of the risks involved in using their phone or not belting up, as well as increase their perception of being caught. Hopefully this will reduce the number of people willing to gamble with their safety as well as that of other road users.

146mph speeding ticket lands biker with two year ban

Speeding motorcyclist Lewis Matanle from Whitstable was disqualified from riding and driving a vehicle for two years after being recorded by a mobile safety camera van at 146mph - the highest recorded by a safety camera in the county.

Our camera operator was shocked to see the speed at which Matanle was riding his Suzuki Gsxr 750 on the A2 between Dover and Canterbury on 6 October last year.

The rider was disqualified and ordered to pay a fine and costs of £450.

The junction for Womanswold on the A2 has been a safety camera site since 2005 because 7 people were killed or injured there in speed-related crashes.

Katherine Barrett, Communications Officer for the Partnership said: "Mr Matanle should not have been exceeding 70mph, so his speed shows blatant disregard for his own safety and that of other road users. We know people like to ride their bikes fast, but there are track days for that sort of thing - the two year ban proves this will not be tolerated on public roads and should be a warning to other motorcyclists." The story was featured on many of our local radio and television stations, and also created a



bit of a stir in the *YourCanterbury* newspaper, with many East Kent residents writing in with their views on the offence. Our favourite letter was from another Whitstable resident:

"The motorcyclist was a danger to both himself and others. When will all these people who believe it is OK to break the speed limit learn that it is there for a reason - to protect us.

I have never fully understood the argument of those who seem to have endless energy complaining about the use of speed cameras. It seems very straight forward to me: there is a speed limit and if you decide to break it then you will get punished. Simple. Secondly, if you are stupid enough to ignore the signs warning of speed cameras and still go fast enough to be snapped by one, then quite frankly you deserve points and a fine just for being a dangerous dimwit."

Awards shortlist for 'Know the Limits'

Chartered Institute of Public Relations professionals have shortlisted the Partnership's 'Know the Limits' game show for a Pride Award 2008.

The campaign has been recognised in the Southern Regions' not-for-profit category for its innovative and engaging approach to road safety education. The awards take place on 31 October, so we're keeping our fingers crossed.

The campaign ran with help from our road safety partners, and we'd like to say a particular thanks to Kent Fire & Rescue Service staff who set up and staffed all the events, hopefully we can call on you again next year!



Don't get caught in the road works

For the safety of both motorists and the workforce the Partnership has been asked to enforce the 50mph speed limits which have been put in place during Highways Agency roadworks on the M20 and M2.



A street lighting scheme is being installed at the M20 / M26 junction (from junction 3 of the M20 to just onto the M26).

Bridge strengthening works are being carried out in two sections along the M2 between junctions 5, Sittingbourne, and junction 7, Brenley Corner.

The 50mph speed limits are clearly signed and apply at all times of the day and night.

This is for a number of reasons:

- There may be no hard shoulder for broken down vehicles
- Lanes may be narrowed and there may be temporary road markings
- Enforcing the speed limit during the day but not at night will only confuse motorists, and there will be some nights when contractors will be working at the roadside with heavy machinery.
- Drivers may be hesitating if junctions have been temporarily closed.

Katherine Barrett, Communications Officer for the Kent and Medway Safety Camera Partnership, said: "We have been asked by the Highways Agency to enforce the 50mph limit to protect both motorists and the workmen on site. We urge all drivers to respect the temporary speed limit until the works are complete. The works are clearly signed so there should be no excuse for not realising there is a temporary speed limit in place or that safety cameras are operating. The message is clear - slow down or run the risk of getting a speeding fine which is £60 and three points on your driving licence."

For further information please contact the Highways Agency on **08457 50 40 30**.



Another successful events season

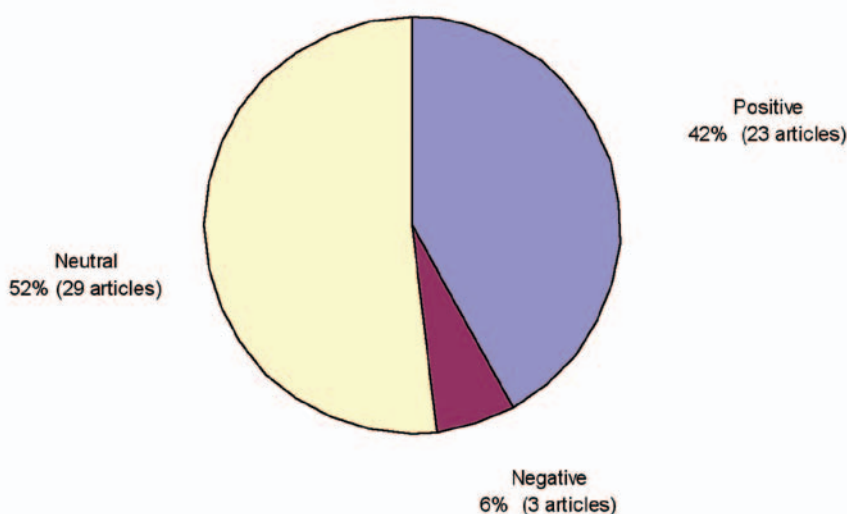
We've spoken to hundreds of members of the public at events over the last few months, answering lots of questions about the cameras and setting the record straight about some of the myths surrounding them.

The two most popular questions are about the tolerance levels (10% plus 2mph) and why they're located where they are (cameras are where people have been killed or seriously injured).

Some of the bigger events where we had a stand included the County Show, Biggin Hill Air Fair, World Super Bikes and Margate's Big Event.

We also went to a number of local events such as the Maidstone and Thanet Fire Station Open Days, and Jackson's Field Community Day in Medway, where we met the affable Geoff Clark from BBC SouthEast.

Media coverage from July - September



The majority of last quarter's stories in the media focused on the 'Streetlights mean 30mph' campaign and the 146mph biker. In local press or online there were a total of 55 articles about safety cameras and the work we're doing, as well as coverage on local radio and television.