

Welcome...

Welcome to the April/May edition of *Snapshot*. This month:

- Young rider is disqualified after 11 speeding offences
- Get your free 'back off' car sticker
- Why are there safety camera signs but no cameras?
- Do you know the limits?
- Come and see us!
- Dates for your diary

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Diary dates:

Licence to Kill? project team meeting

Tuesday 10 June, 10am, Phoenix House

County Show project team meeting

Thursday 12 June, 10am, Phoenix House

Board Meeting

Friday 13 June, 9.30am, Phoenix House

Road Safety Communications Group meeting -

Thursday 17 July, 9.30am, Kent Fire & Rescue Service HQ, Tovil

Young motorcyclist disqualified for one year after speeding offence

A speeding moped rider from Sittingbourne has been disqualified from riding and driving a vehicle for a year after activating the same safety camera 11 times between 23 September 2007 and 29 October 2007.

The youth from Sittingbourne, Kent was photographed riding at speeds of up to 43mph in a 30mph limit on the A2 London Road, Sittingbourne and was even photographed standing up and facing away from the camera and road ahead.

Based on intelligence gathered by Enquiry Officers at the Partnership the vehicle and its owner were subsequently stopped by Police Officers.

The rider was disqualified at Faversham and Sittingbourne Youth Court where he pleaded guilty and was ordered to pay court costs of £176.00.

Rachel Wall, Communications Manager said: "The rider obviously felt that because their moped had no front number plate it gave them the ability to ignore the legal speed limit and thought that safety cameras would be unable to identify their vehicle. The disqualification of



one year proves disregard for the law will not be tolerated and this should act as a warning to other motorcyclists and drivers."

Contact us for your free 'back off' car sticker

Are you sick of other motorists sitting practically in your boot when you're driving along keeping within the speed limit? If so we may have the answer to help.

The Partnership is giving away free car stickers to help reduce the problem of tailgating. The sticker, which can be placed in the rear window of the car says "Back off, I'm keeping my speed down!".

Katherine Barrett, Communications Officer said: "We often hear from motorists who say they stick within the speed limit but feel constantly threatened by drivers 'sitting' directly behind them in an attempt to push them to drive faster. They say the only way they feel they can escape the



threat is to speed up. This not only means they might end up breaking the law by exceeding the legal limit but that if they do have a crash their injuries will be a lot more severe compared to if they stuck within the limit."

Katherine added: "We give the stickers out at the events we go to and they have proved extremely popular."

Anyone who would like a sticker can email katherine.barrett@kent.gov.uk

Why are there camera signs but no safety cameras?

The Partnership receives an array of enquiries from the public about safety cameras. One of the common questions is 'why are there black and white camera signs along the road but no speed cameras, you must just be fooling the public to slow down?' To try and eliminate any confusion an explanation is set out below.

Motorists are likely to be familiar with our fixed yellow safety cameras but the Partnership also has seven mobile safety camera vans which have been in operation since the Partnership formed in July 2002.

All safety camera sites are signed - to warn motorists where we are enforcing - with black and white camera signs including the mobile sites. The mobile vans operate at the same location at all times but the van may alternate which day and the amount of time it spends at each location - hence the term 'mobile' safety camera site.

Our fixed camera sites usually cover about a one kilometre and the mobile camera vans also 'back up' these. This discourages motorists from slowing down and then speeding up at the fixed sites. The mobile camera can also photograph vehicles travelling in both directions.

Every Tuesday the mobile camera locations for the following week are sent to all local media and placed on our website www.kmscp.org (under the 'cameras' then 'mobile camera locations' icons). This method of notifying motorists has been in place since the Partnership formed. Making our camera locations available to the public is not however a legal requirement but helps motorists slow down.

Rachel Wall, Communications Manager said: "It is apparent that there is some confusion over why there are safety camera signs but what appear to be no permanent cameras in some areas of the county. The mobile safety cameras have been operating at such sites since July 2002 but questions about their signage are one of the most commonly asked. It is important to the Partnership that motorists do understand why the signs are in place so that they have an opportunity to slow down and avoid a £60 fine and three points on their licence. Every camera site, including those enforced by our mobile cameras, can be found on our website."



How well do you know the limits?

The Partnership has re-launched its unique gameshow 'Know the Limits', which is a fun and interactive way to educate road users. If you know your stuff about speed limits, stopping distances and safety cameras you can compete and get the chance to win some fantastic prizes.

This year shoppers can win an iPod shuffle and then be entered into the free draw to win the ultimate prize - a fantastic 30GB Hard Disk Drive (HDD) Camcorder.

The gameshow kicked off at Bluewater in May, and has since been to Royal Victoria Place in Tunbridge Wells and County Square in Ashford, with the following dates still to come:

- Hempstead Valley, Gillingham - Friday 13 June
- Orchards, Dartford - Friday 20 June
- Mall Chequers, Maidstone - Friday 27 June

- Pentagon, Chatham - Friday 4 July

As well as seeing the gameshow in shopping centres, you can take part online at www.knowthelimits.org - answer all ten questions correctly and get entered into the free prize draw.

Katherine Barrett, Communications Officer for the Partnership said: "The feedback we've had from previous shows has been great - lots of people at the shopping centres get involved and help answer the questions, and it's a good way to learn tips that you might not have picked up elsewhere. We hope that Know the Limits will put a smile on people's faces but that they'll also learn about how to stay safe on our roads."

Know the Limits is supported by Kent Fire and Rescue Service.

Come and see us!



The first outing of the Partnership's events season was the hugely successful Kent 2020 Business Exhibition in April, where we were able to promote our 'Driving Business Safely' campaign to a captive audience. Over 4000 people attended the one-day conference, so it was an opportunity not to be missed.

The next events we're attending are the Biggin Hill Air Fair on 7 and 8 June, and Margate's Big Event on 14 and 15 June, so come and see us! We have also recently completed a number of presentations to Kent Police recruits, ROSPA advanced drivers, members of the TA, and neighbourhood watch schemes, all of which generated some lively Q&A sessions, which we hope helped to increase awareness and understanding of safety cameras.