



Kent & Medway Safety Camera Partnership

www.kmscp.org

Mission, Vision and Values

Mission

The Partnership exists to reduce the number of people killed and seriously injured in crashes within Kent and Medway. We will

- Detect and deter road users who;
 - Use excess speed (i.e. above the posted speed limit),
 - Use hand held mobile phones,
 - Contravene red lights
 - Fail to wear their seatbelts
- And educate road users to influence behaviour change and encourage positive road user behaviour

The Partnership is committed to influencing, educating and encouraging motorists on the roads in Kent and Medway to slow down and stay within the speed limit.

Vision

We want to maintain the low number of casualties that are recorded at each camera site in Kent with a target to reduce KSI casualties to zero at all camera locations within five years of the location being installed.

We want to be a main contributor to speed management and encourage appropriate behaviour on the roads in Kent and Medway especially with regard to speed and the use of seatbelts and mobile phones.

Values

Selflessness

Our decisions will be made solely in terms of the public interest.

Integrity

We will adhere to moral and ethical principles.

Objectivity

In carrying out public business, we will make choices on merit.

Accountability

We will be accountable for our decisions and actions to the public.

Openness

We will be as open as possible about all the decisions and actions that we take.

Honesty

We will conduct ourselves with truthfulness, and fairness.

Leadership

We will promote and support these principles by leadership and example.

Partner Priorities

Highways Agency

The Highways Agency (HA) has five goals of equal importance which directs progress towards their vision;

- To provide a service that our customers can trust
- To set the standard for delivery
- To deliver sustainable solutions
- To ensure the HA roads are the safest in the world
- To ensure the HA network is a dynamic and resilient asset

The full plan can be found at http://www.highways.gov.uk/aboutus/documents/NPPD_Strategic_Plan_-_Final1.pdf

Kent County Council

Kent County Council has three strategic priorities;

To help the Kent economy to grow -

- To facilitate new growth
- To focus on building strong relationships with key business sectors,
- To improve skills, delivering new housing and new infrastructure whilst ensuring we meet the challenge of a changing climate.



To put the citizen in control -

- To empower the local people to take responsibility for their own community and service needs.

To tackle disadvantage –

- To facilitate aspiration rather than dependency

The full plan can be found at <https://shareweb.kent.gov.uk/Documents/priorities-policies-plans/Bold%20Steps%20for%20Kent/Bold%20Steps%20for%20Kent%20Dec%202010.pdf>

Kent Police

Kent Police has three priorities each with specific objectives;

Delivering effective local policing

- Reducing crime and effectively dealing with anti-social behaviour

- Improving visibility, accessibility and responsiveness
- Improving public satisfaction
- Bringing offenders to justice

Protecting the public from serious harm

- Protecting the public from serious and organised crime

Making the best use of resources

- Demonstrating increasing efficiency and value for money

The full policing plan can be found at http://www.kent.police.uk/about_us/attachments/policing_plan_2011_14.pdf

Medway Council

Medway Council has five strategic priorities;

- *A safe, clean and green environment.*
- *Children and young people having the best start in life.*
- *Adults maintaining their independence and live healthy lives.*
- *Everybody travelling easily and safely around Medway.*
- *Everyone benefiting from the area's regeneration.*

The full plan can be found at <http://www.medway.gov.uk/councilanddemocracy/performanceandpolicy/councilplan.aspx>

Delivering Effective Enforcement

The primary objective of the Kent and Medway Safety Camera Partnership is to prevent people being killed or seriously injured on the roads of Kent and Medway.

We seek to achieve this objective is by:

- The presence of fixed and mobile safety cameras capable of detecting speed, traffic light violation, failure to wear seat belts and the use by drivers of hand held mobile telephones
- Education through publicity campaigns and provision of courses, within certain criteria, to drivers committing offences, with the aim of improving driver behaviour
- Use of the fixed penalty and court processes

Safety camera sites are installed by Kent County Council, Medway Council or the Highways Agency only at locations with a known history of crashes involving people being killed or seriously injured. This equally applies to the deployment of mobile camera vehicles operated under the Partnership arrangements. Fixed cameras are not

installed or mobile locations designated unless there have been crashes involving at least three fatalities or serious injuries during the preceding 3 year period. The highway authorities explore other options prior to the installation of a fixed camera or the designation of a mobile site. Cameras are only installed as a last resort. Locations designated by the Kent & Medway Safety Camera Partnership are subject to regular review to confirm that the original purpose for installation remains relevant.



The purpose of either fixed or mobile cameras is to reduce or eliminate these most serious crashes. Camera sites are not located according to the fines they are likely to generate. All Fine revenue is returned to central government with no benefit to either Kent Police or local authority.

Sites are equipped with fixed signs, which show that either fixed or mobile cameras are deployed in the area. These are displayed in accordance with guidelines issued by the Department for Transport but are not a legal

requirement. Some sites, designated 'Community Concern' or 'Exceptional' sites may not have such signs displayed and are not required to meet the criteria concerning casualty rates during the preceding three year period.



Site Priorities

Each highway authority has designated a number of sites that are of particular concern because of the continuing level of serious crashes. These sites are known as **Red** sites. The remaining locations are known as **Green** sites and although both categories will have met original criteria, red site crash levels are of particular concern.

Deployment Rules

Mobile Operators may only deploy at designated locations and must park in positions that have been previously authorised and properly risk assessed.

Delivering Effective Enforcement

Camera vehicles are not positioned so as to be deliberately obscured to approaching vehicles. It is however accepted that certain locations make the positioning of a vehicle more visible than others.

Camera vehicles are marked in the recognised Kent Police colours and logo with the established camera enforcement symbol on the exterior.

Deployment should be organised to ensure that minimum deployment targets are achieved in respect firstly of red sites and then green sites.

Community Concern

Approximately 150 wards within both Kent & Medway have speeding as a neighbourhood concern. This indicates local residents view the issue as a serious matter affecting their communities.

There is evidence to support the view that enforcement at any location has a positive impact on road safety. Camera operators may be deployed at locations within such wards, within agreed criteria where speeding is listed as a concern of residents.

In these circumstances the fixed camera enforcement signs will not be displayed although the rules outlined above will be observed.



New and Existing Installations

To ensure that all sites are fit for purpose and continue to contribute to casualty reduction in the county we will undertake an operational review of all fixed and mobile sites every 3 years. The most recent review was completed in November 2010.

Regular meeting will also be held with the highway authorities and Kent Police lead by the KMSCP Project Manager to ensure opportunities are taken advantage of in

continuing to contribute to the reduction in casualties.

Achieving Sustainable Behaviour Change

KMSCP partners are keen to promote the education of motorists who break the law. Raising awareness of the use of cameras to reduce crashes and casualties and manage speed is important and acts as a deterrent and encourages compliance with Road Traffic Law but, as evidenced by the number of tickets still being issued, there is still a high number of motorists detected by fixed and mobile cameras.

Exceeding the speed limit, or going too fast for the driving conditions is a factor in 28% of all fatalities. It is important that we all remember that exceeding the limit, by just a few miles per hour, can have serious consequences.

The National Speed Awareness Course has been designed to re-educate speeding offenders. The course is offered to drivers or riders caught speeding within the Police's specific criteria, and is an alternative to receiving points and a fixed penalty.

The aim of the course is to change drivers' attitudes to speed by examining the reasons why people break the speed limit and providing advice and strategies on how to avoid doing so in the future.

The course is four and a half hours in duration and is led by staff with professional driver training backgrounds and qualifications.



The key message regarding these courses can be summed up in the following quote from ACPO;

“Over recent years the number of people killed and seriously injured on our roads has fallen significantly reducing both the toll of personal tragedy and cost to the public purse. This reduction has been achieved through a combination of improved engineering, enforcement and education. The changes were proposed following consultation with the UK's leading driver academics who helped to develop the National Speed Awareness Course”.

“The initial results of an independent research project show that Speed Awareness Courses were highly effective in improving long term driver behaviour on the roads. There is no such evidence to suggest that fines or penalty points offer any long-lasting effect”.

The Partnership aims to offer education to at least 23,000 motorists each year.

Getting the Message Across

Despite a **72%** reduction in the number of people killed or seriously injured at camera sites since 2002, safety cameras detected around 30,000 speeding offences in 2010. Motorists are continuing to break the law at camera sites and 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: at least three people in the vicinity of a fixed yellow camera; where you see the black and white signs but no fixed camera the signs are warning that a camera van may be enforcing

Safety cameras are a casualty reduction measure: by law we do not have to put signs up, paint them yellow, have high visibility vans, or publish the locations.



Safety cameras have made, and continue to make, a demonstrable contribution to casualty reduction on Kent & Medway's roads.

K&MSCP would rather be educating offenders than punishing them and the most successful camera is one that does not issue any tickets as it means no one is speeding.

Fixed and mobile camera sites were reviewed in 2010 to determine their effectiveness in reducing casualties since installation. Sites that are due further investigation will be reported on in Autumn 2011 and any changes will be communicated to local residents.

Safety camera vans also enforce mobile phone and seat belt offences and Camera locations, crash statistics and advice are available at www.kmscp.org.

Community concern sites are likely to be identified through local intelligence. Where vans will be dispatched to locations other than those that are signed and published, local PR activity as well as correspondence with relevant local bodies will be carried out.

Public Perception Survey results

A full independent public perception survey was not carried out in 2010-11 as in previous years. However, an opportunity was identified to include a question about safety cameras in the Kent Highways Services Survey 2010. Although the results do not include the opinions of Medway residents we will link with Medway Council's research to achieve this in 2011/12. A summary of residents' perception is below;



Do you think safety cameras are helping to make the roads safer across Kent?

- Residents - **55% agreed to some extent, contrasting with 29% who disagreed**
- Kent County Council Members - **61% agreed to some extent, contrasting with 32% who disagreed**
- District Councils - **52% agreed to some extent, contrasting with 25% who disagreed**

Getting the Message Across

- Parish / Town Councils - **54% agreed to some extent, contrasting with 22% who disagreed**

Safety Team included questions about safety cameras in research carried out in July 2010 and this will be repeated in 2011

The KHS survey will be repeated in 2011 so a direct comparison evaluation can be made of the success of communications activity.



Medway Council has identified an existing survey in which the same question can be asked to similar audiences in Medway in 2011. In addition to these surveys, the KHS Road

Efficient Use of Resources

The camera partnership contributes to between 16% and 25% of the casualty reduction in Kent and Medway and is a valuable tool in making the roads in Kent and Medway safer. However, the Partnership is not a panacea for all road safety issues but rather it compliments the work undertaken by other road safety practitioners, working in partnership to reduce casualties by sharing resources.

Fixed Site Network

The current fixed site network consists of stand alone wet film cameras;

- Truvelo Combi S-mc Speed Camera System
- GatsometreBV24+ AUS Camera systems
- Speed Violation Detection Deterrent (SPECS1) serviced by Speed Check Services UK Ltd
- Traffiphot-S Speed Camera Systems
- Traffiphot-111G Red light Camera Systems

Whilst this system of cameras works efficiently and the quality is of a good standard there are limitations to their use. The effect of this type of enforcement technique remains very locally

focused creating a 'bubble of compliance' around the area of the camera location.

There is a requirement for camera technicians to load and unload the film at regular intervals. This can be time consuming especially at those sites that are rather more remotely sited. At present only one in four camera housing are 'live' at any one time.



In addition the technology will largely become obsolete over the new few years so there is a need to replace the current network for operational and financial reasons.

Moving to newer digital systems would provide continuous enforcement capability with the potential to link individual cameras together to manage speeds over stretches of roads.

There is one average speed camera system on the A228 on the Isle of Grain. Since installation the casualties have been reduced from 14 fatal or seriously injured casualties to four in the last three year period (2007 – 9).

Mobile Sites

The Partnership operates a fleet of five Vauxhall Vivaro short wheelbase hi-top vehicles. Four have the basic "Concept" equipment and one is additionally installed with the "Commander" video system providing 360° operation. The camera equipment installed in the vans is the LTI 20/20 TSM Speedscope Laser/Concept DVD camera system.

The current Vivaro vans are an effective tool in reducing crashes and casualties at camera sites however, they can lack flexibility. Consideration will therefore be given to the procurement of alternative vehicles as part of the Partnership fleet.

Efficient Use of Resources

Site Criteria

Each site falls into one of three categories; core, exceptional or road works and the selection of sites will consider the number of personal injury crashes (PIC), the PIC collision trend history, and conspicuity, visibility and signing rules. An exceptional site is one where there has been a number of PIC but insufficient fatal or serious injuries to meet the core criteria. In deciding the locations for community concern sites there should be evidence that road user behaviour at these sites will result in higher fatal and/or serious injury collisions in the future.

Alternatively an exceptional site may be implemented at a location causing concern in the short term until a suitable engineering solution is implemented.

Currently the Partnership strategies employed look to reduce existing road crash and casualty issues and the frequent criticism is that proactive and preventative activity is all too often missing and issues are only addressed when they have progressed to much bigger problems. It is important to acknowledge that resources should be focused on where they can make the most difference and this is

usually deemed to be where the most serious of casualties occur.

However, it is proposed to add a further layer of enforcement to the core and exceptional sites - that of community roadwatch sites. These would be locally reported areas of concern where perception of anti-social road behaviour is resulting in a negative impact on individuals and communities. Community roadwatch sites would be selected by using a whole area approach rather than to individual stretches of road.

This approach will be piloted in 2012 and we will use enforcement resources from the Partnership and the Kent Police Roads Policing Unit and work with local authorities to promote road safety education. The pilot will be in addition to the current work of the Partnership. The outcomes of this activity can be effectively measured to show the value in the operation of Partnership and partners' resources in changing behaviour on the roads positively.

We will also look to work more closely with Kent Police to ensure that the activities of the Partnership support and assist, where possible, with taskings set.

And finally, collaboration with road safety education, training and publicity activities with the highway authorities and the Fire Service will continue. This is to ensure that all opportunities are taken to promote the role of cameras in casualty reduction and the safer use of roads.

What Does Success Look Like?

The primary aim of the Partnership is to reduce crashes and casualties, focusing on the most serious so inevitably one of the measures of success is will be the reduction in crashes and casualties at fixed and mobile camera locations. However, our success cannot just be simply judged on fewer road crashes and casualties.

Education and Behaviour Change

The use of camera technology can and does influence driver behaviour however, sustainable change is more likely to be achieved through engaging with road users to deliver educational courses. Research has shown that the greatest casualty reduction can be achieved when enforcement and education are delivered together. We will continue to work effectively as part of the wider road safety partnership in Kent and Medway.

Speed Management

A successful reduction in excessive speed will not only contribute to a reduction in crashes and injury severity but also to other environmental targets and therefore we will report on speeds at camera locations with full surveys being completed every three years to help inform the Operational Review. In the

intervening years speed surveys will be undertaken at those sites where speeds are still considered to be unacceptably high.



Public Perception

The support of the public is essential in achieving reductions in crashes, casualties and speed on the roads in Kent and Medway. So the public perception surveys will continue to measure individuals and community perception on the role of the Partnership. Here success means that individuals and communities feel safer because of the work that the Partnership does. It also means raising the fear of detection in those who

deliberately and wilfully chose to break the law on the road.

Contribution to other Targets

The work of the Partnership may also be a factor in achieving other targets including a reduction in carbon emissions, less cost to Insurance Industry, less burden on NHS, reduction in cost to highway authorities in dealing with highway reinstatement and congestion, a reduction to police forces in cost of dealing with collisions and a positive impact on other crime due to high visibility of safety camera vehicles

The Partnership has been successful in reducing crashes and casualties at camera sites across Kent and Medway, but to continue this success means that we must look forward to the challenges ahead of us.

There is still much work to be done not only to sustain the reductions already achieved but also to consider each new generation of road users to create a culture across the county that supports and promotes safer road use.



slow down for life



Kent & Medway Safety Camera Partnership

www.kmscp.org