



SNAPSHOT

January / March 2010

KENT & MEDWAY
SAFETY CAMERA PARTNERSHIP 

Kent County Council • Medway Council • Highways Agency • Kent Police • Her Majesty's Courts Service

www.kmscp.org

Dispelling the safety camera myths

When the Government set out its current road safety strategy in 2000, its target was to reduce the number of deaths and serious injuries on Britain's roads by 40% by the end of 2010.

In Kent and Medway, that figure has already been surpassed, with the number of people killed or seriously hurt down by 63% across all of the county's safety camera sites. Yet despite this success, misconceptions about safety cameras abound, from how and why camera sites are chosen, to who gets all the revenue that's generated from speeding tickets.

"There are still those who think cameras are there just to make money out of motorists" said the Partnership's Chairman Ian Procter. "Unfortunately, that's one of several myths that have grown up around safety cameras over the past few years, often perpetuated by stories in the media. "The fact is that safety cameras are there to reduce casualties on our country's roads and crash records show that they continue to be effective in doing just that".

The campaign, which launched in February, seeks to address these myths by a poster campaign, postcards, signs at the fixed safety camera sites and press coverage.

If you would like a supply of postcards sent to you outlining the facts about safety cameras please request via communications@kmscp.org or visit the website www.kmscp.org



These signs appeared close to all fixed cameras during February and March.



NEW LOOK WEBSITE LAUNCHED [Pg2](#)

The Partnership has given its website a complete new look with a range of in depth information about the Partnership itself, the law and general safety camera facts and statistics...

MOTORIST FINED FOR FRAUDULENT LICENCE [Pg2](#)

A speeding motorist has been fined for providing a false driving licence after being photographed speeding in Margate...

WHAT HAVE OUR PARTNERS BEEN UP TO? [Pg3](#)

Our partner organisations give updates on their recent campaigns and activities. This edition sees news from our colleagues at Medway Council...



NEW WEBSITE LAUNCHED

Motorist fined for fraudulent driving licence



A speeding motorist has been fined £400 for providing a false driving licence after being photographed speeding in Margate.

Janet Webster, 58, of Harmer Street, Gravesend sent the Partnership the fraudulent driving licence along with her fine payment after exceeding the 30mph speed limit on the B2053 Northdown Hill, Cliftonville, Margate.

The false document was noticed by staff at the Partnership and therefore seized by one of the Partnership's Enquiry Officers.

Mrs Webster attended Thanet Magistrates Court on 25th August 2009 where she pleaded guilty. She received a £350 fine and was made to pay £50 in court costs for using a driving licence/counterpart with intent to deceive.

Rachel Wall, Communications Manager for the Partnership said: "Safety cameras are installed where there is a history of serious speed-related crashes. In this instance there were 14 people killed or seriously injured along the stretch of the B2053 before the camera was put in place. This court case demonstrates how seriously speeding offences are taken and is a warning to anyone who thinks they can get away with it. It is also an example of how safety cameras can contribute to identifying offenders and reducing criminal offences in other areas."

The Partnership has given its website a complete new look with a range of in depth information about the Partnership itself, the law and general safety camera facts and statistics. It also includes details of the new work we are carrying out – enforcing mobile phone and seatbelt offences.



Rachel Wall Communications Manager said: "We were keen to beef up our current online presence, to support our ongoing educational campaigns and encourage motorists to slow down and help cut the number of casualties on our roads.

We also wanted a very different looking site that the public could also interact with."

The work has been carried out by Sagittarius Marketing's new media team. To take a look at the new site log onto www.kmscp.org

What have our partners been up to?

In this new section of Snapshot our partner organisations will be giving updates on their recent campaigns and activities. This edition sees news from our colleagues at Medway Council:

Engage Your Brain Launch

Medway Council's Safer Journeys Team launched the second phase of their *Engage Your Brain* road safety campaign, on Saturday 30th January at the Pentagon Shopping Centre, Chatham, Kent.

Engage Your Brain is a partnership campaign led by Medway Council that aims to reduce the number of road crashes and casualties on Medway's roads, by reminding us to simply engage our brains and stay road aware. The day was hosted by the KMFM road show

crew and had a special visit from the KMFM presenters who gave visitors the chance to win a zorbing experience by answering road safety questions correctly. The popular 'Billiewearsdresses' (winners of Battle of the Bands) played songs to get the crowd going and SamSam the Bubble Man kept the younger members of the audience transfixed with his human sized bubbles!

The Safer Journeys Team gave out bubble and brain related promotional items to tie in with the campaigns' theme - that everyday thoughts (represented by mind bubbles in the campaigns adverts), can blind sight us and hinder our concentration when travelling.

Su Negus, Principal Road Safety Officer said "We would like to say a special thank you to our partners, namely - Kent Fire & Rescue Service, the Highways Agency and Kent Police - their

support is greatly appreciated and a credit to the campaign".

Posters will also be seen across Medway featuring thought bubbles to illustrate the risks faced by drivers and pedestrians who do not keep their minds on the road. To find out more visit www.engageyourbrain.info





Young motorists supportive of safety cameras



Young people have a more positive attitude to safety cameras than older drivers, according to the latest survey of driver opinions on safety cameras from the IAM (Institute of Advanced Motorists). The results show that 17 to 24 year-olds give the best approval ratings overall while older drivers tend to be the least supportive, with drivers over 45 giving the lowest approval ratings.

Neil Greig, Director of Research and Policy at the IAM, said: “Young people don’t tend to drive as frequently or as far as the average driver, and they have also grown up in a surveillance society, which could explain why they show less objection to safety cameras – older people are more likely to resent being monitored in this way. With this survey we now have 10 years worth of motoring opinion on the most contentious issue on the roads today.”

The study also found that women have been consistently more supportive of safety cameras than men, although this support has fluctuated over the years. Support from men has declined from 83 per cent in 2002 to 66 per cent in 2009. “On average, women commit fewer traffic offences than men, so they may see cameras as less of a threat,” said Mr Greig.

Very high mileage drivers (those driving over 20,000 miles a year) were shown to be the least supportive of safety cameras. Mr Greig said: “20,000 miles is an unusually high distance to cover in a year, so the driver would typically be driving on business. Time is money for these drivers, they are more likely to be in a rush so more likely to get caught by safety cameras or be late because of them. They may blame the cameras for being late, rather than their unrealistic schedules.”

The data, collected over 10 years, includes opinions on developments in safety camera policy and operations and acceptability of safety cameras.

Katherine Barrett Communications Officer for the Partnership said, “These findings reflect what we have seen in our local public perception surveys.”

The Partnership’s independent survey of 1,000 Kent and Medway residents showed that 75 per cent of 17 to 24 year olds agreed that fewer crashes were likely to happen where cameras are installed compared to 57 per cent of drivers over 65. Conversely, 54 per cent of 17 to 24 year olds thought the primary aim of safety cameras is to save lives, compared to 71 per cent of over 65s. On average 65 per cent of all ages believe that they are an easy way to make money from motorists, and a third were unsure whether safety cameras are situated at crash hotspots.

Katherine added: “We want to change negative perceptions of cameras because they are a casualty reduction measure. To us, the most successful camera is one that does not issue any tickets as it means no one is breaking the speed limit.”

“These are the messages that we are promoting locally and despite some negative perceptions, over 50 per cent of those surveyed in our county would welcome a safety camera in their area.”

A RECENT CAMPAIGN: BUSTING THE MYTHS ABOUT SAFETY CAMERAS:

THE MYTH... ‘Cameras are placed where they are likely to record the most offences, instead of on the most dangerous roads’

FACT... A yellow fixed camera is placed where three or more people have been killed or seriously injured in speed-related crashes over a 1km stretch in the three years before the camera was installed. Mobile safety camera vans operate where at least one person has been killed or seriously injured in a speed-related crash.

THE MYTH... ‘Safety cameras are here to make money out of motorists’

FACT... Safety cameras are installed as a casualty reduction exercise, not a money-making scheme. They are just one of several tools used to reduce fatal and serious injuries on our county’s roads. The most successful safety camera is one that doesn’t generate any tickets because it means that no one is breaking the law.

THE MYTH... ‘Safety cameras are hidden to drivers out’

FACT... By law, the Partnership does not have to paint the cameras yellow, put signs up, use high-visibility vehicles or publish the camera locations - but we do this to give motorists as much warning as possible so that they don’t get a ticket.

THE MYTH... ‘Safety cameras don’t improve safety’

FACT... In Kent and Medway, there has been a 63% reduction in the number of people killed or seriously injured at camera sites since 2002 - that’s equivalent to 324 casualties saved.