

**DERBYSHIRE SAFETY CAMERAS**  
**PROJECT**

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The Inter-Agency Group has continued to work together and meets quarterly to agree priorities and set action plans to achieve these. This includes the agreeing and setting of casualty reduction targets in line with Government targets. Please see Appendix B for the agreed 2010 targets.

## **PROPOSAL FOR FINE NETTING**

The proposals within this Operational Case have been formulated to meet the following objectives:

- ◆ **To educate the public in the need for speed and red light compliance.**
- ◆ **To reduce road collisions and casualties by means of speed and red light enforcement.**
- ◆ **To make speeding and red light violation an anti-social phenomena.**
- ◆ **To clearly demonstrate to the public the rationale behind the scheme.**

The objectives will be achieved by Education, Encouragement and Enforcement supported by a pro-active marketing strategy designed in such a way as to have the full and unqualified support of the community. It will be carried out in line with the Service Level Agreement, which has been agreed by all of the partners and is attached. See Appendix E.

The proposed enforcement will encompass existing and additional technology to include:

1. Fixed site Speed Cameras
2. Mobile Speed Cameras
3. Fixed Site Red Light Violation Cameras.

A variety of technological devices will ensure a flexible and dynamic approach to speed and red light enforcement leading to casualty reduction. The acquisition of additional technology will be phased over the next two financial years.

## **CASUALTY REDUCTION STRATEGY**

Casualty reduction in Derbyshire is not a new phenomenon and considerable resources have been made available particularly since the early 1990's. A gradual increase in technology, coupled with recognition that death and serious injuries have no place on the county's roads, has ensured that all partners have been focussed on casualty reduction.

As a result of the introduction of fixed camera sites in 1994 casualties at those sites reduced dramatically by an average of one-third, see Appendix C. As the four mobile speed cameras were only introduced in March 2001 it is too early to carry out any meaningful assessment of their impact on casualties.

In order to meet our projected targets for the two-year period it is intended to reduce the speed threshold by 3mph. Using the well-established relationship between speed reduction and casualty reduction this will equate to an additional 15% reduction in casualties at the existing fixed sites. This is in addition to the 33% reduction in casualties already achieved at these locations by the use of safety cameras. Reducing the threshold, coupled with increased activity and the strategic deployment of the mobile cameras, will ensure that we meet the Government's 2010 targets in advance of this date.

The partnership has set three objectives in utilising safety cameras:

- ◆ **Reduce casualties by a further 15% over a two-year period on the identified routes using fixed enforcement cameras.**
- ◆ **Reduce casualties by 15% over a two-year period on the road network identified for the operation of the mobile enforcement cameras.**
- ◆ **Reduce casualties by 2% on the remaining road network in Derbyshire.**

## **EXISTING SPEED AND RED LIGHT CAMERA TECHNOLOGY**

Fixed speed detection sites were introduced in Derbyshire in September 1994 on the A61 at Chesterfield and the A50 at Swadlincote (now the A511). Currently, there are 54 fixed speed camera sites countywide serviced by five cameras. These are also serviced by 10 dummy 'cameras', which are also rotated around the sites. Please see Appendix C for list of fixed sites.

In March 2001 the three Highways Authorities formed a partnership to purchase four mobile speed cameras for use by the Derbyshire Constabulary on roads agreed as part of a Service Level Agreement. Unfortunately the Constabulary was, at that time, unable to fund any increase in staffing in it's Central Ticket Office with the result that the use of these and the existing speed cameras would have to be restricted.

One red light violation camera is in operation in Derby City centre at a single site, which became operational in December 2000.

## **SPEED AND RED-LIGHT VIOLATION CAMERA OPERATION**

Since the introduction of speed cameras into Derbyshire there has been an Inter-Agency Working Group to agree on the levels of speed enforcement. These meetings have been used to agree on the priority routes for fixed camera enforcement. The work on identifying these routes has been carried out by staff in both the Police and Highways Authorities using existing data systems. It is anticipated that the Project Manager and Data Analyst will carry out some of this work.

The installation of camera housing and the maintenance and running costs for those housings has been borne by the Highway Authorities. This includes the power costs, any repairs and an ongoing maintenance program including servicing contracts. The initial purchase of the camera equipment, including any dummy units, has also been the responsibility of the Highway Authorities.

The day to day operation of the cameras has been carried out by Police Officers. This includes the siting of the cameras and dummies, changing of film and delivering that film for processing. This function will, in future, be performed by a support staff member operating as part of the Project Team and will be combined with the speed data collection function. There will be a need to train this member of staff to carry out the various functions.

To date the Constabulary has borne the cost of maintaining all of the enforcement equipment once it has been purchased and this has included the cost of annual calibration. All consumables e.g. film, batteries etc. have also been purchased by the Force.

The objective is to reach a position where each housing has either a live or a dummy camera installed. It is not proposed to increase the number of speed cameras immediately but the number of dummy flash units will be increased significantly. In view of the change of accommodation, process change and the introduction of the four mobile cameras the Central Ticket Office will not be able to cope with an increased fixed camera workload until new staff are in place.

The acquisition of alternative accommodation and the recruiting of additional staff will take some time. Consequently, we will not be in a position to increase the number of fixed camera sites until early 2002. It is proposed to increase the number of cameras from the existing five to twenty by March 2003.

Each of the Highways Authorities is examining their existing data to identify locations where there is a justified need for additional fixed camera housings. The Partnership Steering Group will agree each of these new sites. Work on installing additional fixed camera housings will begin in the third quarter of 2001. In the year 2002/2003 it is proposed to substantially increase the number of housings from the existing 54 to 100.

Taken together these two steps will also have the effect of reducing the ratio of cameras to housings from 1:11 to 1:5. This increase in the probability of being prosecuted if you exceed the speed limit on the roads of Derbyshire can be used as part of the publicity campaign.

The mobile speed cameras are a new addition to the Constabulary's and Highways Authority's casualty reduction strategy. A considerable amount of staff time has been expended in the identification of suitable sites for their deployment. It is anticipated this work, and the monitoring of the sites will be performed by the Project Team.

The cost of operating the mobile speed cameras is borne by the Constabulary together with the responsibility for calibration, servicing, maintenance and repairs. In addition, the Force also purchases all consumables, e.g. videotapes. There will be a need to provide four dedicated vehicles, one for each of the mobile speed cameras. These will be used solely for the purpose of operating the mobile speed cameras.

Four experienced and trained Road Traffic Officers currently operate the cameras and it is our intention to continue in this way. However, as these officers are replaced in the future, further training will be required.

At the current time there is no proposal to increase the number of mobile safety cameras. However, the success of the existing four cameras will be evaluated over the first year of the project. In light of this evaluation a decision will be taken as to whether additional mobile safety cameras would be required in the year 2002/2003. Should this be the case they will be included in the revised Operational Case to be submitted at the beginning of 2002.

## **OPERATIONAL CASE NARRATIVE**

### **SET-UP COSTS**

The Police allocated two members of staff to the preparation of the Operational Case on a full time basis since 12 March 2001. They are a Police Sergeant and an Administrative Officer from the Administration of Justice Department. In addition, a student on placement from the University of Derby has performed the data analysis function.

The Police also dedicated a Finance Officer to the project to cost existing activity and assist in the preparation of the Cost Model for the Operational Case.

Each of the three Highways Authorities were tasked with collecting information with regards to the level and costs of their existing activity and projected future activity.

Derbyshire County Council undertook to develop the PR Strategy for the partnership.

Costs have been incurred by the Project Team whilst visiting pilot forces and in the purchase of IT and associated equipment.

### **HIGHWAYS AUTHORITIES**

The Highways Authorities have to date shared responsibility with the Constabulary for the identification and investigation of potential safety camera sites. Each organisation has its own collision investigation team who dedicate some of their time to safety camera work. Once sites have been agreed the Highways Authorities have purchased and maintained all of the on-site equipment and also purchased all of the required enforcement equipment.

Each of the Highways Authorities has provided a member of staff responsible for the co-ordination of the maintenance operation with the appointed contractor or Works Department. The Constabulary has been responsible for inspecting each site, as part of the camera operation routine, to identify any defects.

Any signing for fixed and mobile camera enforcement is in the sphere of responsibility of the respective Highway Authority. Although the type and level of signing is agreed at a partnership level, there is an agreement between the partners that "blanket" signing has a detrimental effect and will not be implemented in Derbyshire. Only those routes subject to speed enforcement will be signed.

### **CENTRAL TICKET OFFICE**

The existing Central Ticket Office requires the equivalent of 5 full-time staff posts to perform the functions associated with camera enforcement. Given the proposed level of future enforcement it has been calculated that an additional five members of staff will be required in the early stages of the operation. One member of staff will act in a supervisory capacity and will be responsible for the safety camera operations within the Central Ticket Office. The Project Manager, in consultation with the Central Ticket Office Manager, will monitor and review staffing levels.

The 5 full-time equivalent posts employed in the camera reading process do so on a rotational basis. Whilst there are clear benefits for this process, enhanced competence will only be achieved by having dedicated personnel to perform this function. Five existing members of staff will be identified for future operations and will require additional training. New staff members will be expected to have a certain level of computer competency, which will be tested prior to appointment. Training in their new role will be required.

It will not be possible to recruit new members of staff before a possible 'go live' date of 1<sup>st</sup> July 2001. There may be a need, therefore, for existing staff to work overtime in order to achieve the level of enforcement required.

### **Accommodation**

The existing accommodation is only suitable for current staffing levels. A number of options have been explored in consultation with the Force Capital Development Consultant, as follows:

- a. Existing Facilities - There is no space within the existing accommodation to expand the safety camera processing operation. Part of this is already housed in a temporary structure. Expansion of this structure was considered, but owing to the nature of the site, which would require considerable landfill, this would be an impractical and expensive option.
- b. Move Within Existing Facilities - There is no space available within the existing complex to accommodate any increase in activity in this area. Further temporary buildings are already in use on the complex to house other functions.
- c. Move to Premises Owned by the Partnership – The Constabulary does not have any available accommodation to house the Safety Camera function. It should also be recognised that it is imperative for the smooth running of the operation to be in close proximity to the Photographic Section and other departments within the Police Headquarters complex. Additionally, a number of the existing Central Ticket Office staff will be required to work solely on the project and are contracted to work at the Police Headquarters complex. Any change in conditions of service would obviously lead to a delay in the commencement of the scheme. There are other logistical and line management issues which support the co-location of the new staff with the existing Central Ticket Office. Accommodation owned by other partners was considered but given the time scales, technology and staffing issues this would also be an impractical and expensive option.
- d. Use Temporary Accommodation - For a variety of practical, logistical and financial reasons the preferred option is to provide a new purpose built temporary structure sited within the Force Headquarters complex adjacent to existing IT and other essential services. The structure can be put in place quickly and managed as part of the force stock. It is considered imperative by all of the partners that for the efficient and smooth running of the operation all of the Central Ticket Office staff should be housed in one structure. This would ensure optimum flexibility in staff deployment and consistent line management. Additionally, the expertise of the existing staff could continue to be utilised.

Currently, there are only sufficient computers to cater for existing levels of enforcement and staff numbers. It will be essential to acquire further high specification computers to enable members of the Central Ticket Office to work efficiently on this project. Existing pilot forces have been consulted and visited in order to identify best practice in relation to the use of technology. Additional workstations, compatible with health and safety legislation, will be required for the new staff.

Our aim is to at least double the current number of offenders processed by each staff member per annum. The intention is to use new technology and bring substantial process change to the operation to achieve maximum effectiveness.

The existing printer stock is unsuitable for the anticipated high levels of throughput. In addition, the intention is to move away from the use of expensive pre-printed stationery towards plain paper printing. New high specification colour laser printers will be required to maximise the operation. This will also allow for further process improvements in relation to the production of photographs.

Currently, requests for photographs for use at Court are passed to the Constabulary's Photographic Department. This is a time consuming and expensive process. It is intended that all photographs will be produced within the Central Ticket Office in future. Existing video capture cards are of a low specification and quality is compromised. High specification

replacement cards will be required for clarity and to allow the production of photographic quality prints.

Additional high specification VCRs and VTR controllers will be required for film viewing as the existing recorders are not of a standard compatible with operational efficiency. The two existing wet film viewers are some 7 years old and represent old technology. These will be replaced with more modern equipment.

Additional networked telephones will be required in line with the proposed increase in staff and to cater for the anticipated high volume of incoming calls from members of the public. The use of voicemail, a call queuing system and aspects of automation in this area are also being explored so that calls from the public can be properly managed and not impact on the operational efficiency of the Central Ticket Office.

All franking for Force Headquarters is undertaken centrally but there is no spare capacity within the existing franking operation to deal with additional large numbers of correspondence. Given that the new Central Ticket Office accommodation will be some way from the main Headquarters building, a franking machine for sole use by the Central Ticket Office staff will be required.

All correspondence received in the Central Ticket Office is opened manually which is time consuming and inefficient. The purchase of a fully automated letter opener will improve this process. All incoming correspondence is date stamped manually. An electric date stamp will be required to reduce staff time in performing this function.

With the acquisition of mobile speed enforcement cameras secure video storage is required. Primary evidence is stored on tape and security is, therefore, of paramount importance.

As the number of offences dealt with increases, there will be a need for additional storage to cater for large volumes of paper. It is envisaged, however, that electronic storage will be introduced as the project progresses and scanning technology is already being evaluated.

With the introduction of additional technology and automation, minimal downtime of equipment is crucial to the smooth running of the operation. Maintenance contracts will be required to minimise loss of throughput. In addition, the business continuity plan identifies equipment that is mission critical and requires either duplication or early identification of replacement units to allow the Central Ticket Office to continue to operate.

## **PHOTOGRAPHIC**

Wet film processing for fixed cameras is currently provided by the Constabulary's Photographic Section. This function will continue but as the number of offences detected increases, additional staff will be required. New members of staff will be trained to the level of technician and it is not anticipated that any additional training will be required. Prior to recruitment there may be a need for limited overtime working within this Section.

Existing equipment is only adequate for the current level of enforcement and will not be able to cope with the proposed increase in wet film activity. A new wet film processor will be required to meet the demands placed upon the Section by the project. Additional consumables, commensurate with the increased activity levels, will be required.

It is intended that the production of photographs from speed camera negatives, currently undertaken in the Photographic Section, be transferred to the Central Ticket Office. This will be possible by increasing the level and quality of technology in the Central Ticket Office.

## **FOLLOW-UP ENQUIRIES**

Police officers based on territorial divisions currently undertake follow up enquiries with regard to non-compliance of Section 172 Notices. It is the policy of the Derbyshire Constabulary to make every effort to identify the driver of a vehicle at the time that an offence was committed. It is intended that this function be centralised within the Central Ticket Office. Evidence from pilot Forces shows that a pro-active approach leads to increased compliance reducing potential Court time. It is proposed to employ one Police Officer and one Support Staff member to perform this duty. Experience in other Forces shows that a mix of police and support staff is both cost effective and desirable.

There will be a need for these members of staff to have access to transport. It is envisaged that two vehicles will be provided for use by the Data Collection Officer, the Project Management Team and the follow-up enquiry staff

Telephones will be required for those performing duty in relation to follow-up enquiries in order that they can be pro-active in their sphere of responsibility. These will be provided as part of the Central Ticket Office network.

Two computers of reasonable specification will be required to fulfil this function. A standard printer can be shared. Two workstations and associated furniture will also be required.

## **MAGISTRATES COURTS**

The Magistrates Court currently processes all fixed penalty payments at its Derby office. Existing staff are accommodated within the Courts building due to be replaced in 2003. There will be a need to increase staff numbers commensurate with the increase in workload but existing accommodation is limited. Temporary accommodation has been identified on a short-term basis. New staff will also require appropriate training for their role.

The IT equipment and software are provided by the Constabulary. With an increase in staff comes a need to increase the number of computers, printers and office furniture. There will be an increase in the numbers of licences required for the software as well as an increase in stationery and other office consumables.

## **DATA COLLECTION & ANALYSIS**

### **COLLISION DATA**

Injury collision data is recorded on 'cards' by Police Officers and then entered onto a computer database by support staff. The data is distributed on a monthly basis to the Highways Authorities and the Force Traffic Support Unit. Each of the Authorities uses a collision analysis package, 'Wings', which was purchased and is licensed by Systems Options Ltd. There are ongoing licence and maintenance costs for these systems.

The Constabulary employs a student on placement from university to carry out some limited analysis of the data to identify speed related collision hotspots. In addition, each of the Highways Authorities employs staff to carry out collision data analysis.

A full time Data Analyst will be employed as part of the Project Team who will be responsible for providing the necessary data to DETR. A high specification computer, capable of running 'Wings', and a suitable printer will be required.

The Constabulary is in the early stages of changing the processes by which collisions are recorded and analysed. Owing to the limitations of the 'Wings' system it is thought that an 'off the shelf' package is no longer appropriate. As a result, the Force is currently working closely with an IT partner to write a custom built Collision Recording System, a requirement of which will be the ability to identify collision-related hotspots. It is also hoped that the monitoring of sites for this project can, in part, be automated with collision data being provided automatically each month.

It is imperative that any new system be capable of improving the quality of data captured thus enabling the Police and Highways Authorities to identify collision and casualty trends. The cost of such a system is estimated to be in the region of £200,000 and would ensure corporacy of data and analysis between the partners.

**SPEED DATA**

The Constabulary uses four Marksman units and associated software supplied by Golden River for the remote collection of speed data. This involves the semi-permanent fixing of two tubes across the carriageway. There are ongoing costs of consumables e.g. road nails, tubing and batteries. In addition there is a service contract for the equipment and a licensing fee for the software used.

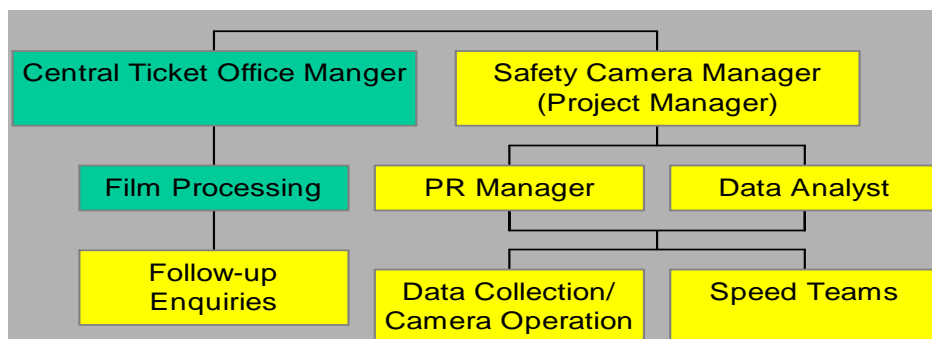
The units are placed out and retrieved by police officers with the data analysis being performed by both police officers and support staff.

The existing equipment and software have limitations and will not readily provide all of the information required by DETR. In view of this there is a need to purchase new equipment and software to carry out the speed data collection function. It is anticipated that a new support staff member employed as part of the Project will carry out this function. This task will also be combined with the day to day operation of the fixed camera stock.

As this will be a new post there will be a need to supply a new computer, printer and workstation. In addition, a new dedicated vehicle, suitably equipped, will be required.

**PROJECT TEAM**

A Project Manger, who will become part of the Central Ticket Office structure, will oversee the Project.



In addition to the Project Manager there will be a dedicated PR Manager and Data Analyst.

All of the staff will work within the Project Office based at Police Headquarters. They will be required to travel throughout the County as part of their role and a mileage allowance will be payable. The Data Collection Officer and the Follow-up Enquiry Team will be provided with two vehicles in order to keep any mileage allowance to a minimum and increase flexibility within the Unit. The vehicles will be available to the Project Management Team.

Training for existing and new staff will be essential and it is intended to create a Training/Resource Learning Centre within the Central Ticket Office accommodation. This will allow focussed training and regular team briefings. The two Police Staff responsible for the implementation of the Project will be attending a number of Project Management related courses in May 2001.

As all of these posts are newly created, office furniture, computers and printers will be required. In addition, the Project Team will require telephones, fax and Internet facilities.

In the early stages of the Project there will be a need for a degree of flexibility within the Project Management Team, particularly in relation to the attendance at public meetings etc. in the evenings. In view of the large workload in such a short period of time, there will be a requirement for some overtime working and this should be allowed for within the Cost Model.

## **COST MODEL**

### **CASHFLOW**

All the expenditure associated with the operation of the scheme has been incorporated into the Cost Model, see Appendix D. Year 2 costs have been included but it may be necessary to revise the figures in light of experience gained and adjustments will be made in the revised Operational Case to be submitted in March 2002.

During the first year of operation a target of 25,000 paid conditional offers has been set, increasing to 50,000 in Year 2.

### **RELATIONSHIP BETWEEN EXPENDITURE AND INCOME**

<b>Year</b>	<b>Expenditure</b>	<b>Income</b>	<b>Surplus</b>
<b>Set-up Costs</b>	£57,644		
<b>One (1/7/01-31/3/02)</b>	£1,333,446	£1,500,000	£108,910
<b>Two (1/4/02-31/3/03)</b>	£2,166,432	£3,000,000	£833,568

The Partnership is confident in its ability to ensure that revenue will cover all expenditure in the two-year period that this Operational Case covers. However, Highways Authorities and the Constabulary accept that they are equally responsible for any risks where revenue does not cover expenditure or where expenditure exceeds the levels indicated in the Operational Case.

### **AUDIT & ADDITIONALITY**

The year end audit will be achieved in accordance with each partner's normal financial and auditing regulations and any requirements of the scheme. Derbyshire County Council Finance Department staff will prepare a report that will be submitted to the District Auditor. The Auditor will also inspect the Magistrates' fixed penalty returns to the Lord Chancellor's Department and compare these to the baseline figures in the Operational Case.

### **BUSINESS CONTINUITY**

The Police, Magistrates, Crown Prosecution Service and Highways Authorities will ensure that their organisations have an adequate number of appropriately trained staff to cover periods of long-term sickness and other eventualities. Contingency plans are already at an advanced stage to recover the Central Ticket Office function, based at Police Headquarters, in the event of a systems failure or as a result of other circumstances.

Any systems failure at the fixed speed sites can be addressed by deploying the mobile cameras to these locations. This will ensure that the casualty reduction targets would not be adversely affected.

In relation to all enforcement equipment it is the intention of the Partnership to enter into a maintenance agreement which will ensure minimal downtime for all equipment. This also applies to all mission critical equipment and software in the Central Ticket Office and Magistrates Clerks' Office.

**UMBRELLA STRATEGY GROUP**

**AIMS**

**OBJECTIVES**

**ACTION PLANS**

**ANY ISSUES CAUSING PROBLEMS**

**AIMS**

To pool resources and expertise to better achieve shared casualty reduction and improve health and environmental goals.

**MAIN OBJECTIVES**

Workplace register

Speed

In car safety

Anti drink/drugs

Community

**Workplace Register**

To encourage companies/Authorities to join the register and support them with the setting up of safety policies for their drivers.

**A conference is run bi-annually for members of the register and other interested parties, newsletters and DETR information is sent out quarterly to members of the register.**

**Speed**

The inter-agency endeavours to heighten the public's awareness of the need to reduce speeding, both for safety and environmental reasons. This is done by producing speed car stickers for the general public, information sheets on show at all local Authority venues and encouraging businesses, e.g. Stagecoach to use their own version of the speed stickers. The mobile exhibition unit has been used in conjunction with the speed reaction tester at a number of venues to help publicise the campaigns. The county and city, with support from the inter-agency, also run a campaign of roadside posters each September for one month. Radio Derby and the Post Office also support this campaign.

**In car safety**

To make information available on child car restraints, their installation and use.

An advisory leaflet has been produced for midwives and health visitors to give to parents to help them with the choosing and fitting of child car seats.

A wall chart has also been produced for clinics and doctors' waiting rooms showing the ages and weights of children and the appropriate type of car restraints they would need.

During child safety week, Police and the two Health Authorities also run a ride-out scheme aimed at informing parents about the law with regard to child restraints.

### **Anti drink/drive and drugs**

To support the local and national campaigns and to reinforce the anti drink/drive message throughout the city and county.

Various ways have been found to deliver the message including posters and leaflets sent to all appropriate outlets:-

- Pubs
- Garages
- Members of workplace register
- Local Councils
- Colleges

These are targeted on a regular basis in conjunction with the DETR campaigns.

We have also used the mobile exhibition unit to raise awareness of the possibility of using non-alcoholic drinks as an alternative to alcohol at functions.

### **Community**

To help raise awareness of the role the community can play in order to make their environment both safer and more user friendly.

At present the inter-agency group is in the process of producing a pack for use within the community.

### **FIRMS ON THE MOVE**

A guide to improving the safety of work related journeys

**The above document is a working tool to enable health and safety managers to incorporate road safety polices for those employees who drive during their working day, into the normal safety policies.**

It contains guidance on identifying your priorities for action and examples of best practice with case studies of how other employers have tackled a range of road safety issues.

We recognise that all organisations are different. Accordingly, we have designed this resource to be non-prescriptive. The suggestions can be selected from and adapted to your particular setting.

The content includes:-

- A potted history of the inter-agency group.
- Why you should bother to put policies in place.
- The risks of driving for a living or driving as part of your working day.
- The areas you need to look at in order to put policies in place.
- An initial status review to show you where you stand with regard to safety policies already in force.
- The elements of best practice that can be put in place.

- The management responsibilities and driver responsibilities in two separate sections.

There is also space to save copies of the quarterly Firms on the Move Newsletter and the Department of the Environment and the Regions information that is also sent on a regular basis.

Finally there is a section on business travel plans and an appendix which includes driver training information, an collision information document, an collision report form the latest collision statistics and a list of useful contact names and addresses.

## Casualty Reduction Targets

### **Government Targets**

Government casualty reduction targets were set out in the strategy document 'Tomorrow's Roads - Safer For Everyone' and are as follows:

**“By 2010 we want to achieve, compared with the average for 1994-98:**

- **A 40% reduction in the number of people killed or seriously injured in road collisions;**
- **A 50% reduction in the number of children killed or seriously injured; and**
- **A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.”**

The document stresses that these targets should be achieved by various agencies and individuals working in partnership, the main partners to include:

- Government and its Agencies
- Local Authorities
- Police Forces
- Health Authorities
- Voluntary Groups and Road User Associations
- Motor Vehicle Manufacturers
- Individual Road Users

### Establishing a Baseline

Both the County and City Councils have now set their baseline and year 2010 targets, which are as follows:

#### Fatal and Serious Casualties (KSI) – all ages

<b>Year</b>	<b>Derbyshire</b>	<b>Derby</b>	<b>Total</b>
95-98 Baseline	675	157	832
2010 target	405	94	499

#### Fatal and Serious Casualties (KSI) – Child Casualties (0-15 years)

<b>Year</b>	<b>Derbyshire</b>	<b>Derby</b>	<b>Total</b>
95-98 Baseline	83	31	114
2010 target	42	15	57

**Fatal and Serious Casualties (KSI) – all ages**

	<b>4.2% Annual Reduction</b>
<b>Year</b>	<b>Total</b>
95-98 Baseline	832
1999	797
2000	764
2001	732
2002	701
2003	671
2004	643
2005	616
2006	590
2007	565
2008	541
2009	519
2010	499

**Fatal and Serious Casualties (KSI) – Child Casualties (0-15 years)**

	<b>5.5% Annual Reduction</b>
<b>Year</b>	<b>Total</b>
95-98 Baseline	114
1999	108
2000	102
2001	96
2002	91
2003	86
2004	81
2005	77
2006	73
2007	69
2008	65
2009	61
2010	57

## Evaluation of Collision Reduction at Fixed Speed Camera Schemes in Derbyshire

Scheme	Before Accident Rate	After Accident Rate	Change	% change
A511 Swadlincote	21.0	13.0	-8.0	-38%
A61 Chesterfield	9.0	7.3	-1.7	-19%
A444 Overseal	10.7	5.5	-5.2	-49%
A619 Chesterfield - Whitwell	54.7	39.0	-15.7	-29%
B5056 - B6052 Eckington	10.7	5.0	-5.7	-53%
A6007 Shipley	15.0	8.0	-7.0	-47%
A6096 Kirk Hallam	6.0	2.5	-3.5	-58%
B6019 South Normanton	16.0	9.8	-6.2	-39%
<b>Totals</b>	<b>143.1</b>	<b>90.1</b>	<b>-53</b>	<b>-37%</b>

Site No.	Location
	<b>A61 CHESTERFIELD</b>
1	A61 Derby Road, Chesterfield nr. Mercedes Garage
2	A61 Derby Road, Chesterfield opp. Hawthorne Street
3	A61 Derby Road, Chesterfield nr. Langer Lane (S)
4	A61 Derby Road, Chesterfield nr. Langer Lane (N)
	<b>A511 MIDWAY/WOODVILLE</b>
5	A511 Ashby Road, Boundary nr. unadopted Rd. Field Lane
6	A511 High Street, Woodville nr. Butt Lane
7	A511 Burton Road, Midway o/s no. 274
8	A511 Burton Road, Midway nr. Eureka Road
9	A511 Burton Road, Midway o/s no.438
10	A511 Burton Road, Midway nr. Springfield Road
11	A511 Ashby Road East, Bretby nr. Geary Lane
	<b>A619 BRIMINGTON/STAVELEY/RENISHAW</b>
12	A619 Chesterfield Road, Brimington opp. Lansdowne Road
13	A619 Chesterfield Road, Brimington nr. Robinsons Caravans
14	A619 Chesterfield Road, Hollingwood opp. Ringwood Hall
15	A619 Chesterfield Road, Middlecroft opp. Peter Blakes
16	A619 Chesterfield Road, Middlecroft nr. Middlecroft Road

No.	Location
17	A619 Chesterfield Road, Staveley nr. Norbriggs Road
18	A619 Chesterfield Road, Mastin Moor nr. Renishaw Road
19	A619 Chesterfield Road, Mastin Moor nr. Renishaw Road (West)
20	A6135 Main Road, Renishaw nr Emmett Carr Lane
21	A619 Worksop Road, Barlborough nr. Van Dykes Hotel
22	A619 Worksop Road, Whitwell nr. Southgate Bungalows
23	A619 Worksop Rd, Whitwell. Common nr. Creswell junction
<b>B6056 ECKINGTON/MARSH LANE</b>	
24	B6056 Main Road, Marsh Lane opp. Primary School
25	B6056 Main Road, Marsh Lane o/s no. 45
26	B6056 Dronfield Road, Eckington opp. Ravenscarr Rd
27	B6052 West Street, Eckington nr. jct. Fanshaw Road
28	B6052 West Street, Eckington nr. jct. School Street
<b>A444 OVERSEAL/STANTON</b>	
29	A444 Woodland Road, Stanton nr. Piddocks Road
30	A444 Woodland Road, Stanton nr. Park Road
31	A444 Burton Road, Overseal nr. Lullington Road
32	A444 Acresford Road, Overseal nr. Valley Road

<b>No.</b>	<b>Location</b>
<b>B6019 SOUTH NORMANTON</b>	
33	B6019 Mansfield Road, Alfreton nr. Prospect Street
35	B6019 Mansfield Rd, Sth Normanton o/s no.30
36	B6019 Mansfield Rd, Sth Normanton nr. The Hamlet
37	B6019 Mansfield Rd, Sth Normanton o/s no. 12
38	B6019 Mansfield Rd, Sth. Normanton nr. Pinxton Lane
<b>A6007 SHIPLEY</b>	
39	A6007 Ilkeston Road, Heanor nr. Westfield Avenue
40	A6007 Hardy Barn, Shipley o/s no. 64
41	A6007 Hassock Lane, Shipley nr. to Garden Centre
42	A6007 Hassock Lane, Shipley app. to Pit Lane
43	A6007 Heanor Road, Ilkeston nr. Woodside Crescent
44	A6007 Heanor Road, Ilkeston nr. to Hospital
45	A6007 Heanor Road, Ilkeston nr. Shipley Common Lane
<b>A6096 KIRK HALLAM</b>	
46	A6096 Ladywood Road, Kirk Hallam nr. Junior School
47	A6096 Ladywood Road, Kirk Hallam nr. Godfrey Drive
<b>AA624 Hayfield</b>	
48	A624 Chapel Road Hayfield Towards Glossop
49	A624 Chapel Road Hayfield Towards Chapel-en-le-frith

No.	Location
<b>A5111 DERBY RING ROAD</b>	
51	A5111 Raynesway opp. Ramarena (S)
52	A5111 Harvey Road, Derby o/s no.780
53	A5111 Harvey Road, Derby o/s Newsagents
54	A5111 Harvey Road, Derby o/s no. 641
55	A5111 Harvey Road, Derby o/s no. 567 (East)
56	A5111 Harvey Road, Derby o/s no. 567 (West)
57	A5111 Osmaston Park Road, Derby o/s no. 293
<b>Ford Street/Friar Gate, Derby</b>	
123	Ford Street Derby (Red light camera)

## **SAFETY CAMERAS – DERBYSHIRE PARTNERSHIP**

### **SERVICE LEVEL AGREEMENT**

#### **INTRODUCTION**

The purpose of this service level agreement is to extend the established partnership approach to proactively reducing road collision casualties in Derbyshire by the use of safety cameras. The partners will work in harmony to identify and target roads that are shown to be suffering from speed related collisions, resulting in casualties. These will be targeted using safety cameras.

The partnership consists of:

Derbyshire County Council  
The Highways Agency  
Derby City Council  
Derbyshire Constabulary  
Derbyshire Magistrates Court Committee  
Crown Prosecution Service

#### **VISION**

Our vision is to create an environment where an individual can use the roads with confidence, free from death, injury, damage or fear.

#### **TIME SCALE**

This service level agreement covers the continuing operation of safety cameras in Derbyshire. The initial phase of the project will be from July 2001 to March 2004 and is detailed in the Operational Case prepared in April 2001. Thereafter the project will be reviewed on an annual basis.

#### **ROLES & RESPONSIBILITIES**

A Partnership Steering Group consisting of one member of each of the above organisations will oversee the project.

A Project Team has been established which will implement the decisions of the Steering Group and be responsible for the day to day operation of all aspects of the project.

The following table lists the specific areas of responsibility for each of the partners, however the emphasis is on partnership working and all partners accept responsibility for the project as a whole. All partners must agree any new sites for inclusion within the project.

Roles and responsibilities	Police	Derbyshire County Council	Derby City Council	Highways Agency	Magistrate Courts
<b>Project management</b>					
Project Manager	✓				
Implementation Co-ordinator	✓				
PR Manager		✓			
Data Analyst			✓		
Data Collection/Camera Servicing		✓			
Camera procurement	✓	✓	✓	✓	
IT/ telecomms set up and testing		✓	✓	✓	
Prepare job specifications	✓	✓	✓		✓
Recruit and train staff	✓	✓	✓		✓
Analysing speed and casualties			✓		
Monitoring budgets	✓	✓			
Demonstrate efficiency	✓	✓	✓	✓	✓
<b>PR management</b>					
Developing PR strategy		✓			
Liaison with media		✓			
Monitoring public perception		✓			
<b>Treasurer</b>					
Receiving funds from Treasury/ LCD		✓			
Redistributing funds against invoices		✓			
Complete end of year final account	✓	✓	✓	✓	✓
Reconciliation	✓	✓	✓	✓	✓
Audit	✓	✓	✓	✓	✓
<b>Camera enforcement</b>					
Maintain cameras		✓	✓	✓	
Agree camera sites	✓	✓	✓	✓	
Agree enforcement thresholds	✓	✓	✓	✓	✓
Load and collect films	✓				
Develop films	✓				
Deliver film to the central ticket office	✓				
View films	✓				
Initiate proceedings against offenders	✓				
Issue NIP 172's	✓				
Undertake enquiries to trace offenders	✓				
Prepare papers for court prosecution	✓				
Carry out pre-trial administration work	✓				
Pass papers to CPS	✓				
Carry out post trial administration work	✓				
Execute warrants issued for offences					✓

<b>Roles and responsibilities</b>	<b>Police</b>	<b>Derbyshire County Council</b>	<b>Derby City Council</b>	<b>Highways Agency</b>	<b>Magistrate Courts</b>
<b>Monitoring</b>					
Monitoring traffic flow			✓		
Monitoring collisions			✓		
Tracking speed compliance			✓		
<b>Processing and prosecution</b>					
Processing payments					✓
Processing licenses					✓
Produce monthly returns to LCD					✓

## **PR STRATEGY**

There will be a single point of contact for all enquiries relating to the scheme and this will be the Project Team PR Manager. All publicity and marketing relating to the scheme and the results achieved will be done for the partnership as a whole.

Where significant risks are identified for individual partners the Partnership Steering Group will seek to minimise those risks by agreeing and implementing a co-ordinated course of action.

## **COST RECOVERY**

The partnerships expected costs are detailed in the Operational Case. These costs will be reimbursed by the DETR quarterly in arrears, and will be paid to the Local Authority Treasurer, Derbyshire County Council.

## **Terms of payment**

The Treasurer will pass on a proportion of this money to the partners on a pro-rata basis determined from the total costs as set out in the operational case.

## **Scale of cost recovery**

The expenditure of any money outside the figures agreed in the operational case will require the agreement of the partnership steering group.

## **Accounting & Billing Arrangements**

All partners are responsible for maintaining proper records of their own expenditure which will be subject to their own audit arrangements. Partners will provide a monthly statement of expenditure incurred under the scheme, to the Project Manager, together with the full supporting paperwork as required. The County Council will maintain the partnership's official accounts and these will be subject to external audit.

## **Managing Risks**

Any deficit in income will be shared equally, i.e. 25% each, amongst the Police and the three Highway Authorities.

## **BUSINESS CONTINUITY**

A business continuity plan will be prepared by each of the partners in respect of their contribution to the project.

**NOTICE PERIOD**

The required notice period for a partner to withdraw from the scheme shall be a minimum of three months. Notice to leave the scheme will not be given before 1 January 2003.

**ARBITRATION**

All partners are fully committed to this scheme. It is not anticipated that any disputes will arise that can not be settled amicably between the partners. Should a dispute arise in the first instance it will be referred to the Partnership Steering Group. Thereafter disputes will be referred to the National Steering Group.

Signed on behalf of:

..... Derbyshire County Council

..... Derby City Council

..... Highways Agency

..... Derbyshire Constabulary

..... Magistrates Courts

..... Crown Prosecution Service

## **Marketing & Publicity Strategy.**

The effective and efficient marketing of any product/scheme is often the root to its success. This is never more so in the road safety and casualty reduction field. This document outlines a two-year marketing and publicity strategy for Derbyshire's Safety Camera Project.

### **Aims & Objectives.**

#### **To:**

- ◆ Maximise public awareness and acceptability of the speed camera project.
- ◆ Influence and change driver attitude and behaviour.
- ◆ Increase public understanding of the project's aims.
- ◆ Improve public opinion of the need for safety cameras by demonstrating their success in casualty reduction.
- ◆ Demonstrate that safety cameras are an effective use of resources.
- ◆ Gain the support of local media and deliver positive publicity.
- ◆ Sustain public support for the project.
- ◆ Promote the "speed kills" message.
- ◆ Increase the overall effectiveness and success of the project.

### **Principles**

- ◆ Open and honest about the project at all times
- ◆ Give a clear and consistent message
- ◆ Explore all opportunities
- ◆ Monitor and evaluate regularly
- ◆ Produce and publicly publish a quarterly review
- ◆ Demonstrate effective partnership working throughout every area of the project.
- ◆ Listen to the views of the general public
- ◆ Research and develop initiatives throughout the project.
- ◆ Discuss and learn from other national schemes

To meet the aims and objectives of the publicity strategy will require a widespread marketing and advertising campaign. This campaign will need to utilise many promotional methods. Each of these methods will reach either a general or a targeted audience. The use of different methods should also help to sustain the message and public support/interest in the project.

## **General Target Audiences**

### **Schools -**

- ◆ All age ranges
- ◆ Parents/Carers
- ◆ Teachers
- ◆ Governors

### **Business –**

- ◆ Targeted through businesses on the workplace register
- ◆ Garages
- ◆ Vehicle manufacturers & dealers
- ◆ Financial services
- ◆ Hauliers.
- ◆ Major employers across the county.

### **Social -**

- ◆ Health Centres/Clinics
- ◆ Shops
- ◆ Sports Clubs
- ◆ Hotels
- ◆ Pubs & Restaurants
- ◆ Churches/Fetes
- ◆ Theatres & Cinemas.
- ◆ Tourist Attractions
- ◆ Local Campaign Groups

### **Local Councils –**

- ◆ Borough/District Councils
- ◆ Town Councils
- ◆ Parish Councils
- ◆ Internally within DCC and DC

## **Direct Targeting**

Fixed Penalty Notices  
Roadside messages at target sites  
National Driver Improvement Scheme  
YDEP / ADAPT  
BSM Ignition Scheme  
Youth Offending Teams  
UK Youth

## ACTION PLAN FOR LAUNCH – MEDIA STRATEGY

Activity	Anticipated Expenditure
Distribute leaflets to general target audience.	Approx. £1500 for 10000 leaflets
Prepare articles and statements for media use.	Free
Press Release.	Free
Launch event at Police H.Q. (interviews with local media)	Free
Photo-shoots.	Free
Advertising on buses	2 x Mega-rears £4900 per bus for six months
Bus shelter advertising	10x £60 per shelter per week for 4 weeks
Roadshow at various sites countywide.	4 x £150 per venue.
Develop each partner's web-site to include Safety Camera Information.	Free
Talks to Police Consultative Committees by Project Team Staff	Free
Talks to Crime & Disorder Partners by Project Team Staff	Free
Internal advertising for each partners, i.e. newsletters, Intranet, information in pay advice envelopes.	Free

### Range of Media Options

<b><u>Publicity Tool</u></b>	<b><u>Benefits</u></b>	<b><u>Disbenefits</u></b>	<b><u>Anticipated Expenditure</u></b>
<b>Mailshot</b> –distribution of leaflet with issue of Fixed Penalty Notice.	This direct targeting could be used to discourage repeat offenders.	Limited target audience	Approx. £6500 p.a. based on average 30000 FPN p.a.
<b>Roadshow</b> –use of mobile exhibition unit.	Can be used at specific sites where the use of cameras has been identified.	Limited target audience. Needs to be in an area that will attract interest.	Approx. £600 p.a. based on 4 visits p.a.
<b>Materials – distribution of leaflets/posters/ stickers etc.</b>	Through a co-ordinated approach can reach a large audience.	Need to be eye catching with a clear message to make people read them.	Approx. £50000.
<b>Newspaper articles</b>	Effective medium to sustain interest.	Limited to those who buy & read particular paper.	Free
<b>Radio &amp; TV announcements</b>	Almost captive audience. Effective medium to sustain interest.	Limiting audience to listeners/viewers. Expensive. Affected by coverage area.	Overall airtime is approx. £1 per second. Promotional trails approx. £1260 per week. Presenter endorsements £1050 per week.
<b>County Council &amp; Police newsletters/papers</b>	Free to all households/ employees.	May be discarded without being read.	Free
<b>Website</b>	Could be linked to other partner sites.	Limited access by target audience	Free
<b>Media Interviews</b>	Almost captive audience	Limiting audience to listeners/viewers. Expensive. Affected by coverage area.	Outside broadcasts 15 hours £37800
<b>Advertising on buses</b>	Can be used to target a specific route.	Limits audience. Expensive	Mega-rears £4900 per bus for six months
<b>Bus shelter advertising</b>	Often eye-catching and situated in prime locations.	Adshels generally in built up areas only. Limits audience. Expensive.	£60 per shelter per week.
<b>Local Newsletters- parish &amp; church newsletters</b>	Fairly wide reaching. Free publication.	May be discarded without being read.	Free