

# Wiltshire & Swindon Safety Camera Partnership

Working together to reduce road traffic casualties

## The national safety camera programme

### Fourth-year evaluation report December 2005

#### A summary of results for Wiltshire & Swindon Safety Camera Partnership



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## **Executive summary**

In 2000, a system was introduced that allowed eight pilot areas to recover the costs of operating speed and red-light cameras (collectively known as safety cameras) from fines resulting from enforcement. In 2001, legislation was introduced that allowed the system to be extended to other areas. A national programme was then gradually introduced.

The Wiltshire & Swindon Safety Camera Partnership was formed in April 2002 and became fully operational in October 2002. The partnership consists seven members, they are, Wiltshire Constabulary, Wiltshire County Council, Swindon Borough Council, HM Courts Service, Highways Agency, Crown Prosecution Service and the NHS. These organisations are collectively charged with reducing all road traffic casualties by 40% and child casualties by 50% by the year 2010. The partnership covers the geographical areas of Swindon Unitary Authority and Wiltshire County. By the end of 2004, the partnership was responsible for over one hundred cameras sites comprising, mobile, static speed and red light cameras.

The fourth year report from which this report has been compiled shows a significant reduction nationally in collisions, casualties and deaths at camera sites. This reduction is also reflected in the results for this partnership area.

(Information in this report has been taken from the Fourth Year Report, with permission from DfT)

## 1.0 Why target speeding motorists?

There is a definite link between speed and the severity of collisions and the outcome for those involved.

Research has shown that reducing speed on roads is a major contributor to reducing collisions and injuries. The Transport Research Laboratory (TRL) reported in 1994 that every 1mph reduction in average speed led to a 5% reduction in collisions<sup>1</sup>. A study in 2000<sup>2</sup> validated this figure.

Further details about the link between speed and casualties are given in the DfT speed review (*New Directions in Speed Management*, 2000) and are summarised below:

- Speed was indeed a major contributory factor in casualty collisions.

Recent research had added greatly to our knowledge of where the problems were particularly acute.

- Slowing the fastest drivers would yield the greatest safety benefits
- In some areas, quite small reductions in average speed would bring large benefits.
- Speeders were disproportionately involved in collisions.
- Those that drove faster than most on a road, or exceeded speed limits even by relatively small margins, greatly increased the risk to themselves and others.
- The higher speeds on any given road were associated with both more collisions and greater injury severity. This relationship held for all drivers and not just the less experienced.
- The faster the speed at impact, the more severe the resulting injury.

This was particularly so for collisions with pedestrians, cyclists and motorcyclists, who were unprotected from the forces of impact, unlike occupants of modern cars.

- Some people did not accept that speed was a problem. Even those that say they did recognise that speed was a problem did not always act accordingly.

## 2.0 Why the safety camera scheme is an effective means of detecting offenders?

Detection of speeders and red-light offenders with the use of safety cameras is an effective and efficient way of using resources. A camera can detect far more offenders than a Police Officer who has to detect, stop and issue a ticket to each and every motorist on the side of the road. This method may seem 'friendlier' but takes up an unnecessary amount of police time. That does not mean that police officers are not free to detect speeders alongside the safety camera scheme. In fact, it is often local police who conduct speed enforcement in places where the partnership cannot enforce because the casualty/speed data does not comply with DfT guidelines for enforcement.

The safety camera partnership and all costs associated with the operations of the partnership, including salaries for enforcement officers, both police and civilian are paid for by offender fines. This means that road safety is funded by the offender and not the tax payer. Officers funded by fine revenue are in addition to the normal police numbers, which means that there are more officers working to keep our roads safer.

The aim of the partnership is to reduce casualties through Education, Engineering and Enforcement. Under Section 89 of the Road Traffic Regulations Act 1998 and Schedule 2 of the Road Traffic Offenders Act 1988, it is contrary to the law to exceed the posted speed limit on a public highway. The DfT guidelines and rules for enforcement require the partnership to ensure that motorists are aware that enforcement may be taking place. Exceeding the speed limit and going through a red-light are just another form of 'bad driving' and it is only those

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<sup>1</sup> Finch DJ, Kompfner P, Lockwood CR and Maycock G (1994). *Speed, speed limits and accidents*. Transport Research Laboratory TRL Project Report 58. Crowthorne.

<sup>2</sup> Taylor M, Lynam D and Baruya A (2000). *The effects of drivers' speed on the frequency of road accidents*. Transport Research Laboratory TRL Report 421, Crowthorne.

motorists who choose to ignore speed limits, red-lights and safety camera enforcement signs and take the risk that are caught.

### **3.0 What have cameras achieved in Wiltshire?**

The use of safety cameras as part of a road traffic collision/casualty reduction strategy has helped decrease the number of collisions and in turn the number of people killed or injured in this partnership area. The following tables illustrate the collision/casualty reduction in Wiltshire as compared with other partnership areas.

**Table 1:** Estimates of the combined effect on PICs<sup>3</sup> of cameras operating under cost recovery, by partnership area. Wiltshire & Swindon Safety Camera Partnership has the 5<sup>th</sup> highest reduction in PICs.

Effect on personal injury collisions (per annum) at camera sites				
Partnership	PIC pa	Change (%)	Confidence interval 95%	
Avon and Somerset	1343.5	-11.7	-22.9	1.1
Bedfordshire	262.5	-48.6	-57.2	-38.3
Cambridgeshire	269.7	-1.3	-15.6	15.4
Cheshire	160.8	-5.1	-23.8	18.2
Cleveland	214.2	-44.6	-53.0	-34.7
Cumbria	199.8	-40.7	-52.2	-26.4
Derbyshire	734.6	-24.2	-34.3	-12.5
Devon and Cornwall	220.0	-30.6	-42.5	-16.1
Dorset	562.7	-12.6	-25.2	2.2
Essex	760.1	-20.4	-30.3	-9.2
File	182.9	-0.6	-20.7	24.6
Grampian	177.1	36.5	14.3	63.0
Greater Manchester	914.2	-14.2	-25.2	-1.6
Hampshire	640.4	-22.5	-32.9	-10.5
Hertfordshire	235.3	-37.7	-48.1	-25.2
Humberside	259.3	-26.0	-38.8	-10.5
Kent	377.3	-23.9	-34.7	-11.4
Lancashire	578.8	-19.8	-30.1	-8.0
Leicestershire	690.6	-21.6	-32.0	-9.6
Lincolnshire	181.5	-32.2	-44.1	-17.8
London	2749	-17.0	-24.8	-8.4
Norfolk	393.7	-36.3	-46.2	-24.6
North Wales	416.9	-30.8	-40.7	-19.4
Northamptonshire	123.1	-54.3	-62.8	-43.8
<b>Northumbria</b>				
- Northumberland	94.5	-26.5	-44.3	-3.1
- Tyne and Wear	189.5	-6.9	-23.6	13.3
<b>Nottinghamshire</b>				
- Nottingham City	512.8	-14.5	-25.4	-1.9
- Nottinghamshire (XCity)	270.8	-22.7	-34.0	-9.5
<b>South and Mid Wales</b>				
- Dyfed-Powys	310.6	-29.5	-40.0	-17.1
- Gwent	261.4	-36.7	-46.6	-24.9
- South Wales	512.6	-1.8	-14.7	13.0
South Yorkshire	1251.5	-48	-54.7	-40.4
Staffordshire	379.7	-7.6	-22.2	9.7
<b>Strathclyde</b>				
- Glasgow City	150.2	-30.1	-42.8	-14.6
- Strathclyde(new2002)	126.7	-38.5	-52.0	-21.2
Suffolk	116.9	-25.5	-41.2	-5.6
Sussex	337.3	-22.0	-33.2	-9.0
Thames Valley	178.2	-8.9	-25.4	11.3
Warwickshire	212.4	-19.9	-32.5	-4.9
West Mercia	260.0	-33.2	-45.0	-18.8
West Midlands	851.8	-9.0	-20.2	3.8
West Yorkshire	23.5	-72.8	-88.7	-34.5
Wiltshire	193.7	-44.5	-55.8	-30.3

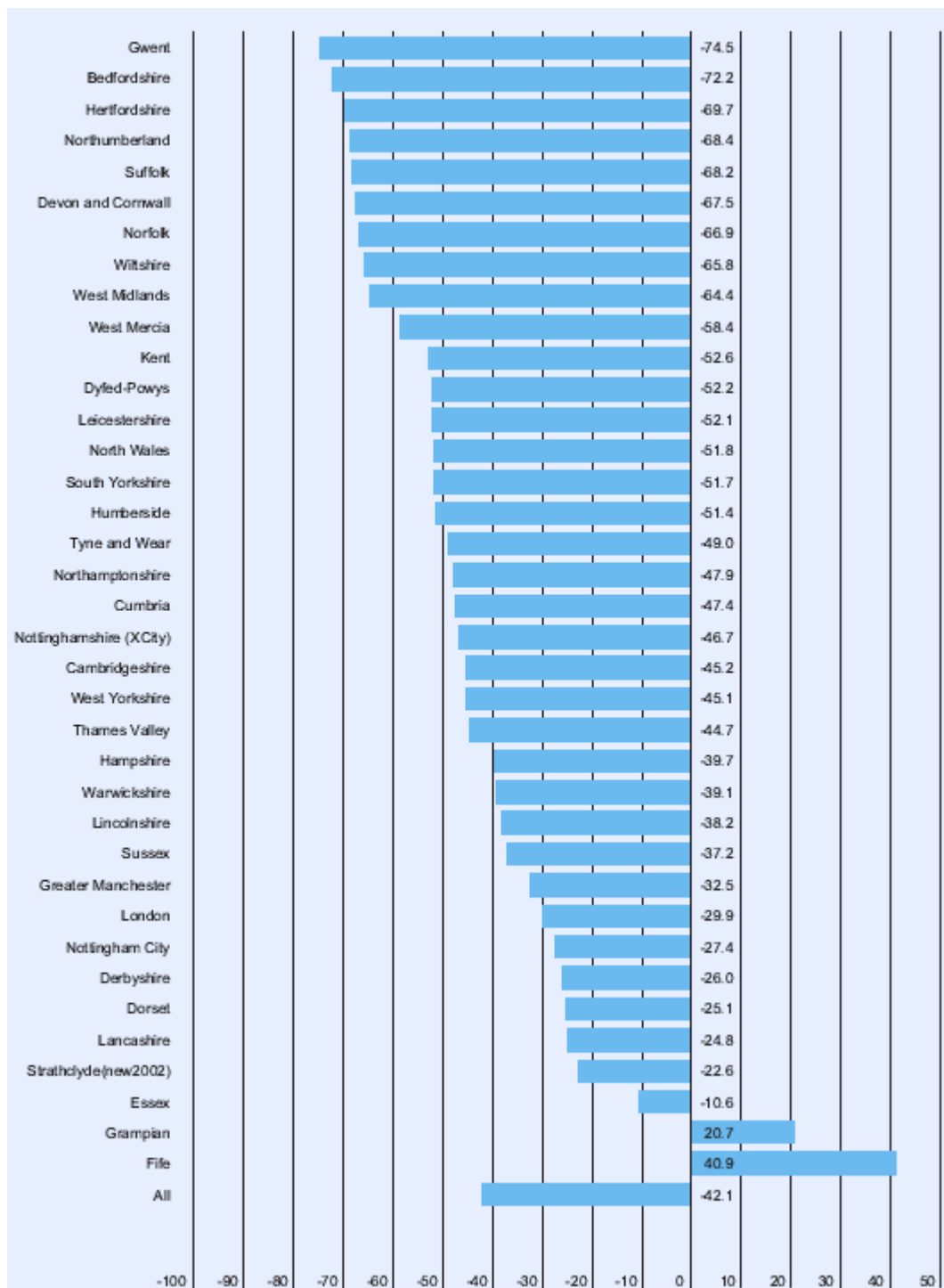
<sup>3</sup> PICs or Personal Injury Collisions are collisions where someone has been killed or has sustained an injury whether serious or slight.

**Table 2:** Estimates of the combined effect on KSI<sup>4</sup> of cameras operating under cost recovery for at least a year, by partnership area. Wiltshire & Swindon Safety Camera Partnership has the 8<sup>th</sup> highest reduction in people killed or seriously injured.

Effect on killed and seriously injured (per annum) at camera sites				
Partnership	KSI pa	Change (%)	Confidence interval 95%	
Avon and Somerset	142.2	8.8	-1.8	20.5
Bedfordshire	72.4	-72.2	-77.8	-65.3
Cambridgeshire	66.7	-45.2	-54.0	-34.8
Cheshire	32.2	4.0	-19.7	34.9
Cleveland	26.5	-14.3	-28.1	2.2
Cumbria	68.4	-47.4	-57.3	-35.1
Derbyshire	163.8	-26.0	-33.5	-17.7
Devon and Cornwall	67.3	-67.5	-75.1	-57.6
Dorset	111.3	-25.1	-35.6	-12.8
Essex	119.6	-10.6	-18.5	-1.9
File	43.9	40.9	14.3	73.7
Grampian	58.3	20.7	4.0	40.1
Greater Manchester	111.0	-32.5	-41.7	-21.9
Hampshire	127.0	-39.7	-46.6	-31.9
Hertfordshire	62.3	-69.7	-76.4	-61.1
Humberside	61.7	-51.4	-61.6	-38.5
Kent	100.0	-52.6	-59.4	-44.6
Lancashire	99.1	-24.8	-33.0	-15.5
Leicestershire	111.7	-52.1	-58.6	-44.5
Lincolnshire	62.2	-38.2	-49.1	-25.0
London	539.3	-29.9	-37.4	-21.4
Norfolk	178.9	-66.9	-71.2	-62.1
North Wales	81.9	-51.8	-58.8	-43.5
Northamptonshire	37.4	-47.9	-57.4	-36.2
<b>Northumbria</b>				
- Northumberland	45.9	-68.4	-78.7	-53.0
- Tyne and Wear	45.8	-49.0	-70.9	-10.7
<b>Nottinghamshire</b>				
- Nottingham City	97.1	-27.4	-50.5	6.5
- Nottinghamshire (XCity)	86.5	-46.7	-64.8	-19.2
<b>South and Mid Wales</b>				
- Dyfed-Powys	130.5	-52.2	-57.8	-45.9
- Gwent	80.7	-74.5	-79.2	-68.6
South Yorkshire	177.0	-51.7	-56.7	-46.1
Staffordshire	30.2	5.2	-18.9	36.4
<b>Staffclyde</b>				
- Strathclyde(new2002)	27.7	-22.6	-55.4	34.3
- Glasgow City	34.0	-30.4	-57.8	14.8
Suffolk	53.5	-68.2	-76.2	-57.5
Sussex	61.1	-37.2	-47.0	-25.5
Thames Valley	35.5	-44.7	-59.7	-24.2
Warwickshire	76.5	-39.1	-47.3	-29.7
West Mercia	66.3	-58.4	-67.6	-46.6
West Midlands	284.4	-64.4	-67.9	-60.6
West Yorkshire	2.5	-45.1	-84.1	88.9
Wiltshire	75.5	-65.8	-73.5	-55.9

<sup>4</sup> KSIs – Killed or seriously injured.

**Figure 3:** % Change in KSIs at camera sites, by partnership area. Wiltshire & Swindon Safety Camera Partnership has the 8<sup>th</sup> highest reduction in people killed or seriously injured at camera sites compared to baseline.



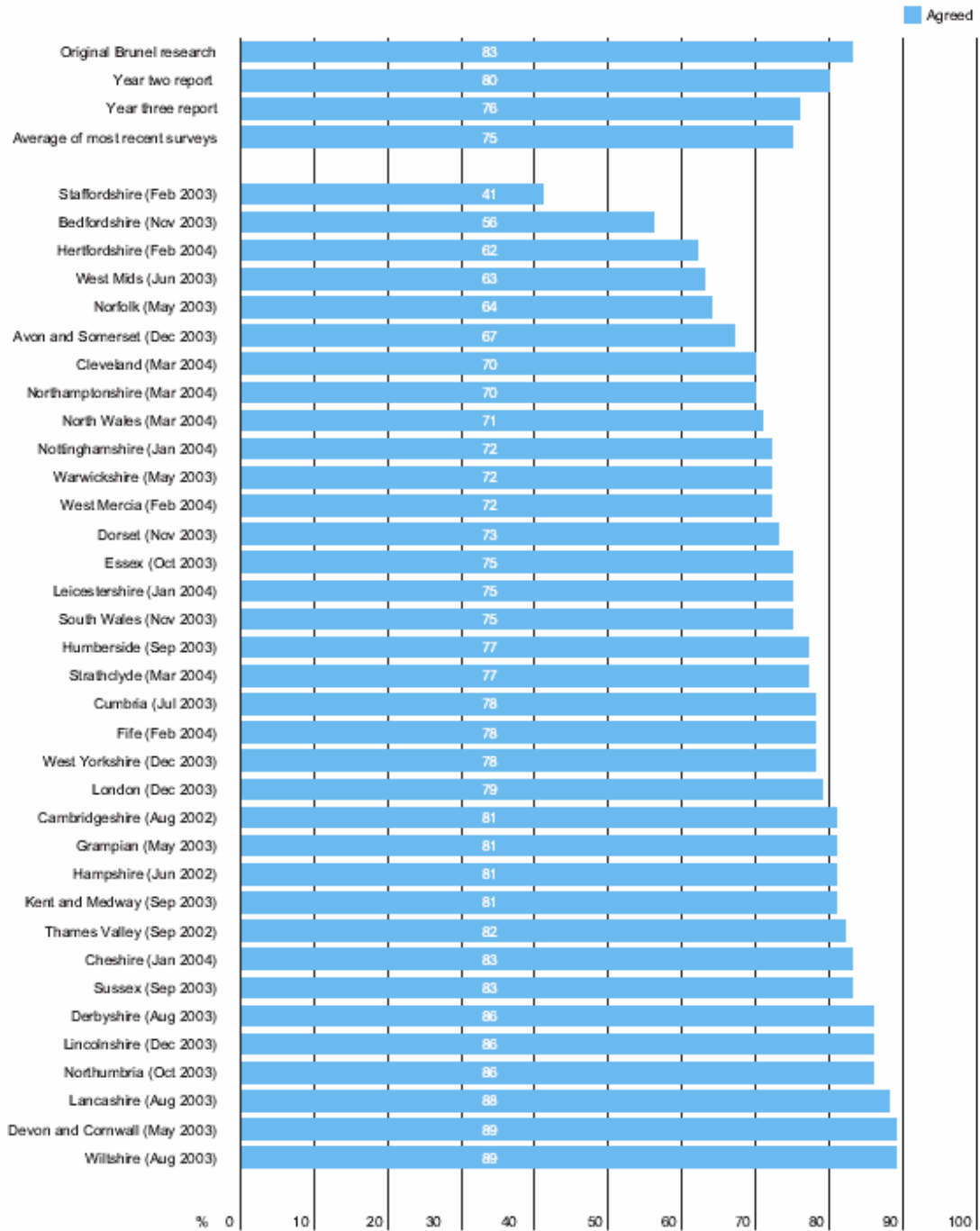
## **4.0 Public support for cameras**

Although in recent months the national media has promulgated negative news stories giving the impression that there is very little public support for cameras, opinion surveys taken by partnerships show a very different picture. Support for cameras is high and in Wiltshire public support is one of the highest amongst all partnerships.

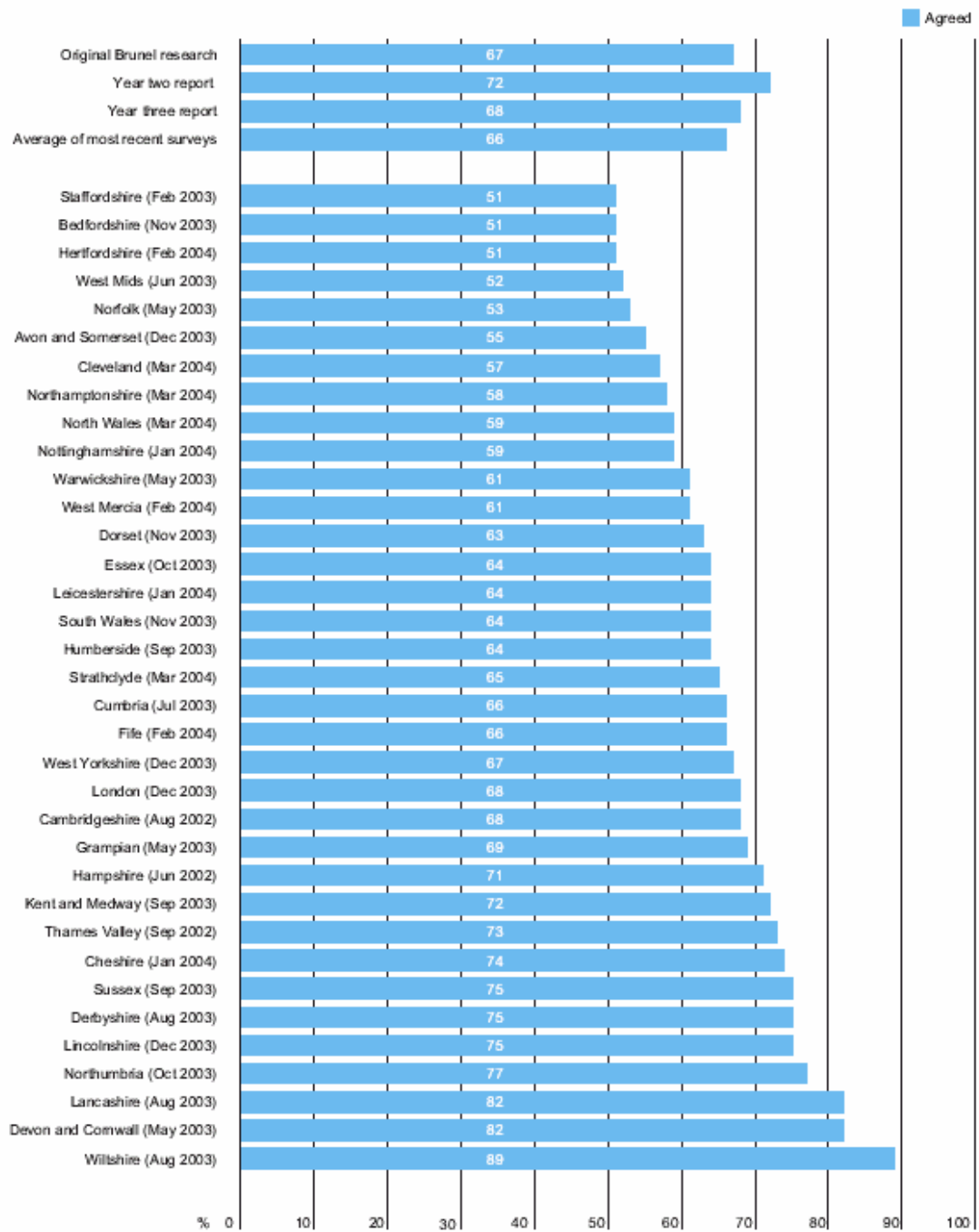
The Wiltshire & Swindon Safety Camera Partnership has a policy of working closely with each of the partner organisations and local communities in order to decide where enforcement should take place. The partnership has numerous 'Community Concern Sites', where a local resident or Parish/Town council has highlighted a speeding problem and where these suspicions have been proven by speed surveys. The aim of the partnership is to change motorist behaviour in order to increase compliance with speed limits and in doing so changing people's attitude to the use of cameras to reduce casualties on our roads.

The illustrations below show the responses to each statement and the level of support for each of the statements by partnership areas. The charts below show a significant level of support for cameras in Wiltshire and in some cases the highest level of support when compared with the other partnership areas.

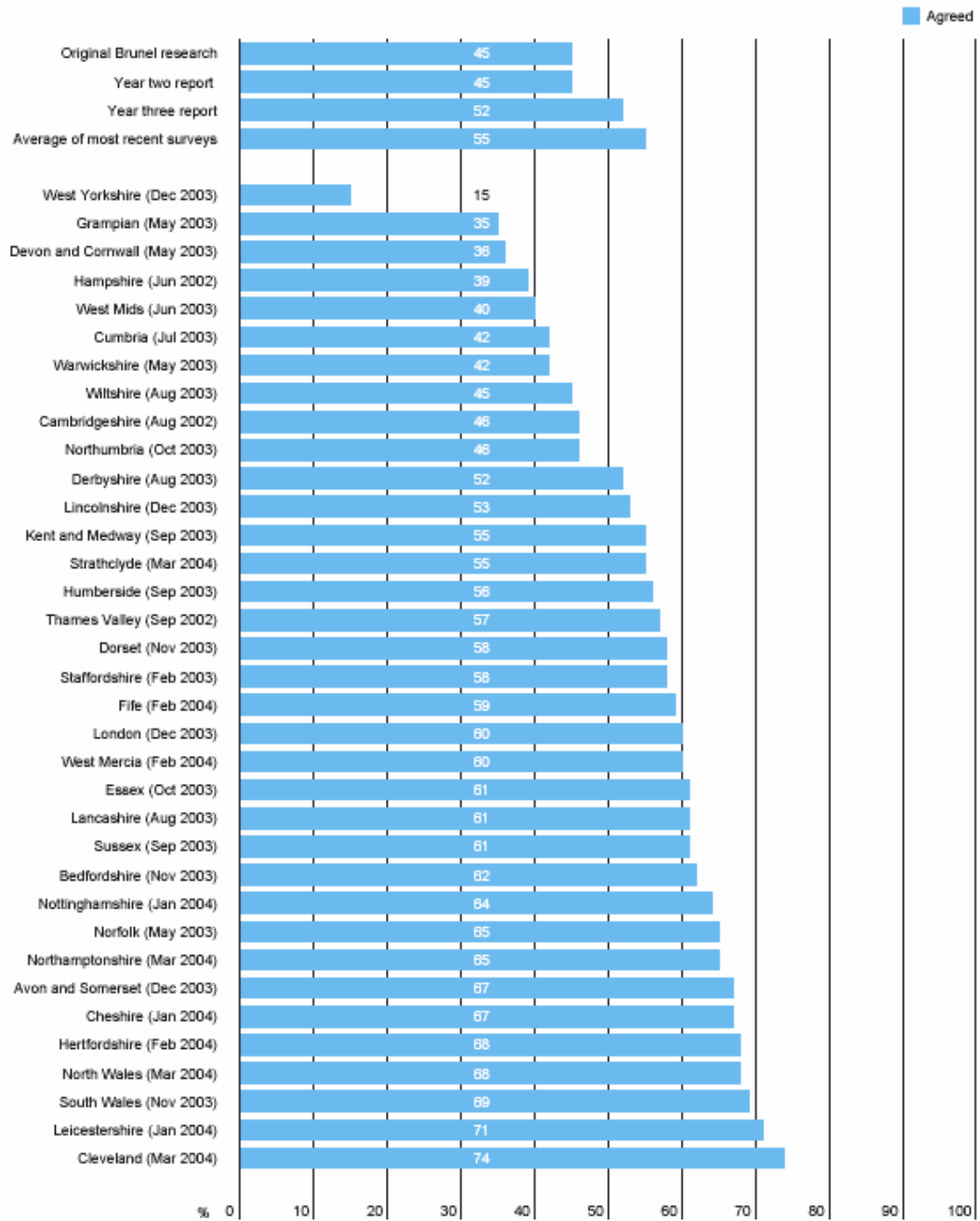
**Chart 1:** % who agree that 'Cameras are meant to encourage drivers to stick to the limits, not punish them'



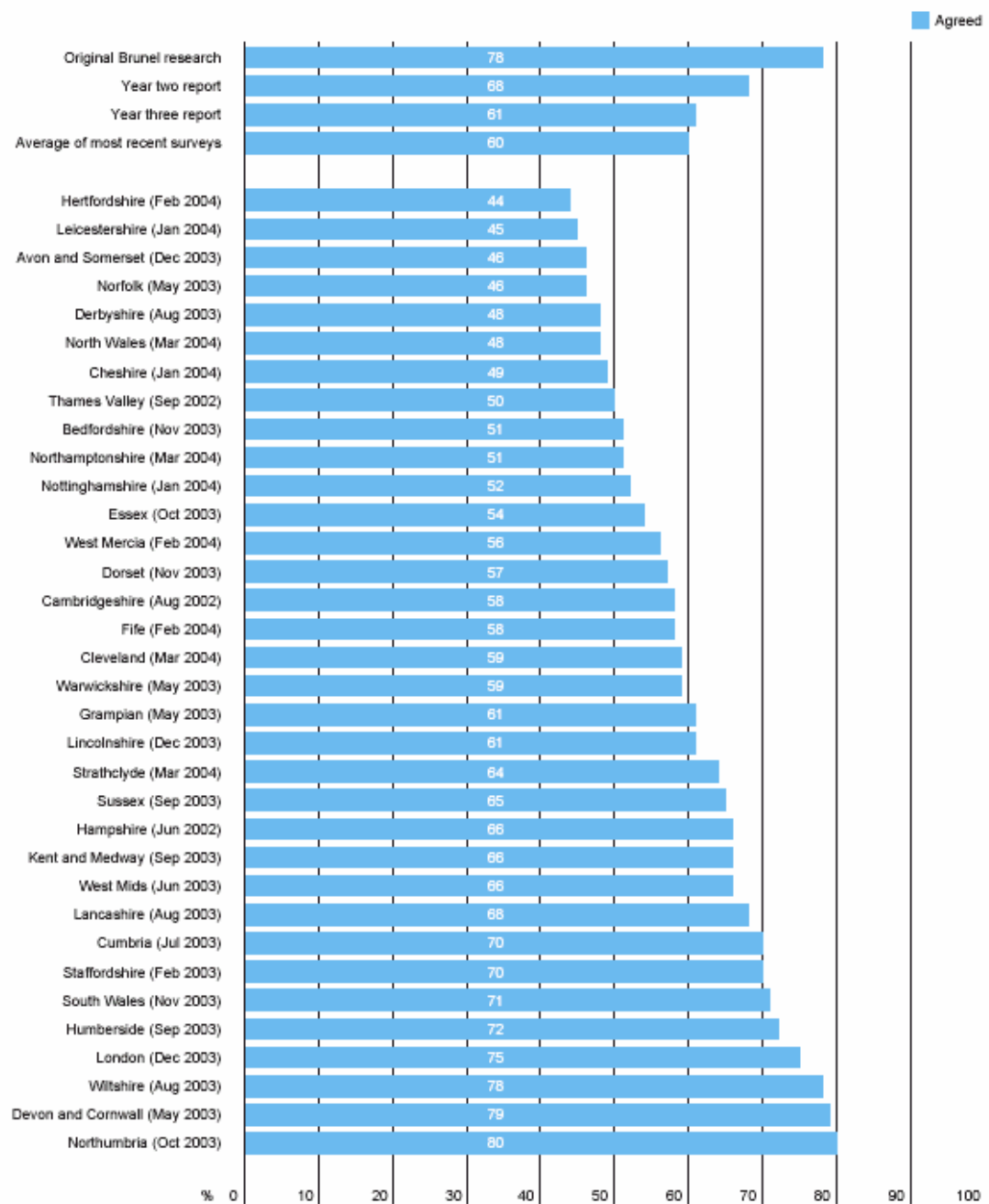
**Chart 2:** % who agree with the statement that 'Fewer collisions are likely to happen on roads where cameras are installed'



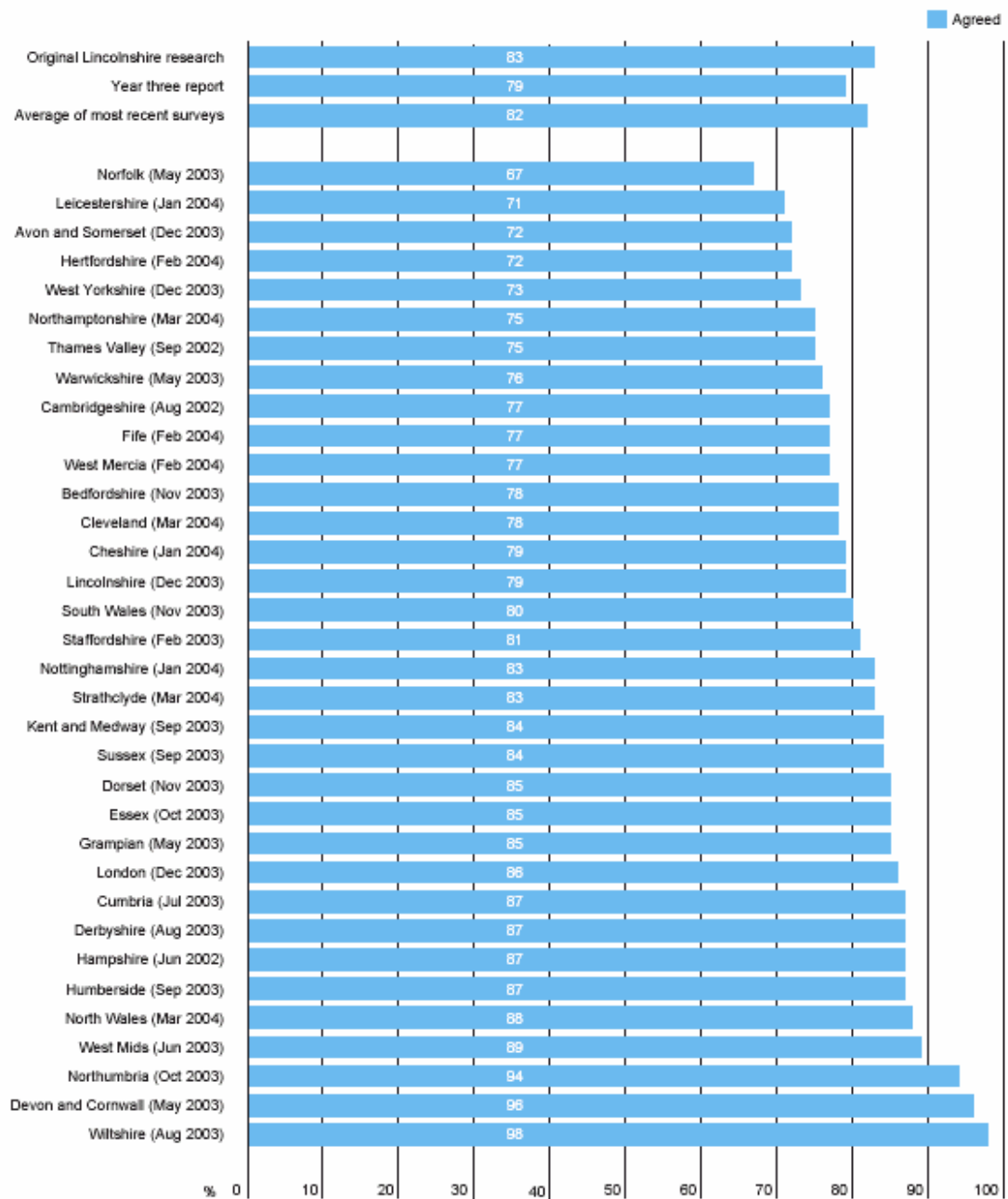
**Chart 3:** % who agree with the statement 'Cameras are an easy way of making money out of motorists.'



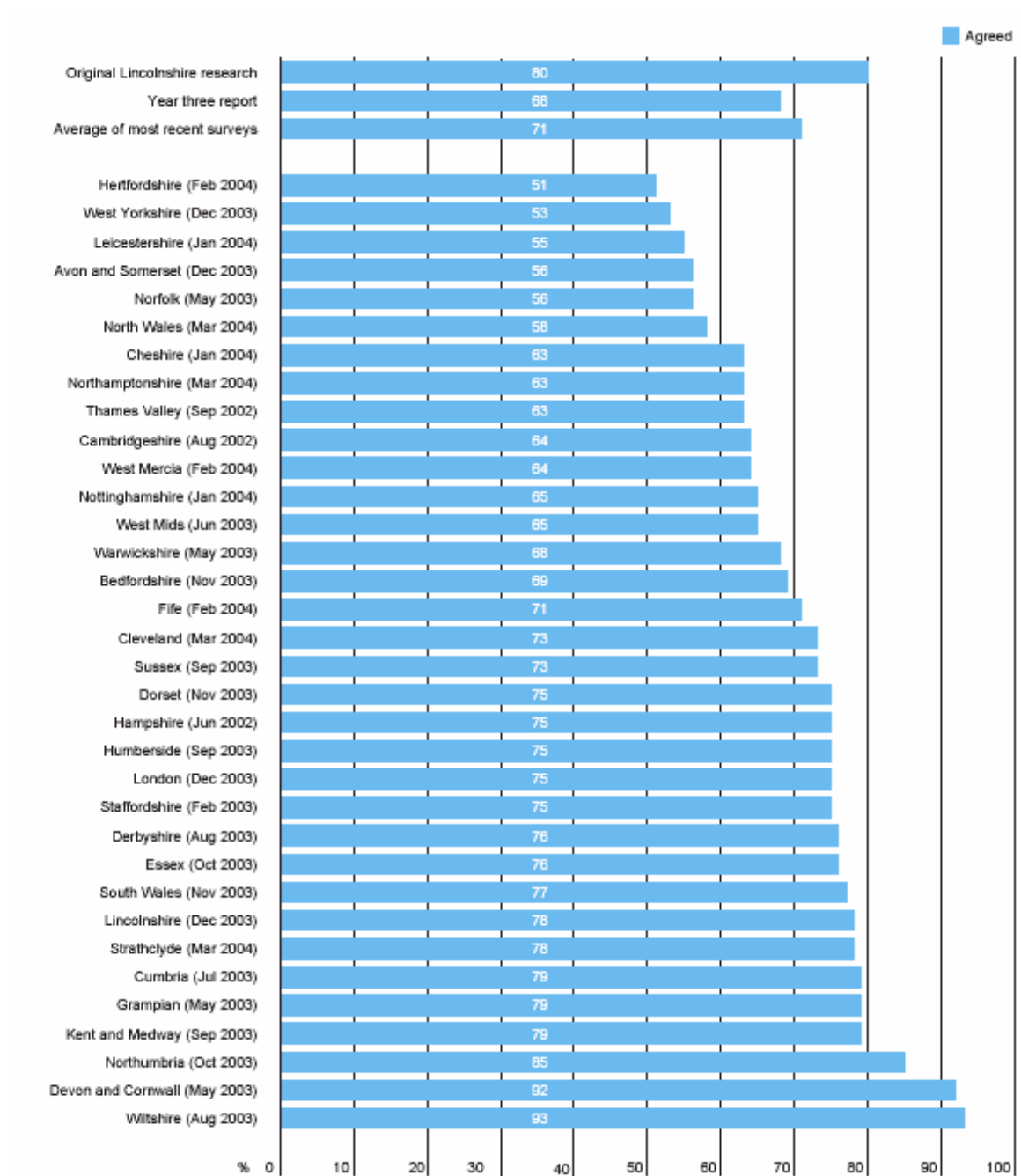
**Chart 4: % who agree that ‘Cameras mean that dangerous drivers are more likely to get caught.’**



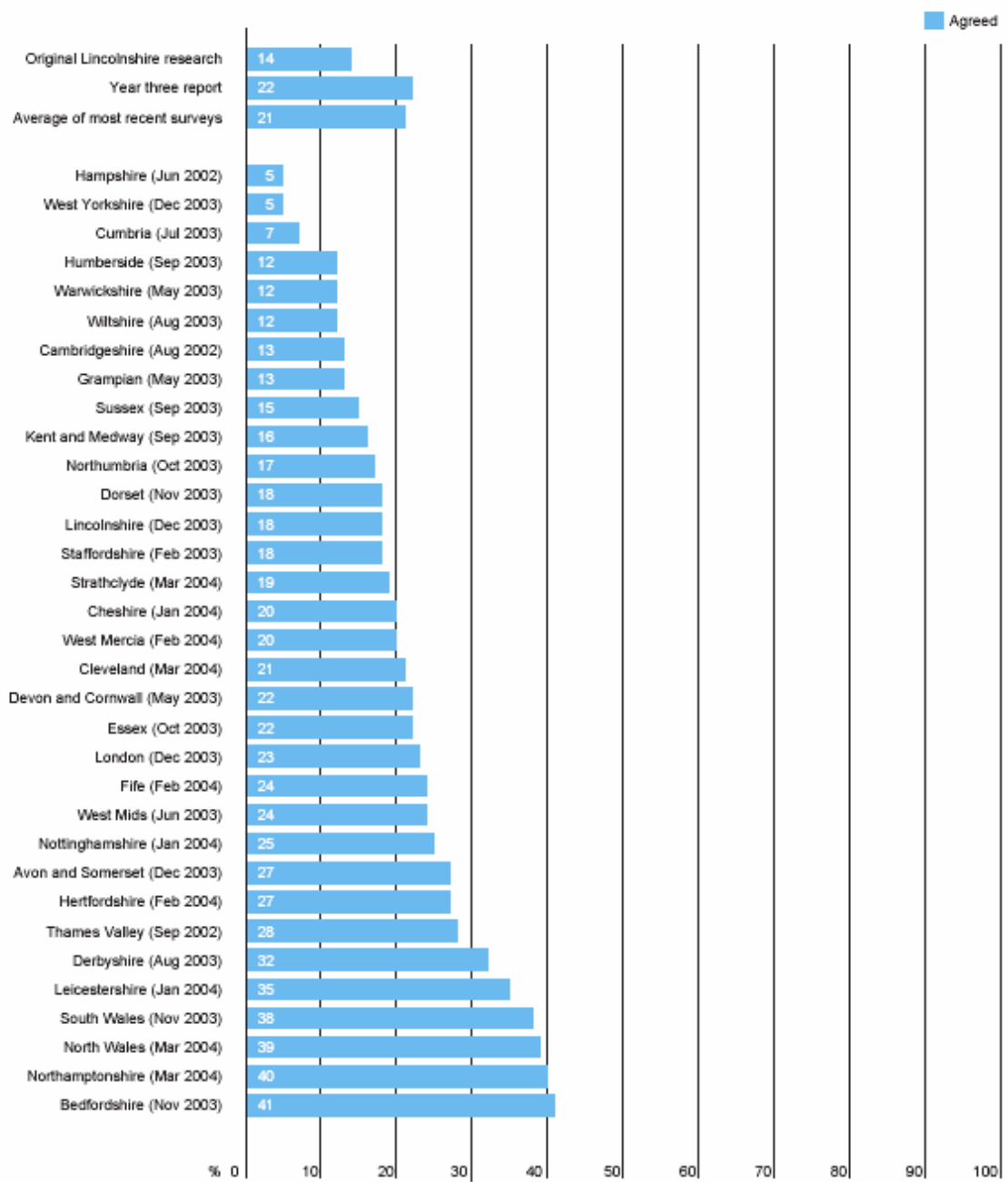
**Chart 5:** % who agree with the statement 'The use of safety cameras should be supported as a method of reducing casualties.'



**Chart 6:** % of agree with the statement 'The primary aim of cameras is to save lives.'



**Chart 7: % who agree that 'There are too many safety cameras in our local area.'**

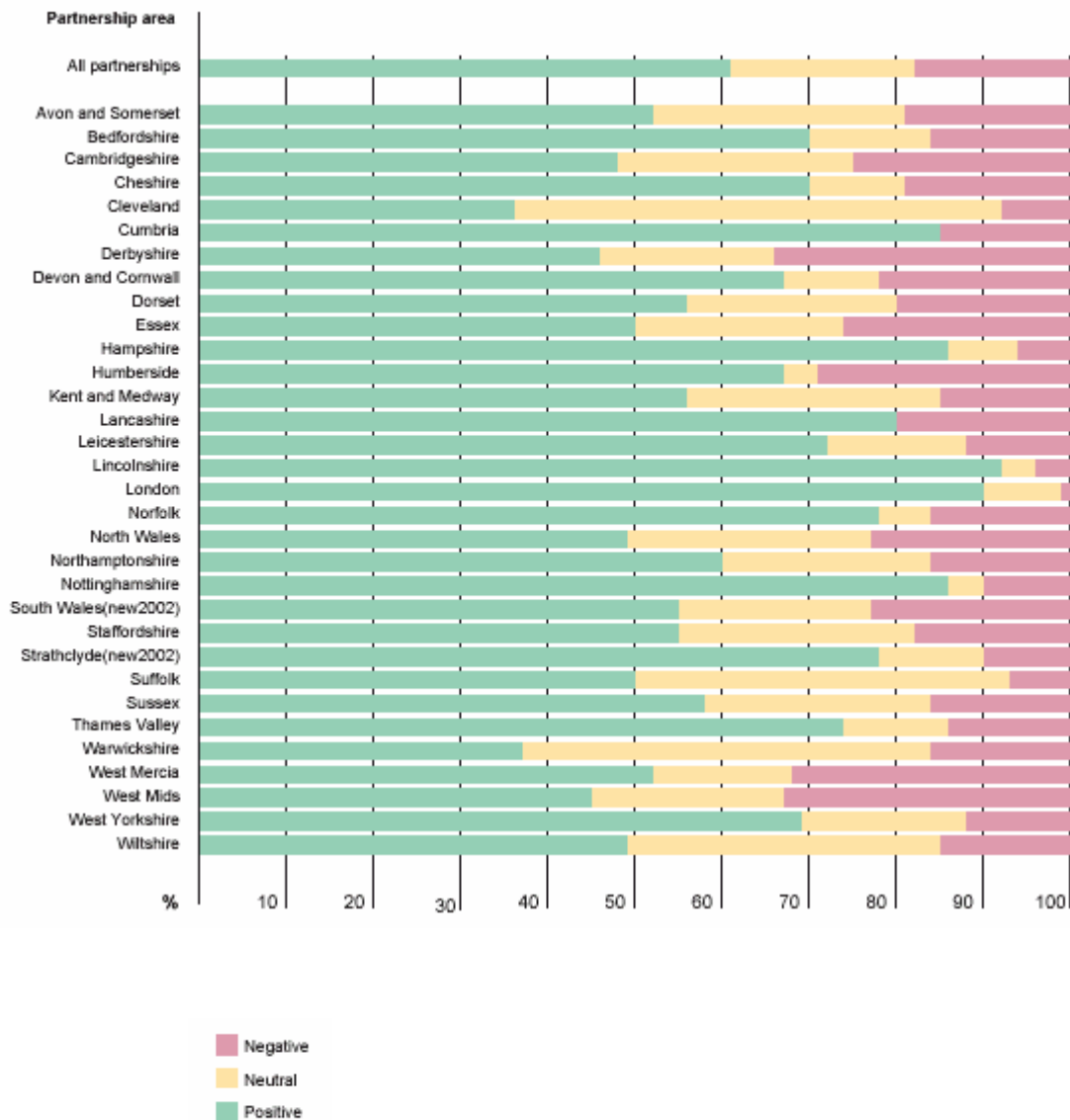


## 5.0 Local press coverage

The Wiltshire & Swindon Safety Camera Partnership has an open and honest relationship with the media, encouraging them to seek our opinion and views when working on a story. This gives the partnership an opportunity to ensure that the information that is published is accurate. We are always happy for members of the media to visit the Safety Camera Unit (the operational division of the partnership) and to see how sites are selected and the benefits to society in reducing road traffic casualties.

The chart below shows the proportion of local press coverage (as measured by column inches) that each partnership has received.

**Chart 8:** Local press coverage by partnership over duration of programme



## **6.0 The future for cameras**

The case for safety cameras and their worth in saving lives has been proven both nationally and locally, here in this partnership area. The current funding system derived from offender fines will continue until March 2007, where the partnership's operational costs are paid for by fines with surplus fines staying with the Treasury. Beyond 2007 cameras will continue to be funded from fines but the surplus income will be made available via Local Transport Plans to be used locally for other aspects of road safety.