



Marketing Plan 2008/09

**Prepared by Rachel Wall Communications Manager
and Katherine Barrett Communications Officer
Kent & Medway Safety Camera Partnership
Phoenix House
2-8 London Road
Maidstone
Kent
ME16 8PZ
Telephone 01622 656395/01622 656393
Fax 01622 656394**

Email rachel.wall@kent.gov.uk or katherine.barrett@kent.gov.uk

Executive summary

The Kent & Medway Safety Camera Partnership (K&MSCP) comprises Kent County Council (KCC), Medway Council, the Highways Agency (HA), Kent Police and Her Majesty's Courts Service. The highways authorities (KCC, Medway Council and the HA) 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. Collectively the Partnership is committed to contributing to these targets by influencing, educating and encouraging motorists on the roads in Kent and Medway to slow down, stay within the speed limit and help reduce the number of speed related crashes and casualties through the combination of enforcement, education and publicity.

This Marketing Plan underpins the drive to reduce the number of people killed and seriously injured in road traffic crashes in Kent and Medway. It sets out the means by which the Kent & Medway Safety Camera Partnership intends to deliver its messages.

The Plan demonstrates the development and on-going management of activities to increase awareness, understanding and acceptance of the programme, to promote the benefits of reducing both speeding and red-light running, and the role safety cameras play in preventing crashes and casualties.

This Plan also outlines the assessment to be undertaken to gauge the effectiveness of the communications activities, complementing the regular monitoring of the success of the Project as a whole.

1. Situation Analysis

The Kent & Medway Safety Camera Partnership's overall objective is to contribute to a reduction in the number of people killed and seriously injured (KSI) in road traffic crashes in Kent and Medway. This can be achieved by reducing both speeding and failing to stop at red traffic lights by preventing, detecting and enforcing speed and red light camera offences. The Partnership also aims to educate drivers to encourage changed driver behaviour in this context.

In a recent study of K&MSCP figures, those that have been killed or seriously injured at safety camera sites has fallen by 58% since July 2002.

Since July 2002, the Partnership has actively promoted messages to improve understanding and awareness of the safety camera programme in Kent and Medway. The Kent & Medway Safety Camera Partnership's annual public attitude survey of 1,000 Kent and Medway residents carries seven

mandatory questions set by DfT. In the Partnership's first public attitude survey (November 2002) 3.8% of respondents were aware of the Kent & Medway Safety Camera Partnership. In its latest survey (July 2007) 18.6% of respondents had heard of the Partnership; awareness has therefore increased by 14.8%. (See *appendix one for full comparative data*).

2. Objectives

The results from the most recent survey suggest public support and acceptance of safety cameras in Kent and Medway has not increased. The aim of this Communications Strategy, therefore, is to:

- Effect a positive change in driver attitudes and behaviour towards speeding and red-light running through education
- To reduce speeding, crashes and KSIs by preventing, detecting and enforcing speed offences – in line with Government's 2010 targets
- To underpin national and partner activity to reduce speed-related casualties on the roads where possible
- Concentrate on fostering an understanding of how the safety camera programme operates, increasing a public acceptance of the programme in Kent and Medway
- Actively promote the role safety cameras play in preventing casualties and crashes by reducing speeding and red-light running
- Promote the benefits of reducing both speeding and red-light running
- Identify vulnerable user groups and target each with tailored PR and marketing campaigns
- Maintain a positive relationship with local media
- Encourage and nurture links between internal markets to enable the Partnership to strengthen and grow
- Build on and devise public attitude surveys to monitor and evaluate changing trends and tendencies

2.1 Working with partners

Local communications meetings are already set in place to promote best practice, best value and effective local delivery. The Partnerships' communications staff will continue to work closely with local partners to ensure that all communications activity is complementary and co-ordinated and messages are communicated consistently for maximum impact. This will also ensure that communications activity undertaken by K&MSCP compliments the plans of road safety professionals in Kent and Medway avoiding duplication by the Partnership's communications staff.

The communications activity of neighbouring and regional partnerships will also be taken into account as will national messages on the dangers of speeding.

2.2 Key Messages

The Partnership's core message is:

- Slow down for life

The Partnership's education and publicity campaigns will also incorporate the following messages:

- Safety cameras are meant to encourage drivers to keep within the legal speed limits, not punish them
- The primary aim of safety cameras is to save lives – cameras cut crashes
- Speed can kill
- Safety cameras contribute to a much wider casualty reduction strategy carried out by each highways authority in Kent and Medway
- There are many benefits to be gained by the community from the increased use of safety cameras at crash cluster sites
- The Partnership is dedicated to working with the community to improve safety at crash cluster sites
- Safety cameras are not an easy way to make money out of motorists
- As shown in the objectives a key strategy for communications in 08/09 is the segmentation into vulnerable user groups. These include:
 - Young drivers (17-24 years)
 - People who drive for a living
 - Motorcyclists
 - Young students (year 6)

We will also include generic campaigns to target all road users:

- Roadside reminders
- Speed limit campaign
- Website awareness campaign

3. Target Audiences

The following audiences were identified as vulnerable user groups in the Partnership's original communications strategy (2002) and the Partnership will continue to intensify its work with the groups during 2008-09.

TARGET AUDIENCE	WHY?	MESSAGE
<p>Employers of/People who drive in a work-related capacity</p>	<ul style="list-style-type: none"> • Speeding: Partnership figures show that on average 20% of all tickets issued (notices of intended prosecution) per year are to company registered vehicles. • According to research on behalf of the Health & Safety Executive, a third of all serious and fatal road traffic crashes nationally involve someone who was at work at the time • According to both The Royal Society for the Prevention of Accidents (ROSPA) and the Trades Union Congress (TUC, 2004) traffic crashes while at work are the single biggest cause of employment related fatality in the UK. The TUC quote statistics that show that the annual cost of workers killed or injured on the roads is £3.5 billion. • Nationally 270 fatal and serious crashes each week are 'at work' incidents. • Despite limitations, recent DfT analysis revealed that crashes involving buses/coaches, heavy goods vehicles (HGVs) and light goods vehicles (LGVs), as either the primary or secondary vehicle in the crash, accounted for 26% of all road fatalities in 2001 and for approximately 17% of all serious injury road crashes. However, this is almost certainly an underestimate as the figures do not account for company cars. The Work-related Road Safety Task Group (WRSTG) estimated that 25% of road crashes involve someone at work. • Results from the Partnership's latest annual survey (July 07) show that: <ul style="list-style-type: none"> • 25.7% of those whose job involves driving strongly agreed with the statement <i>'cameras are an easy way of making money out of motorists'</i> 	<p>Are your employees driving you out of business? Speeding will cost you in the end.</p> <p>Campaign title – 'Driving Business – Safely!'</p>

<p>Young drivers (17-24 years) (continuation of 2006/07 campaigns)</p>	<ul style="list-style-type: none"> • Speeding: Partnership figures show that on average just over 14% of all tickets issued (notices of intended prosecution) per year are to 17-30* year olds (based on 2006 figures – <i>*please note due to the NIP system is not possible to access data for just 17-24 year olds</i>). • During 2005 151 young drivers (17-24) were killed or seriously injured on Kent & Medway's roads • 20% of newly qualified drivers crash in their first year of driving • 1 in three crashes involve men under the age of 20 • Vulnerable to peer pressure • They tend to over-estimate their own driving ability – think they are invincible • Believe others will crash in risky situations but that they are personally too skilled to lose control of the car • Results from the Partnership's latest annual survey (July 07) show that: <ul style="list-style-type: none"> • 37.9% of drivers aged 17-24 agreed with the statement <i>'cameras are an easy way of making money out of motorists'</i> 	<p>Driving too fast can kill. Impactive campaigns that drive home the message that a crash is a reality and could happen to anyone no matter what their age.</p> <p>Campaign titles:</p> <p>Licence to Kill? Grow up. Slow Down.</p>
<p>Motorcyclists</p>	<ul style="list-style-type: none"> • In 2006 there 16 bike fatalities from 15 collisions in Kent and Medway. In 2007 there were 28 fatalities from 27 collisions in the county • Motorcyclists are over represented in our killed and seriously injured (KSI) statistics. They represent less than 1% of road traffic but account for almost 18% of deaths and serious injuries. • Although the number of people killed on roads since the 1960s have been halved, motorcyclists are over 30 times more likely to be killed than people in cars are. • The Transport Research Laboratory analysed the 3,531 motorcycle deaths between 1997 and 2002. They found: 	<p>Campaign to advise and not patronise motorcyclists – details tbc.</p>

	<ul style="list-style-type: none">• Fatalities with motorcycles in the 501-1000cc range grew by 40%, with little change for smaller motorcycles• The peak age for fatalities was 30-34 years• The ages for the biggest increase in fatalities were between 30 and 49 years• 60% of motorcyclists died on non-built up roads, with motorcyclists on 1000cc-plus bikes most at risk, and• 28% of accidents did not involve any other vehicle.	
--	---	--

3.1 Internal audiences and stakeholders

The Partnership will continue to work with its internal audiences:

- Much misguided information surrounds safety cameras, therefore it is essential that all members of staff within our Partners are fully briefed and made aware of the facts.
- 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.

This can be achieved by regular presentations and a monthly staff newsletter.

The Partnership will also continue to develop links with key stakeholders:

- Local opinion-formers (e.g. MPs, councillors, newspaper editors)
- Emergency services (e.g. Kent Fire & Rescue Service, Kent Ambulance Service)
- Clubs & organisations (e.g. Institute of Advanced Motorists, Mid Kent Group of Advanced Motorists, East Kent Advanced Motorcyclists, Royal Society for the Prevention of Accidents)
- Charities (e.g. Headway, Kent Air Ambulance Trust, Brake, Roadpeace)

For example a joint campaign with the emergency services, presentations to clubs/organisations and supporting charities by allowing them to accompany us on our event stands throughout the year.

4. Tactics and actions

This Marketing Plan is reviewed annually and the following plan of communications activities incorporates contributions and suggestions from all local partners.

Description & aim of communications activity	Date of delivery	Message to be communicated	Target audience	Method to be used	Justification for marketing method	Cost to Partnership
<p>Licence to Kill? In Kent and Medway this is a joint campaign led by Kent Fire and Rescue, with KCC, Medway Council, Kent Police, and the South East Coast Ambulance Service.</p>	November 2008	Hard-hitting message that speed can kill and the effect it has on those involved in a speed related crash.	17-24 year olds.	Live theatre with students watching a DVD of a crash reconstruction. Throughout DVD victims and emergency services come on stage and talk about how the experience has affected them.	This campaign has run successfully in Kent and Medway twice throughout 2007 and received a CIPR award. Media coverage and feedback from the students was fantastic. The DVD makes the tragedy of a speed related crash a reality, which is an important message for the age group.	£10,000
<p>Driving Business – Safely! – Continuation of 2007/08 campaign</p>	September 2008	Are your employees driving too fast? Highlight that one third of all crashes are ‘at work’ related. Encourage employers not to pressurise their staff to speed in order to meet deadlines. Highlight benefits of slowing down – low	Employers of/people who drive for a living.	Radio, leaflets, posters, web page within K&MSCP website, promotional items – tax disc holder, pens, key rings credit card speed limit reminder, note pad – all to hold campaign strapline	<p><i>Radio</i> – local people listen to local radio stations for travel information whilst they are in their vehicles <i>Leaflets</i> – detailed information to keep promoting campaign messages <i>Posters</i> – to display</p>	£65,000 (including £5k from KCC)

		<p>cost insurance, less vehicles off the road, less staff absence due to injury – safer driving will give company name better credit in the public's eye.</p>		<p>and website address.</p>	<p>on office notice boards <i>Website</i> –further educational information <i>Promotional items</i> – all items that will be useful to target audience but will be a constant reminder whilst in their vehicle of the message we are promoting. <i>Business exhibitions</i> prime target audience location to distribute material at.</p>	
--	--	---	--	-----------------------------	--	--

Continuation of Grow up. Slow down. (Young driver campaign)	Launch October 2008	Grow up. Slow Down.	17 – 24 year olds	Banners at colleges and universities, poster at universities, colleges and schools, leaflets, advertising in newspapers.	Research of our 2006/07 campaign shows that banners and leaflets were the best form of communicating our message to this target audience.	£41,500 (including £1500.00 from Kent Fire & Rescue Service and £10,000.00 from KCC)
Motorcycle campaign (to support Kent Police, KHS & HA campaign)	May 2008 (TBC)	TBC by KHS	All motorcyclists	TBC by KHS	TBC from KHS	£5,000
Street lights mean 30mph campaign	July/August 2008	Street lights mean 30mph unless otherwise signed	All road users	Radio, bus shelters in 30mph zones, leaflets, key ring. Final details will be confirmed with our agency.	Research carried out by us shows that almost 80% of those asked did not know how to tell when they were driving in a 30mph limit. This is also apparent when speaking to people face-to-face at events and via phone and email enquiries.	£37,000 (including £3000.00 from Medway Council)

<p>Website campaign Continuation of 07/08 campaign</p>	<p>February/ March '09</p>	<p>TBC</p>	<p>All road users</p>	<p>Radio, TV, newspaper adverts to drive road users to the Partnership.</p>	<p>The website has a wealth of information about the organisation and cameras, which needs to be promoted more intensely to the public. Those that do visit the site often give very positive feedback as to how informative the site is and driving the public to the site can be used to help educate motorists about the real reasons cameras exist, their benefits and the dangers of speeding.</p>	<p>£36,000</p>
<p>Know the Limits</p>	<p>May – July 2008</p>	<p>Know your limits.</p>	<p>All road users.</p>	<p>Gameshow in shopping centres, radio and press adverts..</p>	<p><i>Game show</i> is a innovative and fun way of getting the road safety message about speed limits delivered to our target audience <i>Radio</i> – to communicate our messages when drivers are actually on the road.</p>	<p>£47,000 (including £2000.00 from Kent Fire & Rescue Service)</p>

<p>Continuation of Speed Shatters Life campaign (roadside boards at fixed sites showing statistics proving the cameras are reducing casualties)</p>	<p>May 2008</p>	<p>Speed Shatters Life – highlighting that the cameras act as a memorial for those who have died or been seriously injured at the sites.</p>	<p>All road users.</p>	<p>Roadside boards with message about the cameras attached.</p>	<p>The boards have proved extremely popular with excellent media coverage – reminds road users why the cameras are there and what they have achieved whilst the driver is actually on the road.</p>	<p>£5,000</p>
<p>Winter driving campaign</p>	<p>November 2008- February 2009</p>	<p>N/A</p>	<p>All road users</p>	<p>Partnering with other authorities (led by Kent Police) to highlight the hazardous conditions that may arise during the winter weather. Encourage drivers to slow down and keep their distance.</p>	<p>Our casualty statistics show that crashes increase during the winter months so it is important to remind drivers to drive responsibly and according to the often hazardous driving conditions at this time of year.</p>	<p>This is a PR based campaign from the Partnership angle.</p>
<p>General K&MSCP leaflet</p>	<p>2008/09</p>	<p>Factual information about how and why the Partnership operates.</p>	<p>All road users.</p>	<p>Handed out at all events and presentations and included in any correspondence. This leaflet will communicate the dangers of speeding, the benefits of slowing down and how cameras are helping to reduce casualties. It will also include</p>	<p>It is important that the public has as much information as possible about the dangers of speeding and how the Partnership is working to reduce such casualties. The leaflet also ties in with our open and honest policy.</p>	<p>£1,000</p>

				contact details for the Partnership.		
Events to include: Kent County Show, 20/20 Exhibition, County Fair and no-cost events such as community safety days with the Kent Fire and Rescue Service and Kent Police and local community wardens.	2008/09	Information about how and why the Partnership operates.	All road users.	Face-to-face contact with wide range of target audiences. More localised to each district this year. No cost events also reach less affluent audiences.	Face-to-face is one of the most effective ways to communicate our message and that we are open and honest and wish to work with the community to reduce casualties.	£4,000

<p>Promotional items – to include, pens, logo bugs, cardboard charity box mobile vans and speed limit cards.</p> <p>Pls. note that all promotional items will be made from recycled material where possible</p>	2008/09	Slow down for life and website address.	All road users.	To be handed out at events, presentations and through correspondence. Partners also distribute at various locations including events on our behalf.	The items have a dual role of attracting visitors to the Partnership stand at events and reminding the visitors of its key messages once they have left the event/presentation. The website address is on all material, which encourages the public to log on for very detailed information about the Partnership.	£15,000
<p>Occasional advertising (to include 52 week campaign in Saturday Observer and Kent on Sunday)</p>	2008/09	To be confirmed on individual basis but will reflect the overall message of the programme – to reduce casualties.	All road users.	Local newspapers, magazines, etc.	The media often does not promote the positive benefits of safety cameras it is therefore important that we can control the messages that are communicated to the public through paid-for advertising.	£12,500

<p>NIP leaflet insert</p>	<p>2008/09</p>	<p>The leaflet will provide answers to a number of questions frequently asked by people who receive a speeding ticket.</p>	<p>People who have received a NIP.</p>	<p>Sent with NIP and handed out at events/presentations.</p>	<p>Motorists photographed speeding in the county will automatically receive a leaflet to explain the role safety cameras play in preventing crashes and casualties by reducing speeding. The leaflet is part of the Partnership's educational and open approach to help bring about a change in driver behaviour related to speeding.</p>	<p>Provided from stationery budget</p>
<p>MONITORING AND EVALUATION</p>	<p>Date of delivery</p>	<p>Message to be communicated</p>	<p>Target audience</p>	<p>Method to be used</p>	<p>Justification for marketing method</p>	<p>Cost to Partnership</p>

<p>Annual public attitude survey – to measure attitudes to safety cameras, explore awareness of the Partnership and awareness of specific media campaigns undertaken over the previous year. Results to be used as part of the publicity process, to track changes over time and to enable the Partnership to monitor the impact of its message.</p>	<p>July 2008</p>	<p>‘Your chance to have your say about safety cameras in Kent & Medway.’</p>	<p>1,000 Kent & Medway residents, 100 non-Kent & Medway residents & 50 motorcyclists.</p>	<p>Telephone and face-to-face interviews with market research agency.</p>	<p>It is vital to find out the public’s opinions of safety cameras. This intelligence is then used when developing our educational campaigns.</p>	<p>£15,000</p>
<p>Annual renewal of copying licence from Newspaper Licensing Agency</p>	<p>Aug 08</p>	<p>-</p>	<p>-</p>	<p>The Partnership has been informed by the Newspaper Licensing Agency that it is required, by law, to hold a copying licence if it is to distribute copies of the press cuttings supplied by its press cuttings agency.</p>	<p>-</p>	<p>£500.00</p>
<p>Press cuttings – it is essential that the Partnership receive press cuttings on a regular basis so that the effectiveness of campaigns can be assessed</p>	<p>Ongoing</p>	<p>Electronic articles sent daily.</p>	<p>All publications covering Kent and Medway.</p>	<p>Environmentally friendly and more cost effective than hard copies of cuttings.</p>	<p>-</p>	<p>£6,000</p>

Website maintenance	Ongoing	Your chance to get the real facts on safety cameras in Kent and Medway.	All visitors to the Partnership's website.	The Partnership occasionally relies on the services of an outside agency to maintain the technical side of its website.	-	£4,000
INTERNAL COMMUNICATIONS	Date of delivery	Message to be communicated	Target audience	Method to be used	Justification for marketing method	Cost to Partnership
Internal newsletter – to ensure that all members of staff within Partner organisations are fully briefed and made aware of the facts	Bi-monthly	Find out about the Partnership's latest communications activities and campaigns	Internal staff	Newsletter to be emailed to Board Members and cascaded down to all appropriate staff. Delivery by email is felt to be the most efficient and cost-effective method of reaching as many people as possible.	-	£2,000
FREE OF CHARGE COMMUNICATIONS						
Internal presentations – to ensure that all members of staff within Partner organisations are fully briefed and made aware of the facts	As often as possible	There is no hidden agenda with the safety camera programme but many benefits to be gained by the community from the increased use of cameras at crash cluster sites	Members of staff within Partner organisations	Face-to-face contact – the most effective way to communicate to people that the Partnership is open and honest, and wants to work with the community to reduce crashes and casualties	Face-to-face contact allows staff immediate answers to questions they may have and builds good relationships with our Partners staff.	
Media launches of publicity & education	Throughout the year	Message will vary from campaign to campaign but all	Residents of Kent and Medway, and members of the	Face-to-face contact – the most effective way to	The more information the media and public	

campaigns – to ensure that as many people in Kent and Medway as possible are made aware of the campaigns		will highlight the overall aim of the safety camera programme – to reduce crashes and casualties	media	communicate to local media that the Partnership is open and honest, and wants to work with the community to reduce crashes and casualties	have the better their understanding of why the Partnership exists.	
Initiative to support a relevant charity, e.g. Roadpeace – support by inviting them to promote their charity on our trade stands at events and to involve them in any relevant campaigns and PR launches	Ongoing	Highlight how safety cameras have helped to reduce the number of crashes and casualties, in which injuries are often sustained.	All road users	Press release issued to all local media, news story on Partnership website, interviews given to broadcast media, where requested.	It is important that the public realise that such charities deal with injuries inflicted in speed-related crashes and how this has affected the victim and their families.	
Presentations to target audience , i.e. fleet managers and young drivers to encourage awareness of publicity campaign	2008/2009	Slow down for life – how and why the Partnership operates	All road users	Face-to-face contact – the most effective way to communicate to people that the Partnership is open and honest, and wants to work with the community to reduce crashes and casualties		
School visits – in association with highway authorities to talk about safety cameras and their benefits – such as educational mornings with road safety officers.	Throughout the year	We use safety cameras to help reduce crashes and casualties on our roads	School children and their parents	Face-to-face contact – the most effective way to communicate to people that the Partnership is open and honest, and wants to work with the community to		

				reduce crashes and casualties		
TOTAL BUDGET						£285,000 + £21,500 from MC, KF&RS, KCC = £306,500

5. Timescales

The communications activities detailed above are what the Partnership's communications staff will strive to achieve from April 2008 to March 2009, providing a steady flow of publicity throughout that period. Please note that all dates given are provisional and are merely intended as a guide.

6. Resources

The Partnership will target its resources at the most effective methods of reaching its target audiences and will continue to concentrate on the 'non-paid for' route to communications as a priority, wherever possible.

Costs will inevitably be incurred for the design and development of various items – campaign artwork, advertising, promotional items – but these will be negotiated down to satisfactory cost before any work commences.

7. Evaluation & Amendment

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 enquiries we receive, monitoring feedback from Police Enforcement Officers, speaking to staff from Partner organisations, examining how many people access our website, as well as canvassing local public opinion.

A high degree of 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 complement the regular assessment of casualty and speed data at the camera sites, and across the county as a whole, which will also be undertaken as part of the Project's activities.

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. New target audiences may be identified, along with those that do not appear to have received the messages, and the focus of the strategy adapted to concentrate on those groups as appropriate. Equally, those areas of success highlighted by the monitoring can be extended or tailored to cover a wider audience.

8. Freedom of Information Act

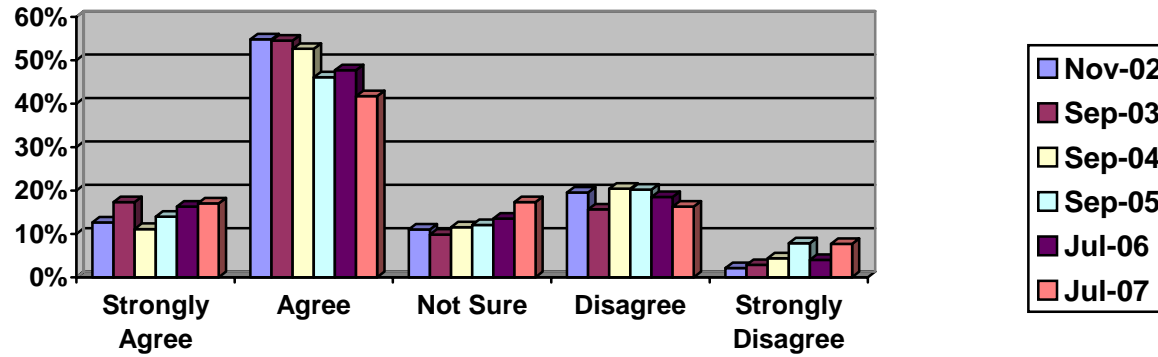
Set out below are the objectives the Partnership will maintain in order to continue to meet the requirements of the Freedom of Information Act. It will:

- Ensure that communications staff are well-equipped to respond to requests for information and know where to ask for help if necessary
- Maintain good standards of records management – have in place an information management system and practices that will allow communications staff to know what information it holds, know where that information is, and be able 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 upcoming implementation 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

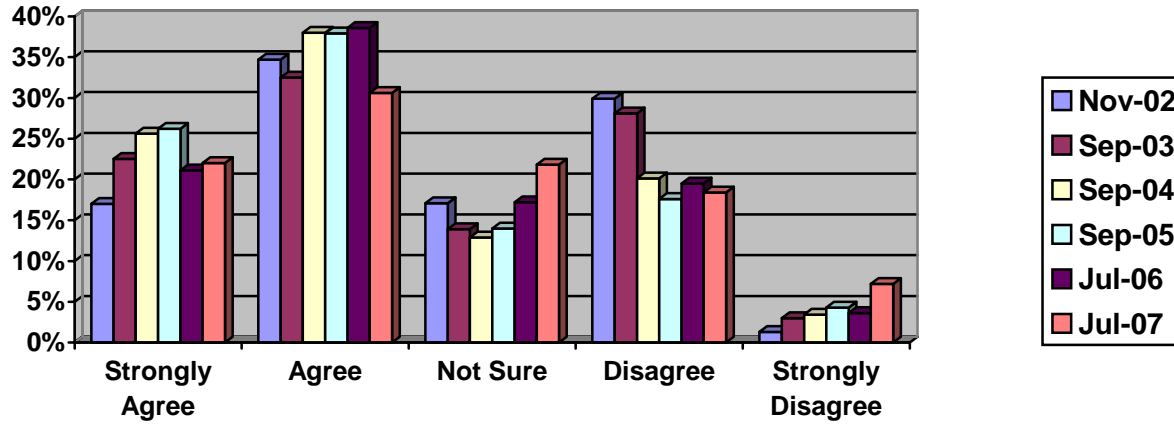
APPENDICES

APPENDIX ONE

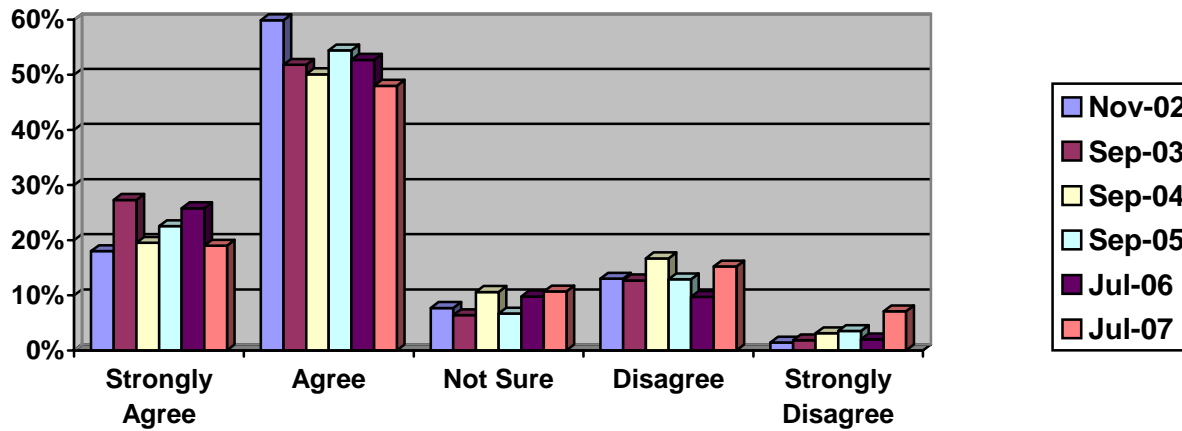
Fewer accidents are likely to happen where cameras are installed



Cameras are an easy way of making money out of motorists



The primary aim of safety cameras is to save lives



*How or where have you heard of the Partnership before?
(top ten answers)*

