Foreword

On behalf of Humberside Safety Camera Partnership I am pleased to have this opportunity to present its second Annual Report. Before I do I need to address a very important issue. This summary report and the accompanying full report on the Partnership’s website is about the performance of Humberside Safety Camera Partnership and as such contains a great deal of statistical data. The reader will see successes and failures represented in various tables and charts. What the reader will not see is the avoidable consequences of driving a vehicle on a road at an inappropriate or excessive speed. The wrong speed choice by drivers kills three times as many people as drink driving and unfortunately speed limits are seen by some as an inconvenience and an unnecessary restriction on their personal freedom.

In reading this report and the figures contained within it I ask readers to consider that these figures relate to the death or serious injury of actual people, sons, daughters, mothers, husbands, friends and colleagues and that each instance of death and serious injury was avoidable. The safety of our communities is in your hands, the responsibility of injuring or killing yourself or another is yours and yours alone. Make the right choice.

Superintendent Martin Bagshaw

Background information

The Government’s Road Safety Strategy, published in 2000, set targets of a 40% reduction in the number of people killed or seriously injured by 2010, compared to the average for 1994-1998, and 50% reduction in the number of children killed or seriously injured. In response to the challenged laid out in the Road Safety Strategy, Humberside Safety Camera Partnership was formed in April 2003. It comprises East Riding of Yorkshire Council, Her Majesty’s Courts Service, Highways Agency, Hull City Council, Humberside Police, North East Lincolnshire Council and North Lincolnshire Council. Associated with the Partnership are the National Health Service and Primary Care Trusts.

Performance at safety camera sites

In its first year of operation, Humberside Safety Camera Partnership identified and enforced the speed limit at 68 core sites across the Humberside region - called Year 1 sites within this summary report. A further 17 core sites were identified for Year 2 of operations - called Year 2 sites in this summary report. All of these sites had a history of collisions and casualties and an identified speeding problem.

The Partnership acknowledges that in order to draw statistically significant conclusions regarding the effectiveness of safety cameras on casualty and collision rates at least three years of data is required. However, it is pleased to report a continued downward trend in the number of injury collisions and of people killed and seriously injured at camera sites.

How many feet will it take you to brake?

Christmas Rush

Christmas Rush – The poster above formed part of the Partnership’s “Take it Safely” campaign that ran throughout 2005. The poster provided a very visual message to motorists and was covered by the local press across the region. It was also accompanied by a radio advert.

Take it safely – The poster, left, was displayed on buses across the region during holiday times to warn drivers that children are out and about during the holiday periods. The poster was also displayed at train stations in Grimsby and Scunthorpe and the campaign featured in the local press and was accompanied by a radio advert.
Year 1 sites
These are sites established in the Humberside Partnership area during 2003/04 (figures for April 2003 - March 2005 compared to the annual average for 1999-2001);
• 54% reduction in the number of killed or seriously injured casualties
• 40% reduction in the number of injury crashes at camera sites

Year 2 sites
These are sites established in the Humberside Partnership area during 2004/05 (figures for April 2004-March 2005 compared to the annual average for 2000-2002);
• 75% reduction in the number of killed or seriously injured casualties
• 61% reduction in the number of injury crashes at camera sites

Speed analysis
• 1% reduction in the average speed at all camera sites and a 5% reduction in the 85th percentile speed (the speed at which 85% of traffic is travelling at or below);
• 25% reduction in the number of vehicles exceeding the speed limit at camera sites.

In real terms there are 87 people alive and well today that would have been killed or seriously injured if safety cameras hadn't been introduced across the region. In addition to this there were 252 fewer injury crashes at safety camera sites.

Press coverage
Humberside Safety Camera Partnership continued to monitor the local printed media in 2004-05. Proactive and reactive press releases have been issued throughout the year to raise awareness of the Partnership and to correct any misleading story or letter.

The graph shows the amount of positive, negative and neutral coverage in column inches for the year in comparison to 2003-04. It demonstrates that the Partnership continues to see over twice as much positive coverage at a local level than negative and the number of balanced stories continues to grow. This highlights the different portrayal of safety camera at a local and national level.

During the year the Partnership was able to support the promotions of the Bike Safe programme. The main aim of Bike Safe is to raise awareness of the need for further training with motorcyclists. The Bike Safe programmes within the Humber region were delivered via free one-hour assessment rides and through half-day workshop sessions.
There were 25 sites commissioned in the East Riding of Yorkshire area in Year 1. These sites have experienced a 64% reduction in the number of people killed or seriously injured in the two years of enforcement. There has also been a 47% reduction in the number of injury collisions at the region’s Year 1 camera sites. The number of children killed or seriously injured at these 25 sites has fallen by 63% and the number of pedestrians killed or seriously injured has fallen by 70% at these sites.

A further two sites north and south of the Shiptonthorpe roundabout were commissioned in Year 2. In the first year of enforcement at these sites, there have been no collisions and so there has been a 100% improvement in the numbers of casualties and collisions at these sites.

There were 16 Sites commissioned in the Hull area in Year 1. These sites have seen a 54% reduction in the number of people killed or seriously injured in the first two years of operations and there were 36% fewer injury collisions at these sites. There has been a 70% reduction in the number of children killed or seriously injured at Year 1 sites and the number of pedestrian killed or seriously injured has fallen by 59%.

A further four mobile sites were commissioned in the Hull area in Year 2. The three fixed camera sites whilst installed in Year 2 did not become active until May 2005 and their performance will be reported upon in the 2005-06 annual report. During the first year of enforcement, there has been a 10% reduction in the number of people killed or seriously injured at the four new mobile sites in Hull and a 27% reduction in the number of injury collisions.

**Key:** KSI – Killed or seriously injured; PIC – Personal injury collision
North East Lincolnshire

There were 11 sites commissioned in the North East Lincolnshire area in Year 1. These sites have experienced a 23% reduction in the number of people killed or seriously injured in the two years of operations and there has been a 30% reduction in the number of injury collisions.

A further two sites were commissioned at Pelham Road, Immingham and Cromwell Road Grimsby in Year 2. There have been 100% reductions in the total number of people being killed or seriously injured as well as the numbers of children and pedestrians killed or seriously injured. Furthermore, there has been an 82% reduction in the number of injury collisions at these 2 sites.

North Lincolnshire

There were 16 sites commissioned in the North Lincolnshire area during Year 1. At these sites, North Lincolnshire has experienced a 65% reduction in the number of people killed or seriously injured and a 46% reduction in the number of injury collisions. There has been an 83% reduction in the number of pedestrians killed or seriously injured at these sites in the two years of operations.

A further five sites were commissioned in North Lincolnshire during Year 2. In the first year of operations at these sites, there have been 100% reductions in the total number of people killed or seriously injured as well as the number of children hurt at these sites in road collisions. There has been a 67% reduction in the total number of injury collisions at these four sites.

For a full breakdown of the casualty, collision and speed data for each of the 81 mobile sites in the Partnership area please look at the annual report on the Partnership website www.humbersidesafetycameras.com
Financial information

The financing of the Humberside Safety Camera Partnership is by "cost recovery". Each year, an Operational Case is submitted to the Government detailing proposed sites, projected cost of enforcement and projected casualty reduction figures. Once approved the Treasury through the Lead Authority (East Riding of Yorkshire Council) reimburses the Partnership in instalments. The figures below show the allowable costs incurred by each partner and the receipts from the payment of fixed penalties for the financial year 2004/05. Any surplus of receipts over costs goes to the Government Consolidated Fund.

<table>
<thead>
<tr>
<th>Allowable Costs for 2004/05</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humberside Police</td>
<td>1,209,567</td>
</tr>
<tr>
<td>Her Majesty's Courts Service</td>
<td>196,330</td>
</tr>
<tr>
<td>East Riding of Yorkshire Council</td>
<td>374,766</td>
</tr>
<tr>
<td>Hull City Council</td>
<td>260,638</td>
</tr>
<tr>
<td>North Lincolnshire Council</td>
<td>63,242</td>
</tr>
<tr>
<td>North East Lincolnshire Council</td>
<td>51,594</td>
</tr>
<tr>
<td>Highways Agency</td>
<td>25,260</td>
</tr>
<tr>
<td>Total Allowable Costs</td>
<td>2,181,397</td>
</tr>
</tbody>
</table>

Receipts:

| Value of Fixed Penalty Notices Paid | 2,548,140 |
| Returned to Government Consolidated Fund | 366,743 |

Average savings

The Department for Transport estimates it costs society at least £154,818 for each person seriously injured. This is the cost to the emergency services, health services, loss of earnings and emotional costs to the person, family and friends. As there have been 87 fewer people killed or seriously injured since enforcement began at safety camera sites, the Partnership can make a conservative estimate that this project has saved society at least £13m over the past two years. The table shows the breakdown for each area.

<table>
<thead>
<tr>
<th>Average savings based upon KSI casualties</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Humberside Safety Camera Partnership</td>
<td>£13,562,078</td>
</tr>
<tr>
<td>East Riding of Yorkshire</td>
<td>£5,259,176</td>
</tr>
<tr>
<td>Hull City</td>
<td>£3,658,354</td>
</tr>
<tr>
<td>North East Lincolnshire Council</td>
<td>£1,233,901</td>
</tr>
<tr>
<td>North Lincolnshire</td>
<td>£3,410,646</td>
</tr>
</tbody>
</table>

Detentions

Humberside Safety Camera Partnership works on a rolling programme so offences committed in one financial year can be either paid or dealt with in court during the next financial year. Therefore, the receipts will include fixed penalty notices paid from offences committed in the financial year 2003/04.

There were 55,129 speeding offences detected by Humberside Safety Camera Partnership between April 2004 and March 2005. Putting this number into perspective, on average, about 966,343 vehicles drive through the Partnership’s sites every day.

This totals to 352,715,195 vehicles every year. Of those offences detected, around 17% of these were offered education in the form of a speed seminar.

About seven per cent of all speeding offences will result in a court hearing. No costs can be recovered for offences dealt with at court.

Wreckage - During the autumn of 2004 the Partnership ran its “Wreckage” campaign with the aim of highlighting the wider effects of a crash. The poster was displayed upon the back of buses and at bus shelters across the region, as well as in public buildings. The campaign featured in the local press as part of National Road Safety week and was accompanied by a radio advert.
Marketing and communications

Humberside Safety Camera Partnership proactively works with local residents and the local media to raise awareness of the Partnership, its activities and safety camera locations. The Partnership aims to ensure that residents are kept up to date with information regarding Safety Camera operation, to correct misleading information and ensure that motorists are aware of the consequences of speeding.

Survey

Each year the Partnership is required by the Department for Transport to undertake a public opinion survey. The Partnership is required to ask seven nationally set questions of its local population. However, the survey offers the Partnership the opportunity to ask a range of questions in order to understand the local residents’ opinions on road safety generally, perceptions of traffic speeds and congestion, speed limits, driver training and to test awareness of marketing and communication activities.

The Partnership commissioned MORI - an independent research company to undertake telephone surveys in the autumn of 2003 and 2004. Quota based sampling was undertaken to ensure that a cross section of 1,000 adult residents were interview across all four local authority districts areas.

The table, right, shows the results for the nationally set questions and highlights the continued acceptance by the local population of safety cameras being one method of casualty reduction.

Detailed analysis of the data shows that in 2003 safety cameras were seen in an aspirational way and should be supported because they have a beneficial affect on road safety. After a year of enforcement residents are more assertive in their opinions and feel that whilst cameras encourage drivers to adhere to the speed limit, they also lead to dangerous drivers being convicted.

The survey also tracks awareness of Humberside Safety Camera Partnership. In 2003 before the Partnership started any marketing activities 13% of residents claimed some awareness of the Partnership. After a full year of campaigns and enforcement awareness of the Partnership has risen to 36%.

The full results can be found on the safety camera website, located under the ‘further information’ section.

<table>
<thead>
<tr>
<th>Question</th>
<th>2003 Agree</th>
<th>2004 Agree</th>
<th>2003 Disagree</th>
<th>2004 Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety cameras should be supported as a method of reducing casualties</td>
<td>87</td>
<td>79</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Cameras are meant to encourage drivers to stick to the speed limit, not to punish them</td>
<td>77</td>
<td>69</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>The primary aim of safety cameras is to save lives</td>
<td>75</td>
<td>69</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>Fewer accidents are likely to happen on roads where cameras are installed</td>
<td>73</td>
<td>64</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>Cameras mean that dangerous drivers are more likely to get caught</td>
<td>72</td>
<td>65</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Cameras are an easy way of making money out of motorists</td>
<td>56</td>
<td>63</td>
<td>36</td>
<td>27</td>
</tr>
<tr>
<td>Too many cameras in my area</td>
<td>12</td>
<td>20</td>
<td>77</td>
<td>66</td>
</tr>
</tbody>
</table>


Website -

www.humbersidesafetycameras.com

During 2004/05 the number of visits / hits has increased to 37,747 and the number of pages viewed has doubled to 77,237. Detailed analysis of the website statistics shows that visitors are spending longer on the website and they are looking at more information.

Major campaigns

During the year the Partnership has undertaken a range of campaigns aimed at raising awareness of the safety camera partnership and to highlight the consequences of speeding. The campaigns are delivered through a range of media, which includes advertising on radio, buses, billboards and bus shelters and in print. The Partnership also distributes leaflets and posters in public centres and works closely with the local press in the reporting of campaigns.
For a full copy of the Humberside Safety Camera Partnership Annual Report, please refer to the Partnership website www.humbersidesafetycameras.com or ring (01482) 39 1458 for a copy.