



Marketing Plan 2010 / 2011

Prepared by Katherine Barrett Communications Officer
Kent & Medway Safety Camera Partnership
Phoenix House, 2-8 London Road,
Maidstone, Kent
ME16 8PZ
Telephone 01622 656393
katherine.barrett@kent.gov.uk

1. SITUATION ANALYSIS

- **Why does the Kent & Medway Safety Camera Partnership exist?**

The highways authorities (Kent County Council, Medway Council and the Highways Agency) 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.

Evidence from the Transport Research Laboratory shows that excessive or inappropriate speed is a major contributory factor in the severity of road crashes. Therefore, controlling speeds at appropriate levels is the most significant action that we can take to improve quality of life through the reduction of casualties on the roads in Kent and Medway.

- **What is the Kent & Medway Safety Camera Partnership and what are we trying to achieve?**

Launched in July 2002, the Kent & Medway Safety Camera Partnership – comprising Kent County Council, Medway Council, Highways Agency, Kent Police and Her Majesty's Courts Service – was formed to reduce death and serious injury in Kent and Medway through the use of enforcement (speed and red light safety cameras) and education (encouraging people to observe speed limits and alter their driving attitude and behaviour).

Despite a decline in the number of speeding tickets being issued, and despite a 63% reduction in the number of people killed or seriously injured at camera sites since 2002, safety cameras detected over 30,000 speeding offences in 2009. This demonstrates the continued need for educational messages to motorists, with the key messages being:

- Safety cameras exist where people have been killed or seriously injured
- Safety cameras are a casualty reduction measure, not a money-making exercise
- Locations and crash statistics are available at www.kmscp.org
- Different speed limits apply to different vehicles when the national speed limit sign is present
- Streetlights mean 30mph unless otherwise stated
- Safety camera vans also enforce mobile phone and seat belt offences

We hope that, in time, it will no longer be socially acceptable to break speed limits and we believe that the Partnership is an important step towards achieving this objective.

- **How aware is the public of the Partnership's work so far?
What is their opinion of it?**

We understand that we can only achieve our aims with the public's support and co-operation. We therefore carry out an independent annual public perception survey of 1000 Kent and Medway residents. The most recent survey was carried out in April 2010 and is summarised below:

Have you heard of the Kent & Medway Safety Camera Partnership before today?

Yes – 24%

No – 76%

Have you ever personally been issued with a speeding ticket in Kent or Medway or any other part of the country?

Yes – 27%

No – 73%

In terms of where the FIXED cameras are located which statement do you most agree with?

Located where they will make the most money – 35%

Located where a number of crashes – 35%

Are you aware that MOBILE safety camera vans are now enforcing mobile phone and seat belt offences, as well as speeding offences?

Yes – 47%

No – 53%

How much do you agree or disagree with the following statements?

Counts Analysis % Respondents	Total					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Base	9900	1451 14.7%	3969 40.1%	1957 19.8%	2009 20.3%	514 5.2%
Q9a. The fixed safety cameras are clearly visible to motorists	1100	269 24.5%	565 51.4%	130 11.8%	116 10.5%	20 1.8%
Q9b. The main aim of the fixed safety cameras is to reduce the number of crashes and accidents at the camera sites	1100	195 17.7%	571 51.9%	164 14.9%	138 12.5%	32 2.9%
Q9c. The main aim of the fixed safety cameras is to make money	1100	117 10.6%	248 22.5%	247 22.5%	438 39.8%	50 4.5%
Q9d. The mobile safety cameras are clearly visible to motorists	1100	74 6.7%	257 23.4%	209 19.0%	365 33.2%	195 17.7%
Q9e. The main aim of the mobile safety cameras is to reduce the number of crashes and accidents at the camera sites	1100	100 9.1%	492 44.7%	238 21.6%	204 18.5%	66 6.0%
Q9f. The main aim of the mobile safety cameras is to make money	1100	157 14.3%	265 24.1%	265 24.1%	363 33.0%	50 4.5%
Q9g. The mobile safety cameras in vans are deliberately hidden from motorists	1100	144 13.1%	347 31.5%	272 24.7%	264 24.0%	73 6.6%
Q9h. The safety cameras (fixed and/or mobile) are just one of several measures used to reduce the number of fatalities and serious injuries on the county's roads	1100	152 13.8%	679 61.7%	189 17.2%	64 5.8%	16 1.5%
Q9i. The most successful safety camera is a safety camera (fixed and/or mobile) that does not generate any revenue as no-one is breaking the speed limit	1100	243 22.1%	545 49.5%	243 22.1%	57 5.2%	12 1.1%

How surprised are you at the following?

Counts Analysis % Respondents	Total					
		Very surprised	Surprised	Neither surprised or not surprised	Not surprised	Not at all surprised
Base	3300	1133 34.3%	942 28.5%	200 6.1%	573 17.4%	452 13.7%
Q10. How surprised that such strict guidelines exist before a fixed safety camera can be installed	1100	387 35.2%	330 30.0%	81 7.4%	204 18.5%	98 8.9%
Q11. How surprised that such strict guidelines exist before a mobile safety camera can be installed	1100	395 35.9%	378 34.4%	90 8.2%	170 15.5%	67 6.1%
Q12. All of the money from safety camera speeding fines goes to the Central Government in London, how surprised that this is the case	1100	351 31.9%	234 21.3%	29 2.6%	199 18.1%	287 26.1%

True or false in relation to the Kent & Medway Safety Camera Partnership?

Counts Analysis % Respondents	Total			
		True	False	Don't know
Base	5500	2608 47.4%	747 13.6%	2145 39.0%
Q13a. The fixed safety cameras are painted yellow to make them more visible	1100	928 84.4%	74 6.7%	98 8.9%
Q13b. There are black and white signs warning people that they are approaching a fixed safety camera	1100	860 78.2%	100 9.1%	140 12.7%
Q13c. A list of the fixed safety camera locations are published on the Partnership's website	1100	234 21.3%	82 7.5%	784 71.3%
Q13d. There are black and white signs warning people that they are approaching a mobile safety camera site, operated from a van	1100	396 36.0%	342 31.1%	362 32.9%
Q13e. The locations of the mobile safety camera sites are published in many local papers and on the Partnership's website	1100	190 17.3%	149 13.5%	761 69.2%

A number of statements were read out and respondents were asked to say whether they thought the statement was true or false. They were then told that all the statements were in fact true and were asked:

With this knowledge do you agree or disagree with the following in relation to the Kent & Medway Safety Camera Partnership:

Counts Analysis % Respondents	Total					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Base	4400	693 15.8%	2271 51.6%	848 19.3%	444 10.1%	144 3.3%
Q14a. The Partnership is working to make the roads safer across Kent and Medway	1100	205 18.6%	622 56.5%	164 14.9%	80 7.3%	29 2.6%
Q14b. The Partnership is working to reduce the number of motorists breaking the speed limits across Kent and Medway	1100	211 19.2%	620 56.4%	152 13.8%	90 8.2%	27 2.5%
Q14c. The Partnership is working to give you fair notice to reduce your likelihood of getting a speeding fine at a fixed safety camera site	1100	145 13.2%	561 51.0%	243 22.1%	113 10.3%	38 3.5%
Q14d. The Partnership is working to give you fair notice to reduce your likelihood of getting a speeding fine at a mobile safety camera site	1100	132 12.0%	468 42.5%	289 26.3%	161 14.6%	50 4.5%

The key findings from this analysis show that:

- Around one in four people have received a speeding ticket at some point
- The majority of people think fixed cameras are there for casualty reduction rather than making money, but there is still some work to do
- Awareness has been raised about the enforcement of phones and seat belts, but there is still some work to do
- Many people seem to be confused about cameras vans, e.g. think they are hidden / not clearly signed – some work to do around this
- Most people did not realise that cameras are where a certain number of KSIs have happened
- Once people are made aware of the facts, they are more agreeable to the Partnership’s work – this may in turn affect their driving behaviour

These findings, as well as the contents of the following SWOT analysis will form the basis of the Marketing Plan for 2010/11, with the overall aim of significantly increasing public support and acceptance of safety cameras in Kent and Medway, as well as changing driver attitude and behaviour.

SWOT ANALYSIS

- **Strengths**

Refreshed website – launched January 2010, it comprises a comprehensive source of information about K&MSCP. The content management system has reduced costs as it can be edited in full internally. Hits monitoring system now in place.

Feb – Mar 2010 myth busting campaign – the PR and advertising campaign resulted in around 80 individual items of positive media coverage; encouraged engagement with the audience which resulted in letters to local press and completion of the online survey. Proved a cost-effective way of getting the key messages across to countywide and local audiences.

Street lights mean 30 campaign – campaign in 2009 was well-received by the public during the 8 week promotion activity in shopping centres; many still not aware of this so would benefit from wider-reaching activity (awareness was 29% in annual survey)

Public perception survey results – indicates that the majority of people understand cameras are there for casualty reduction, but not of some of the details, e.g. mobile site signing – awareness raising may affect driving behaviour.

Awareness of mobile phone and seatbelt offences – around half of those surveyed were aware of the enforcement. Further opportunity to work with Kent Police to raise awareness of the risk of being caught.

Public engagement – events in 2009 proved successful, with a number of larger events and local events being attended, as well as those organised by partners. Face to face engagement with the public gives the opportunity to change perceptions. Presentations to a range of stakeholders have also proved beneficial.

Working with partners – the CaRe Group has developed, with the new Communications Coordination Group being a particularly useful source for sharing information and identifying opportunities to further enhance working with partners in terms of education and enforcement.

National network of communications staff – RSS have formed a network of regional Communications Managers to identify opportunities to get positive stories about safety cameras / court outcomes into the national press. K&MSCP have been fundamental in this. There are also opportunities to network at regional communications meetings and the National Safer Roads Conference.

- **Weaknesses**

Relationship with some internal audiences – communication with Magistrates has been difficult and needs addressing

Communications with CDRPs, local councils, PACTS (Police initiative - Partners and Communities Together) – need to identify low-cost / no-cost ways to promote the key messages using these networks

Contract with market research company – have used same company since Partnership launched, need to get advice from procurement

Opinions of cameras – public perception surveys and anecdotal feedback shows that some people still think cameras are there to make money and do not know that they are positioned where people have been killed or seriously injured – need to address the minority groups to increase knowledge / affect driver behaviour

- **Opportunities**

Coverage in local media – the myth busting campaign showed that the local media are supportive of safety cameras and this positive support should be utilised as much as possible to get our messages across. PR company will be used to support activity this year and will help identify opportunities. Kent Police also keen to team up on speed, seat belt and mobile phone PR.

Mobile phone / seatbelt enforcement – the majority of people are aware of this, however there is still concern about whether compliance levels have improved. Should work with Kent Police to analyse this and tackle how communications can raise awareness of the risk of being detected.

CaRe Group – planned joint communications and enforcement calendar for 2010/11 will identify opportunities to work with partners; K&MSCP developing CaRe Intranet which will provide on-line platform for shared resources

MAST / MOSAIC / Central Ticket Office data – K&MSCP are now members of MAST so have access to comprehensive data about crashes, casualties and types of vehicles involved in Kent and Medway which will help inform local activity. Also working with Jacobs and KCC to analyse speeding offender data in MOSAIC to enable us to target our messages more effectively, i.e. see what type of person is most likely to speed and use the communication channels they are most likely to see.

- **Threats**

National media – negative stories have influenced general opinion, as reflected in public surveys. Tackle this by working with RSS.

New Government – could impact K&MSCP.

2. OBJECTIVES

- **What are our key objectives for 2010-2011?**

Our key objectives are:

- To increase awareness and acceptance of why safety cameras exist using the key messages outlined in the Situation Analysis
- To increase awareness and acceptance of enforcement of mobile phone and seatbelt offences using safety camera vans
- To increase awareness that there are different speed limits for different vehicles
- To increase awareness that streetlights mean 30
- To target vulnerable user groups in order to change attitude and behaviour, namely young drivers, business drivers and motorcyclists

- **Where do we want the Partnership to be seen within the next year?**

We want to build on the public's awareness of the Partnership and communicate the benefits of safety cameras to as many people as possible in Kent and Medway. In their eyes, we want to be seen as the organisation responsible for the area's safety cameras and therefore be approachable if they would like us to address any concerns or queries they may have about the cameras and speed limits.

We want to continue to be seen as an honest and transparent Partnership, which wants to work with the community, using our educational and open approach to change driver thinking and ultimately behaviour of both residents and drivers passing through the county. The support of Kent and Medway residents is very important to the Partnership to enable this. The public can be assured that any additional enforcement and activities will be accompanied by publicity campaigns.

3. TARGET AUDIENCES

A large proportion of marketing activity will be aimed at all motorists, however there are four key groups that are identified as vulnerable road users:

Target audience	Why?
People who drive for work	<p>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.</p> <p>Partnership figures show that on average 20% of all tickets issued (notices of intended prosecution) per year are to company registered vehicles.</p>
Young drivers	<p>Young drivers - particularly young male drivers - are at a much higher risk of crashing than older drivers and are therefore at risk of losing their lives or being seriously injured on the road, often killing or injuring their young passengers or other road users too. For example, in the UK only one in eight driver licence holders is aged 25 or under, yet one in three drivers who die is under 25.</p> <p>Partnership figures show that on average 15% of all tickets issued (notices of intended prosecution) per year are to 17-30 year olds (note that due to the NIP system it is not possible to access data for just 17-24 year olds).</p> <p>If drivers get 6 points within the first 2 years of driving their licence is revoked (speeding tickets are a £60 fine and 3 points).</p>
Motorcyclists	<p>Despite making up only 1-2% of traffic, motorcycle deaths account for around 25% of all deaths serious injuries on Kent's roads.</p> <p>The three main causes of collisions are other road users failing to see the motorcyclist, rider error and inappropriate speed.</p>
Offenders	<p>Central Ticket Office holds personal information on people who have received a speeding ticket. Can use data alongside MOSAIC and KCC data profiling to identify groups who are most likely to offend and target with specific campaigns. Aim to raise awareness and change behaviour.</p>
Internal audience and stakeholders	<p>Partner members of staff who have interaction with members of the public are a priority as they are representatives of the Partnership.</p> <p>Other stakeholders include:</p> <ul style="list-style-type: none"> - Magistrates - Local opinion-formers (e.g. MPs, councillors, newspaper editors) - Clubs & organisations (e.g. Institute of Advanced Motorists, Advanced Motorists, Advanced Motorcyclists, ROSPA, LARSOA)

4. TOOLS AND ACTIVITIES

The campaigns and activities to be carried out in 2010 – 2011 are outlined in the table below. A schedule of activity can be seen in Section 5.

Activity	Target audience	Summary of activity	Budget
‘Driving Business Safely’ campaign	People who drive for work	Develop existing campaign. Expand into partners’ workforces. Attendance at Kent 2020 Business Expo.	£10,000 from KCC £8,000 from HA £5,000 from MC
‘Licence to Kill?’ campaign	Young drivers	Continuation of existing joint campaign, led by Kent Fire & Rescue Service. 6 live theatre performances to around 5000 16-18 year olds.	£10,000
‘Speed Shatters Life’ campaign	All motorists	Development of existing campaign: information boards at fixed camera sites.	£7,000 from MC
Events and merchandise	All motorists	Safety camera van and trailer to attend events such as Kent County Show, Margate’s Big Event, Kent Police and Kent Fire & Rescue Service Community Safety Days. To include NLA media copying licence.	£5,000
PR support	All motorists	Continue working with PR agency to support co-ordination of publicity; identifying opportunities for PR; street lights and targeting offenders campaign. To include release on MOSAIC offender profiles.	£8,000
Public perception survey	Residents of Kent & Medway	Questions in the Kent Highways Services survey.	No cost
Website maintenance	All motorists	General website support; polls and competitions; monitoring – includes maintenance for CaRe Intranet	£4,000
Snapshot newsletter	Stakeholders	Quarterly summary of Partnership activities distributed via email	£7,000
Audience research	All motorists	Use data held to assess offender profiles. Utilise data tools such as MAST and MOSAIC.	No cost
Presentations	Stakeholders	Summary of Partnership operations, activity, funding, campaigns.	No cost
No cost methods	Stakeholders and motorists	Identify channels by which to communicate with internal and external stakeholders, as well as the public, e.g. local council publications and websites	No cost

CaRe activities		Contribute to Communications Co-ordination Group. Lead on business drivers group and campaign. Identify ways to contribute to the young driver, impairment and power two wheeler working groups. Lead on CaRe Intranet.	No cost
National network of SCPs		Contribute to national media activities. On the committee for the National Safer Roads Conference	No cost
Media monitoring		Meltwater News	£6,000
TOTAL			£40,000 (plus partner contributions)

5. TIMESCALES

Activity	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Events	Through the year											
PR / media monitoring	Through the year											
Snapshot newsletter	Through the year											
Presentations	Through the year											
Website	Through the year											
No cost opportunities	Through the year											
All motorists					TISPOL speed campaign.	TISPOL seat belt campaign.	Speed Shatters Life boards and PR	Brake Road Safety Week PR		Street lights mean 30 campaign		
Targeting likely offenders	Data analysis							PR				
Young drivers								Licence to Kill?				
Business drivers	Kent 2020 Expo	Driving Business Safely campaign						Driving Business Safely campaign				
Motorcyclists		Enforcement / PR with Kent Police										

6. EVALUATION & AMENDMENT

- **How do we judge whether our efforts have been a success?**

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 general and FOI enquiries we receive, monitoring feedback from Camera Operators, speaking to staff from Partner organisations, examining how many people access our website, as well as canvassing local public opinion.

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 compliment the regular assessment of casualty and speed data at the camera sites, and across the county as a whole.

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.

7. 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
- Maintain good standards of records management – have in place an information management system to enable staff 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 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.