



DERBYSHIRE SAFETY CAMERA PARTNERSHIP

December 2004

**This document should be read in conjunction with all
previous Operational Cases.**

Taking Road Safety Seriously With Your Help.

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INTRODUCTION

County of Derbyshire

The area consists of the whole of Derbyshire with a population of 982,000. The County is in the heart of the Midlands and covers an area of over 1000 square miles. The county ranges from the industrial city of Derby in the south to the vast moorlands and countryside of the north. Each year the Derbyshire National Park alone plays host to no fewer than 22 million visitors.

Road Safety Inter-Agency Working

Inter-Agency working has taken place in Derbyshire for a number of years. Initially, working arrangements were largely informal and developed as the need arose.

An Inter-Agency Working Group was developed as a direct result of the drink-drive campaign in 1993 and subsequently explored further areas of co-operation at a working level. Prior to the formation of this group the Police and Derbyshire County Council co-operated on road safety issues but there was no formal working arrangement.

A Casualty Reduction Working Group was developed by Derbyshire County Council and included representatives from all departments, the Police and Health Authorities.

Derbyshire County Council produced its first Road Safety Plan in 1991, outlining a strategy in the areas of the four 'E's – Encouragement, Education, Engineering and Enforcement. The council stepped up its road safety initiatives with increased staffing levels and resources allocated to road safety related activity.

1993 was an instrumental year in the development of inter-agency working. The Department of Health produced a handbook on the subject of road collisions. Health needs assessments in relation to road collisions were conducted by the North and South Derbyshire Health Authorities, coinciding with a comprehensive review of Derbyshire's Road Safety Plan.

Prior to 1997 Derbyshire County Council had responsibility for the whole of the road network in the County of Derbyshire, except trunk roads, which were the responsibility of the Highways Agency. In April 1997 Derby City Council became a unitary authority and so took responsibility for the roads in its area. Most of the trunk roads have now reverted to local authority control and this has affected both the Derbyshire County Council and Derby City Council areas.

It soon became apparent that a higher tier of direction was required to ensure the group remained focussed and was adequately financed. As a result a Strategy Group was formed consisting of senior representatives from the Police, Highways Authorities and Health Authorities.

The Inter-Agency Group (i.e. Strategy 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.

OPERATIONAL CASE PROPOSAL

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 Memorandum of Understanding, which has been agreed by all of the partners.

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

1. Fixed site Speed Cameras
2. Mobile Speed Cameras (LTI 20/20 lasers and mobile Gatsos)
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 in prior to March 2006.

MEMORANDUM OF UNDERSTANDING

The MOU contained in previous Operational Cases has been agreed between the Partners and signed by a Chief Officer of each organisation, and is currently under review. It is proposed that the Highways Agency will remain within the Partnership purely for consultation purposes at the moment and will no longer participate as a Senior Partner, until such time as their operational work within the Derbyshire Safety Camera Partnership increases. The Highways Agency currently has just one operational site within Derbyshire. The MOU is to be ratified at the next meeting of the Senior Partners in early March 2005 when the Highways Agency will then no longer have a deficit share in the Partnership and the remainder of the Partners (Police, City Council, County Council) will share any deficit equally. See Appendix H for the MOU for operational year 2004/2005.

PARTNERSHIP LIAISON

The Safety Camera Project has two main forums for liaison: -

- Senior Partners Steering Group – The Group meets at least once every six weeks and consists of senior representatives of the Partnership who have the overall responsibility for the success of the Project.
- Working Group – This Group consists of representatives of the Highways Agency, Derbyshire County Council, Derby City Council, Crown Prosecution Service, Magistrates and the Police. Members have the responsibility for the day to day operation of running and maintenance of safety cameras and sites. The Group is also responsible for the identification and provision of new sites.

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.

The Derbyshire Constabulary Operations Division Roads Policing Strategy sets out the main initiatives which in partnership with other agencies lead to positive action in order to secure an environment where an individual can use the roads of Derbyshire with confidence, free from death, injury, damage or fear.

As a result of the introduction of fixed camera sites in 1994 casualties at those sites reduced dramatically by an average of one-third. Almost 50% of the fixed camera sites have been in existence before the Partnership was formed. The four mobile speed cameras were introduced in March 2001, and until September 2002 their deployment was spasmodic mainly due to lack of specialist vehicles, these are now in use and the mobile units can be utilised to greater effect.

The Derbyshire Safety Camera Partnership is acknowledged within the Derbyshire Constabulary's Policing Plan 2004/2005 as a shared initiative. However the Partnership does not feature in Local Transport Plans, covering the period 2001-2006 for Derbyshire County Council and Derby City Council, as the documents were formulated before the Partnership was formed. The Local Transport Plan Two is in process of being written and the Derbyshire Safety Camera Partnership will receive an acknowledgement for the shared initiative.

The Government's targets, as set out in the strategy document 'Tomorrow's Roads - Safer for Everyone' are to achieve by 2010, compared with the average for 1994-98:

- A 40% reduction in the number of people killed or seriously injured in road collisions.

Derbyshire has set a target of a 4.2% reduction per annum.

At the end of 2003, Derbyshire had achieved an 18% reduction compared to the 19% target.

- A 50% reduction in the number of children killed or seriously injured.

Derbyshire has set a target of a 5.5% reduction per annum.

At the end of 2003, Derbyshire had achieved a 31% reduction compared to the 25% target.

- A 10% reduction in the slight casualty rate (expressed as the number of people slightly injured per 100 million vehicle kilometres).

Derbyshire have not set annual targets for slight casualties until such time as the Department for Transport has produced guidelines specifying their exact requirements relating to the '100 million vehicle kilometres' clause.

At the end of 2003, Derbyshire had achieved a 4.3% reduction in slight casualties.

In order to achieve the target and improve our efficiency and success we will undertake rigorous research at each of our sites (mobile and fixed) to determine their effectiveness. The research has already commenced and each of the Local Authorities, and Police, are ensuring that engineering solutions are considered should the casualty reduction not meet the Government's 2010 targets (also see the 'Enforcement Strategy' appendix A), particularly at the sites in existence before the netting off process was approved. Some sites will be taken out of use and enforcement will cease once the required engineering solution has been ascertained, or the Senior Partners are satisfied that the desired casualty reduction has been achieved.

Casualty Reduction Achieved

A recent study by the Derbyshire Safety Camera Partnership, looking at the 3 years before and after site establishment, shows a reduction in casualties. This is the Derbyshire Safety Camera Partnerships' contribution towards the 2010 targets. (See Appendix D)

Site Assessment Process

Classification of *Speed* Enforcement

Potential sites are identified (from all the Derbyshire Partners) through collision analysis and speeding complaints.

In order to ensure that the Partnership and its Police Partners are cohesive a Classification of *Speed* Enforcement chart has been written (see Appendix C), with the assistance of all those organisations concerned, e.g. Police, Partnership. The chart ensures that speeding is addressed by the Constabulary in the first instance and that all levels of enforcement are met either by the Partnership or the Constabulary.

Enforcement Strategy Flowchart

The Derbyshire Safety Camera Partnership have devised an enforcement strategy flowchart (see Appendix A) in order to agree and determine the level of enforcement and our approach in dealing with pre netting-off sites after assessments. The Enforcement flowchart covers most eventualities after a period of two years has passed of Safety Camera operation and is used as a monthly monitoring tool. The chart indicates when and how casualties and speed are addressed and whether enforcement should change. This is utilised to ensure consistency of approach, and whether enforcement should be increased or decreased, and what engineering or other activities should be undertaken (if appropriate) to reduce casualties. By using this procedure sites will be identified if they have fulfilled their usefulness. The chart also includes when Vehicle Activated Signs may be utilised to assist in lowering speeds.

Vehicle Activated Sign Deployment

Vehicle activated signs will also be utilised at those sites requiring additional attention along certain routes. This feature will enhance our current conspicuity messages and ensure sufficient warning is given prior to enforcement, where appropriate. (see Appendix B)

15% Tolerance Sites

The Derbyshire Senior Partners have agreed for mobile enforcement to be undertaken due to community concern at some exceptionally high speed locations – these locations will have collisions, but insufficient to meet the strict site selection criteria, although the speed of vehicles will be far in excess of the criteria. These sites are the 15% tolerance sites that the Government has allowed within the guidelines. Pressure from the Community is increasing and the demand for this activity is high.

Each quarter the 15% tolerance sites are taken through a re-ranking process with those most vulnerable to casualties being given priority status.

ENFORCEMENT

Threshold

The Derbyshire Safety Camera Partnership Senior Partners have decided to maintain the current threshold for the moment and propose to keep the situation under review. The Derbyshire Safety Camera Partnership acknowledges the minimum threshold set within ACPO guidelines and will work towards this in due course. The impact on casualty reduction at the present threshold can be seen at Appendix D (Also see Casualty Reduction Strategy on Page 6).

NEW SITES

Proposed Fixed and Mobile Sites 2005 / 2006

During the review of Operational Cases, the Department for Transport has decided that as the Year 4 Report has been delayed, use will be made of the opportunity to examine how further improvements might be made in the deployment criteria and Programme governance arrangements. This will take account of suggestions of Partnerships, the Police and others, so as to ensure that the Programme can make the best practical contribution to further reducing road collision casualties.

Until full approval of the new sites is gained, proposed core sites contained within Appendix E will be enforced as exceptional sites.

NB. The calculation contained in Rule 1 on the Handbook has been relaxed during this period. The maximum number of hours of enforcement at exceptional sites (15% tolerance sites) will now be 15% of the combined live camera hours at both fixed and mobile sites.

Rule 1 figure 4 would become:

Live camera hours at fixed and mobile sites	X 15%	= Maximum number of hours for enforcement at exceptional sites
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Please see Appendix E.

CAMERA/EQUIPMENT OPERATION

Mobile LTI 20x20 Cameras

Since March 2001 four laser camera units have been in use within Derbyshire (prior to Government approval of Partnership operation in October 2001), all have had slight modifications during 2002 to improve performance and efficiency. A tripod counterbalancing system has also been fitted to the units, which offers more flexibility of viewing.

Mobile Gatsos

Some of our mobile sites have suffered casualties during the hours of darkness, and although we have used low light inverters on our LTI 20x20 units they can only be operated in low light conditions, not total darkness. Two mobile Gatso units are to be purchased during 2005 in order to give the Partnership additional mobile functionality during the hours of darkness. This equipment can be used around the clock at any of our mobile sites. The Gatsos will be fitted to an easily manoeuvrable trolley type base, which is being built locally and this can simply be stored within the vehicle using automatic lifting apparatus incorporated within the

rear of the van - this will also be modified locally. The additional functionality of the lifting devices will assist in the manoeuvrability of the equipment more easily.

Mobile Sites

The mobile operation increased during 2003 from four mobile operators to seven and the number will increase to eight in the near future. Derbyshire currently has 76 mobile camera sites.

The way that Derbyshire prioritises mobile enforcement site by site is through continued casualty analysis, which identifies those sites suffering the most casualties. Some sites require more mobile attention than others depending on speed and casualties at the site. Each site has to be dealt with individually due to location and needs of area, and analysing casualty data is a delicate matter, as Partnerships are often dealing with relatively small numbers of casualties on a site by site basis. An increase of two casualties at one site may be quite significant, yet relatively small at another. There is also the analysis of speed data to be taken into account and this has to be balanced with the casualty analysis when changes of deployment become necessary, and this can become quite a complex task.

The level of enforcement at mobile sites is determined by the need to reduce casualties and/or speed at a specific site. Some sites will justify an increase in enforcement should casualties and vehicle speeds be higher or there is no significant change.

The Local Authorities have been approached to provide hard-standings at certain locations, i.e. grass verges, allocated parking bays, and these are gradually being addressed. Without the purpose built parking areas those sites would remain vulnerable through lack of enforcement.

The following proposed sites will receive hard standings during 2005 /2006:-
B6057 Sheffield Road, Stonegravels, Chesterfield
B6057 Chesterfield Road, Dronfield

Fixed Cameras/Housings

Derbyshire currently has thirteen Gatso safety cameras that are rotated around a total of 111 camera housings. Nine Truvelo safety cameras are also rotated around 51 fixed sites, having the ability to take front and rear photography.

All fixed camera locations have received the approval for safety camera operation from the Department for Transport, including sites that have been in existence since 1994.

Twelve housings are planned for process of implementation during the early part of 2005. *(Ten housings were approved in the Operational Case 2004/2005, and two housings within the Operational Case 2003/2004, making a total of twelve).*

One new fixed site and four mobile sites are planned into the operation for 2005 / 2006.

Surveillance - (Vandalism Prevention)

A number of sites have suffered substantial damage through vandalism and due to the high costs involved, and offenders not being detected and brought to justice, the Derbyshire Safety Camera Partnership will be researching a solution to their problem. The local authorities, Derby City Council and Derbyshire County Council will provide assistance through their own surveillance systems in the interim.

Red Light Cameras

At present, Derbyshire has only one red light camera, which is in use within Derby City.

Conspicuity of Fixed and Mobile Cameras

Derbyshire were compliant with the Conspicuity Guidelines in April 2002, when all housings, old and new were painted yellow in readiness for the publication of the guidance notes, with the exception of two housings. This exception site is situated in the Peak District National Park, an area of outstanding natural beauty - for which exemption was originally verbally approved by the Department for Transport, an application to extend the exemption has been requested.

Conspicuity is considered extremely important in Derbyshire and much effort goes into ensuring our mobile officers maintain high visibility. The Safety Camera Data Collection team are very proactive in this area and at each site visit undertake conspicuity checks at core sites.

If for any reason conspicuity is at risk the housings are temporarily taken out of use until the problem has been rectified.

PERSONNEL

PROJECT OFFICE

Project Manager

A full-time Project Manager was appointed on 17th September 2001, initially on a two-year fixed term contract, which is now renewed annually. The Project Manager is supported by the following members of staff.

Data Analyst

A full-time Data Analyst employed by Derby City Council commenced employment on 8th April 2002, initially on a two-year fixed term contract, which is now renewed annually.

PR / Marketing Officer

A full-time PR / Marketing Officer employed by Derbyshire County Council commenced employment on 8th April 2002, initially on a two-year fixed term contract, which is now renewed annually. The Partnership have been bereft of a PR / Marketing officer since December 2003 until July 2004, but now have an experienced replacement, particularly in relation to matters of PR.

Website Administration

A substantial amount of work has been undertaken on the Derbyshire website. Eventually it is anticipated that a new Website Payments Scheme will be implemented - after ACPO approval has been obtained Nationally, and although this is likely to be some time in the future. Offenders will be able to view their paperwork, NOIP, letters, conditional offers, offence photographs, and also site photographs of camera / signing, collision / speed data, calibration certificates. This will assist in reducing the number of queries being dealt with by the Central Ticket Office. Until the new system is implemented, as an interim measure, a substantial amount of work has been undertaken to ensure that information is readily available and site photographs may also be viewed on the website in early 2005.

New speed data collection equipment is in the process of implementation, the information and data this provides will be shared by the Police and all Highway Authorities, and the data will be hosted by one of the Authorities and fed directly onto the Derbyshire Safety Camera Partnership Website. Each partner can then share and interrogate the information and members of the public will have a view only facility. This system will also require maintaining and updating to ensure that members of the public have the most up to date information.

This function requires substantial administration and continual work on the website to ensure that public interest is maintained, which is considered to be of paramount importance, as information can quickly become out of date. Newsworthy items from a PR point of view locally and nationally will also be included.

Data Projector

A data projector is being purchased at the beginning of 2005 due to the many requests received for attendance at Parish Council and other public meetings, where safety cameras are frequently the topic of conversation. Presentations are regularly delivered by the Project Team using equipment loaned from the Partner organisations, but occasionally the equipment is already in use elsewhere. Obtaining a data projector will enable the team to respond to almost any request for attendance at public meetings.

SCP Project Team Assistant

A full-time member of staff was recruited in January 2004 to assist the project team, performing various functions associated with speed data analysis, PR and marketing and other day to day matters requiring attention by the project office.

Mobile Safety Camera Sergeant

To ensure the success of the unit, and to provide stability of line management to the present seven mobile officers, a Safety Camera Sergeant was deployed in January 2003 to operate within the team working from the base unit of the Central Ticket Office with the rest of the project office. Having an officer of Sergeant rank within the unit provides flexibility to the section giving further cover, should the need arise. The Sergeant is also responsible for the Enforcement and Data Collection Team of the Safety Camera Partnership who also operate from the base unit.

Mobile Safety Camera Operators

Four experienced Road Traffic Officers were identified for the operation of mobile safety cameras, becoming operational on 1st October 2001.

Three additional officers have joined the mobile team operating a split shift system, i.e. 6.00am/2.00pm and 2.00pm/10.00pm. It is anticipated that eight officers in total will be operating within the unit during the next operational year. Of the seven current mobile officers, two are officers performing on restricted duties. The Derbyshire Chief Constable and Senior Partners of the Derbyshire Partnership feel it is important that restricted duty officers are employed within the mobile unit, where possible, leaving fully fit officers to service the Force on regular duties. Extensive checks have been undertaken with the Force Occupational Health Section, Health and Safety and all matters appertaining to risk management, to ensure that the welfare of officers has been considered, before restricted duty officers are employed for these posts.

In addition, the non-restricted duty mobile operators can also carry out follow-up enquiries, when necessary, on the occasions when they are not operating a camera. This will also ensure that the partnership maintains its high fixed penalty conversion rate and at the same time ensure that maximum effort is dedicated to tracing those drivers who attempt to evade the legal process.

Data Collection and Enforcement Officers

A total of six full-time members of support staff perform the Data Collection / Enforcement function. The post holders are responsible for changes to the cameras/films, they are also required to undertake speed data collection by programming and downloading data from the speed data collection equipment they place out on the highways. They work a shift pattern of 6.00am to 2.00pm / 2.00pm to 10.00pm and also a rotation of job specifics.

One Police Officer on restricted duties is also employed within the enforcement section of the unit. Two members of Support Staff at any one time are dedicated to the enforcement section and carry out follow-up enquiries in relation to the non-response to Notices of Intended Prosecution. By adopting a pro-active stance there has been an increase in the number of paid Conditional Offers, although Derbyshire already has a high conversion rate.

The original job description was split into two areas (Data Collection / Enforcement). Four additional members of staff have since joined this section, but the whole function is now shared, performing both the Data Collection and Enforcement role, giving more flexibility and stability to the unit. A total of eight members of staff presently work in this unit, one of the members of staff perform supervisory duties in order to assist the Sergeant.

Due to the increase expected of other Partnership enquiries a monitoring exercise will be undertaken should the numbers affect the staffing required to perform the function.

Enforcement – Other Partnership Enquiries

The self-sufficiency of Safety Camera Partnerships is paramount to the efficiency of the operation Nationally. An assessment on the number of requests received by the Derbyshire Constabulary File Preparation Units based at each of their four Divisions has been undertaken. A total of 1884 enquiries have been made during 2003/4. Consideration has been given for some Partnerships who do not at present make requests for interviews in Derbyshire and this has been estimated judged on other Partnership requests received by the Derbyshire Constabulary File Preparation Units to date. An average has been derived and applied to each of those Partnerships and a total of 157 enquiries are generated in one month. A maximum of four enquiries per day can reasonably be undertaken given the amount of administration and travelling involved during the enquiry. Continual assessment of the workload will be undertaken as the Derbyshire Safety Camera Partnership anticipate a substantial increase in requests for interviews, and initially some prioritisation of those enquiries may have to be made.

(Speed) Data Collection Admin Officer

A substantial amount of speed data is collected within the unit by the speed data collection team, which is analysed by the SC Data Analyst. The majority of surveys are undertaken through requests received for safety cameras by members of the public – necessitating investigation, monitoring and response, and also re-surveys completed at our core sites. This information is utilised by the Highways Authorities, and the Police.

A Data Collection Admin Officer has commenced work within the Partnership (approved in the Operational Case 2004/2005) – this work includes the collation, interrogation and provision of a data sharing system for all the Partnership members, and involves dealing with correspondence from those requesting assistance. There are some 100 requests per month received for cameras and/or speed data from members of the community.

Overtime

The mobile safety cameras are deployed on the Bank Holidays. In a full year there are a number of Bank Holidays, in particular during the summer period when the roads of Derbyshire are extremely busy. There is a need to deploy the mobile safety cameras on these Bank Holidays to ensure that casualty reduction is maintained. Derbyshire has a well-documented attraction to motorcycles and the number of collisions involving this type of vehicle has traditionally been high over the holiday periods.

A contingency for police officer overtime has been included to cover occasions when members of the team are required to perform overtime, i.e. the need to attend court at short notice.

Mobile Camera Operation Training

Due to the acquisition of additional staff and staff changes police officers will require training in the operation of the mobile safety cameras. In order to maintain best evidence and to prevent any legal challenge it is intended that training will be undertaken by the equipment suppliers.

Highways Authority Staff

Each of the Highway Authorities has identified staff who are responsible for maintenance, repairs, commissioning work, and monitoring speed and collisions in relation to the safety camera operation, totalling 2.25 FTE. In order to facilitate the work each of the Authorities have allocated staff to undertake surveying and liaison with the equipment installers.

Photographic - film processing

The current arrangement with the Derbyshire Force Photographic Section continues to work well and an increase in staffing is not anticipated for the next operational year.

Magistrates' Court

The Magistrates Court Fixed Penalty Office staff will remain at the same level as the previous year as there will be little increase in activity proposed for 2005/2006. (Staff numbers are based on 8,350 tickets per member of staff per annum). There are currently 4.5 FTE members of staff (one supervisor, 3.5 FP processors) within the Magistrates process.

CENTRAL TICKET OFFICE

In order to deal with the speeding offences generated from fixed and mobile cameras, a dedicated team of fourteen clerk/film readers is required, two of which complete telephone/correspondence enquiries. One member is employed in a supervisory role to ensure that performance and quality is maintained. It is possible, through the implementation of the new film reading process in the Autumn of 2004, that staffing may be reduced during the coming months as this has lowered the amount of time taken to read and process wet films and videos.

Overtime for existing staff to deal with any additional workload, if the need arises, has been incorporated in the costs.

Full CTO Film Processing Centre (StarTraq)

The Film Viewing Section of the Central Ticket Office has suffered a number of frustrating system faults and failures due to the functionality of the technology up to September 2004. Some of the problems experienced have had a significant affect on the numbers processed, in particular through memory card faults.

To alleviate the majority of the problems, and to reduce the inputting required a Processing Centre (StarTraq) has been implemented. This solution has been extremely effective in other Partnership areas, and case studies have been undertaken and utilised by Derbyshire to justify the cost of implementation.

The implementation of the StarTraq system was completed in September 2004 and already the process has shown significant improvements. The viewing of a three-hour video previous took up to three and four hours, but can now be undertaken within 30 minutes. Likewise a wet film of 50 offences also takes in the region of 30 minutes to complete.

Document Scanning and Archiving Process (StarDocs)

There are a number of modules within the StarTraq processes and the next stage of implementation for Derbyshire is the StarDocs system. This module will give the Central Ticket Office the ability to scan and archive documents into a central data repository. Files for each offender will be created and any new communications or documentation, either by offender, registered keeper/owner, or in-house records, will be scanned and stored with the main file on the system, using an OCR facility – which will update each record as appropriate. Statistics are also available within the system and reports can be presented in Excel documents. Workload will be reduced yet again with this second module, and any documents received, i.e. letters, notices and other correspondence will be scanned into the system and any changes as to identity of driver will automatically be made by the system - a time saving operation. As soon as this add-on system has been installed (proposed 2nd quarter) and in use it is anticipated that this will have an affect on staff resources. It is proposed that staffing levels be assessed when staff leave the Partnership through "natural wastage", and inevitably some will not be replaced. As all Partnership staff is recruited to work on yearly contracts, it

may be a consideration for non-renewal. This system provides Thames Valley with 50% efficiency improvement.

Website Features

Website payments are not yet available Nationally, and it may be some time before this type of system receives National approval by ACPO. The functionality of our current website is being enhanced in-house and substantial improvements have already been made, which will enable certain features to be viewed on the website.

It is anticipated that in early 2005 a location map of each site (with photographs of approach and rear view of camera) will be available for viewing via the Derbyshire Safety Camera Partnership website.

It is felt that these features will help to build stronger public support. It will also assist to reduce FOI enquiries through various forms of information being stored on the website.

Administration/Filing Clerk

A substantial amount of filing is created within the Central Ticket Office due to the increase in the operations, and a full-time Administration/Filing Clerk was recruited in October 2004.

Folder Inserter upgrade

A substantial amount of mail is dealt with in the Central Ticket Office. With each ticket a PR leaflet is included to assist offenders by giving them information in the form of a "Frequently Asked Questions", and also a "What Happens Next" section. The current folder/inserter does not meet the requirements or demands placed upon it and a more robust model is to be purchased in early 2005 with the current model being taken in part-exchange.

General Maintenance Contracts:

Various items of vital equipment have been purchased since the last Operational Case, and in order to maintain the equipment in good condition it has been necessary to set up contracts for maintenance, including any repairs which may be necessary during the following 12 months.

EQUIPMENT

Education – Vehicle Activated Signs

Twenty vulnerable sites are in the process of receiving VAS signs throughout Derbyshire. This type of signing is considered to be very effective at those sites suffering from high speeds and casualties and will be an additional tool designed to warn motorists of the camera operation. Research has shown that motorists take notice of the signing and keep to the speed limits and it is hoped that further reductions in casualties will be realised at these vulnerable sites.

It is proposed to purchase a further 10 signs during 2005 to serve as reminders to motorists to keep to the speed limits at our core sites. (see Appendix B for chart on site selection).

Transport

Nine fully liveried vans are currently in use within the Safety Camera Team and have been approved in previous Operational Cases by the Department for Transport:

Four Vauxhall Morvanos are in daily use, from between the hours of 6.00am to 10.00pm, in connection with deployment of the four mobile safety cameras and have been specially commissioned with custom-built interiors allowing operation in inclement weather, and were operational from August 2002. Each of the vans is fitted with hatches in order that enforcement can be undertaken more easily. The mobile officers share the vehicles, operating from the four corners of the county, i.e. two officers in Derby, two in Chesterfield, one in Buxton and two in Alfreton areas (the four Divisions of the Police Force).

Four vans are in daily use by the Data Collection Team:

One Vauxhall Combi operates daily, between 8.00am to 4.00pm, from the North of the county changing cameras and films

One Peugeot Expert operates daily, between 8.00am to 4.00pm, from the South of the county changing cameras and films, and some speed data collection activities

One Vauxhall Vivaro is used daily, between 8.00am to 4.00pm, used mainly for speed data collection activities. This vehicle is also used at the Summer Shows in order to transport equipment and promotional items.

One Vauxhall Combi van is in use daily by the Safety Camera Team Sergeant.

One Vauxhall Combi van is used daily to carry out follow-up enquiries by the Enforcement officers. This vehicle is also used at the Summer Shows in order to transport equipment and promotional items.

One saloon car is also in use daily to carry out follow-up enquiries by the Enforcement officers, and is liveried with the "Think" logo and the Derbyshire Safety Camera Partnership website address. This vehicle is also used by the Project Team in order to attend meetings in and out of the County and attending to other duties outside the office environment.

Data Collection

The partnership now has approximately 150 sites to monitor on an ongoing 6 monthly basis (because a number of the routes are quite long two speed readings are taken at some sites). In addition there is the need to continually evaluate new sites to ensure that the maximum level of casualty reduction is achieved. Some 400 sites each year are assessed through complaints of speeding received from members of the public and speed data collection is an increasing part of the operation.

The current speed data collection equipment is unreliable and malfunctioning, and the UK maintenance providers can no longer guarantee the UK service, which is giving cause for concern. It is intended that this be replaced in the early part of 2005 with a more robust and reliable solution. Loops are to be fitted at our fixed sites, and radar devices will be deployed at our mobile sites and complaint sites.

Approval for the purchase of new speed data collection equipment was received within the last Operational Case 2004/2005. The scheme is in the contract/tendering process, and implementation of the system should be finalised by the May/June 2005, but due to lengthy contractual processes has been unavoidably delayed into the next financial year.

The radar equipment will be attached to street furniture during the duration of the speed data count, i.e. five full days, and any street lighting columns affected will be risk assessed for stability prior to utilising the radar equipment. There may be occasions where permanent fixed posts will require installation and this has been a consideration of the Partnership that has already been planned into the process.

Hosting Speed Data Collection – Internet Website

All the speed data collected by the Derbyshire Partnership is required to be accessible to all Partners and will be made available on the Derbyshire Safety Camera Partnership website. Each of the Partner organisations, including the Project Team, collect speed data independently, none of the data is at present accessible by any of the other parties. Data sharing is very important, it is more efficient and there is less likelihood of duplication of effort. In order that each Partner can view the speed data with ease of access, a development designed to display speed data is being planned on the Derbyshire website. An external host will be necessary and one of the Derbyshire Partners will provide this function on their present IT server. It is intended that the development and hosting of the data share facility will be fully functional by early 2005.

Collision Mapping

The WINGS geographical mapping system is used to collect the Derbyshire Constabulary statistical collision data. The statistical information collected is vital to the Safety Camera Partnership, and the system designers, Systems Options, have provided a customised package. This ensures that the Safety Camera Project obtains a good level of support and training, which includes the cost of licences, Help Desk facilities, and training courses at various levels for the system users.

NATIONAL CAMPAIGNS

Each year there are two national speed campaigns co-ordinated by the Department for Transport. As part of these campaigns, run under the 'THINK' banner, national advertising is undertaken. In order to maximise the effect of these campaigns the highway authorities erect Corex type temporary signs on roads where speeding is a local issue to warn and educate drivers. These signs are erected for a short (6-week) but impactful period. The locations chosen not only relate to casualty data but are also locations that are highlighted by members of the public.

The signs are a good way of involving local communities in road safety issues and form part of the local high profile launch of the campaigns. By incorporating these signs within the Safety Camera Partnership we will be able to capitalise on the already positive attitudes towards this initiative. As part of the national campaigns the Police will undertake increased enforcement activity.

SPEED AWARENESS WORKSHOPS

The partnership is keen to progress and examine alternative, but effective, ways of dealing with offending drivers. Derby City Council already operates a successful Driver Improvement Scheme for the county. This deals with drivers who have committed driving offences, e.g. driving without due care and attention, and offers an alternative to prosecution. Drivers are offered, and pay for, a course designed to deal with their driver behaviour.

The Derbyshire Partnership are eager to consider offering a Speed Awareness Course for speeding offences, but feel this must have a meaningful affect on driver behaviour not just be a way of avoiding prosecution. At present there are no proven affects on driver behaviour through having taken a Speed Awareness Course.

A Speed Awareness Course will be introduced and adopted in the future within Derbyshire at a time suitable to the Derbyshire Police and the Derbyshire Safety Camera Partnership, as it is felt that the courses do play a part in the whole strategy of casualty reduction.

PR/MARKETING STRATEGY

The PR Strategy is shown at Appendix F, the cost model at Appendix G.

COST MODEL

The Operational Case Cost Model 2005-2006 is shown separately.

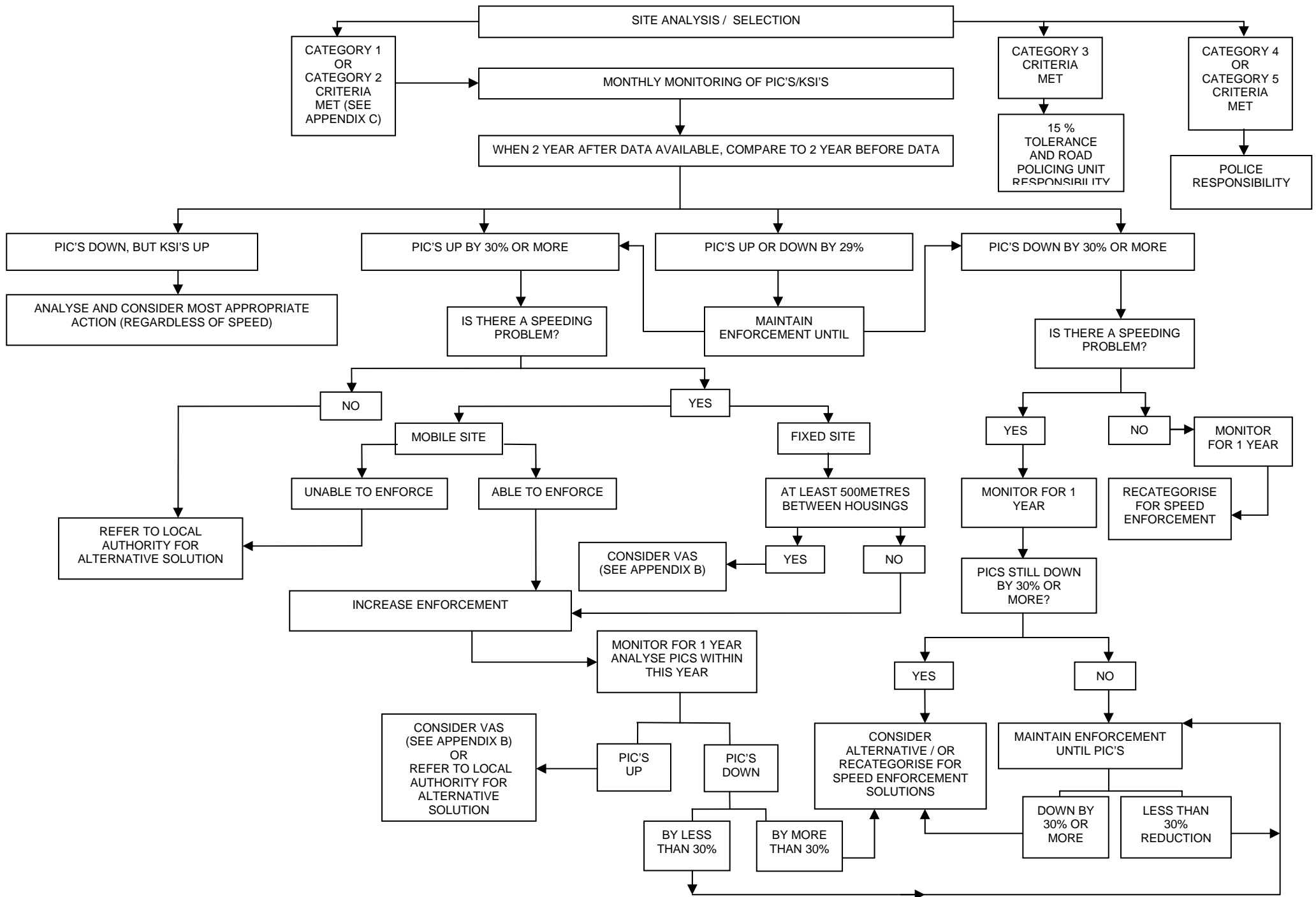
Appendix A

Site Assessments and Enforcement

'Derbyshire' Flow Chart

**DERBYSHIRE
SAFETY CAMERA PARTNERSHIP**

December 2004



Appendix B

Site Selection Procedure

Vehicle Activated Signs

**DERBYSHIRE
SAFETY CAMERA PARTNERSHIP**

December 2004

2005/6 VAS Site Selection for Existing SCP Sites

Mobile Sites where able to enforce and PICs have increased - (60% priority)

1. Largest increases in PIC / KSI 12months after establishment
2. Site selection (including engineering) for VAS suitability
3. Speed survey (at site selected) shows 85th percentile > ACPO

Fixed Sites where VAS could be situated at least 500m from a housing - (40% priority)

1. Site selection (including engineering) for VAS suitability
2. PIC / KSI have increased 12months after establishment
3. Speed survey (at site selected) shows 85th percentile > ACPO

Appendix C

Classification of Speed Enforcement

Derbyshire Constabulary

**DERBYSHIRE
SAFETY CAMERA PARTNERSHIP**

December 2004

DERBYSHIRE CONSTABULARY – OPERATIONS DIVISION
Draft Classification of Speed Enforcement Sites – Feb 2004

<p>Category 1 Fixed Cameras</p>	<p>a) Sites where eight or more injury collisions per kilometre have occurred within the last three calendar years, of which at least four resulted in death or serious injury, and</p> <p>b) The 85th percentile is in excess of ACPO guidelines for all or part of the day.</p> <p>These sites will qualify for fixed camera enforcement.</p>
<p>Category 2 Mobile Cameras</p>	<p>a) Sites where at least four injury collisions per kilometre have occurred within the last three calendar years, of which at least two resulted in death or serious injury, and</p> <p>b) The 85th percentile is in excess of ACPO guidelines for all or part of the day.</p> <p>These sites will qualify for mobile camera enforcement and should be visited at least once a month.</p>
<p>Remaining speed survey sites will be given a prioritised ranked position taking into account the following criteria:-</p> <ul style="list-style-type: none"> • No. of injury collisions per kilometre • Percentage of vehicles travelling over 15mph above the speed limit • No. of vehicles per hour travelling in excess of ACPO guidelines. 	
<p>Category 3 Mobile Cameras and Road Policing</p>	<p>The Safety Camera Team should provide mobile camera enforcement at least once each month at the top 30 sites from the prioritised list.</p> <p>Road Policing Units should provide enforcement at least once each month at the next 40 sites from the prioritised list.</p>
<p>Category 4 Territorial Divisions</p>	<p>The remaining sites on the prioritised list should receive enforcement visits by territorial divisional staff, at the discretion of Section Managers, as and when duties permit.</p>
<p>Category 5 Below ACPO guidelines</p>	<p>Sites where the speed survey 85th percentile result is below ACPO guidelines will not normally be visited unless other factors indicate a need for Police action.</p>

Appendix D

Casualty Reduction Analysis

DERBYSHIRE SAFETY CAMERA PARTNERSHIP

3-Year (Before/After SCP Site) Analysis

<u>PIC - All SCP Sites</u>				<u>KSI - All SCP Sites</u>				
	TOTAL	CHILD	PED		COLLISIONS	CASUALTIES	CHILD Cas	PED Cas
3 Year Before	2160	260	356	3 Year Before	426	496	59	124
% Change	-23%	-20%	-34%	% Change	-24%	-22%	-22%	-36%
3 Year After	1658	209	236	3 Year After	323	389	46	80
FIXED	TOTAL	CHILD	PED	FIXED	COLLISIONS	CASUALTIES	CHILD Cas	PED Cas
3 Year Before	1034	151	221	3 Year Before	189	210	37	76
% Change	-31%	-17%	-41%	% Change	-36%	-35%	-17%	-42%
3 Year After	716	125	131	3 Year After	122	138	31	44
MOBILE	TOTAL	CHILD	PED	MOBILE	COLLISIONS	CASUALTIES	CHILD Cas	PED Cas
3 Year Before	1126	109	135	3 Year Before	237	286	22	48
% Change	-16%	-23%	-22%	% Change	-15%	-12%	-31%	-26%
3 Year After	942	84	105	3 Year After	201	251	15	36

Appendix E

Proposed Routes 2005/2006

DERBYSHIRE SAFETY CAMERA PARTNERSHIP

December 2004

PROPOSED SAFETY CAMERA ROUTES 2005 / 6	Mobile / Fixed	Route Length (km)	PICs	KSI Collisions	Speed Limit (mph)	Survey Date	Average Speed	%> Speed Limit	% > 15mph Over	85th Percentile	Traffic Flow	PIC's / KM	KSI'S / KM
Boythorpe Road, Chesterfield	F	1.2	25	6	30	17-Jun-04	29	51%	2.6%	37	7,536	21	5
B6051 Newbold Road, Newbold	M	1.0	9	2	30	16-Sep-04	30	61%	2.2%	38	6,999	9	2
B6057 Sheffield Rd, Stonegravels	M	1.0	22	3	30	16-Sep-04	27	38%	3.0%	36	10,037	22	3
B5353 Park Road, Newhall	M	1.0	8	2	30	05-Oct-04	32	72%	3.6%	40	3,588	8	2
B6057 Chesterfield Road, Dronfield	M	0.5	7	2	30	27-Oct-04	34	83%	6.5%	43	4,709	14	4

Note: The 36 month period used is October 2001 to September 2004

Appendix F

PR/Marketing Strategy Document

DERBYSHIRE SAFETY CAMERA PARTNERSHIP

December 2004

INTRODUCTION –

Derbyshire Safety Camera Partnership's marketing and publicity strategy is designed to educate the public about the effectiveness of safety cameras and the good work of the partnership across the county.

By communicating this message through the media, advertising campaigns and other publicity it is hoped that this will encourage motorists to become more conscious of their driving habits, stick to the speed limit and refrain from passing through red lights.

Working alongside all national activity, the ultimate aim is to reduce casualties and collisions to make the roads of Derbyshire a safer place.

To date the partnership has used a number of methods to raise its profile across the county – from successful radio promotions and advertising to liaising directly with the public at a variety of popular shows and events.

The marketing and publicity strategy has been made possible locally by building up a close working relationship with key members from each of the partner organisations. As well as consulting with officers and managers from Derbyshire County Council, Derbyshire Constabulary, Derby City Council, the Magistrates Service, Crown Prosecution Service and the Highways Agency, it is also important to communicate regularly with the public relations departments from each of these organisations to ensure that we are communicating consistent messages.

A number of regional marketing projects, jointly co-ordinated and funded with seven other Midlands partnerships, have helped to raise further awareness of safety cameras and casualty reduction practices.

Working with other partnerships has enabled us to make the most of our resources as well as learning from and contributing to each other's marketing projects.

An exciting challenge still lies ahead for Derbyshire Safety Camera Partnership and a number of projects are already underway to communicate our message at new levels.

RAISING THE PROFILE OF DERBYSHIRE SAFETY CAMERA PARTNERSHIP

The Power of the Media –

It is important to use the news media to its full potential and to always consider obtaining “free” publicity before delving into the partnership’s marketing and publicity budget.

For instance, a news story in a newspaper will always receive far more reader attention than any paid-for advert in the same publication.

It is therefore crucial to ensure that regular pro-active contact is made with every newspaper and broadcasting outlet in Derbyshire.

In view of the negative publicity that safety cameras often receive it is vital to counteract this with regular “positive” news from the partnership.

As well as sending safety camera locations to the media every week it is also highly important to generate a regular stream of ready-made news stories to the media.

Each news release should be carefully written in a journalistic style to ultimately increase the chance of its publication or broadcast.

It is important to monitor all news items relating to Derbyshire Safety Camera Partnership and safety cameras generally both locally and nationally to see the effects of the marketing and publicity strategy.

We are also required by the Department for Transport to record the number of positive, negative and neutral news stories that are generated in the area.

We are currently making arrangements with Derbyshire County Council in the hope that they can monitor the relevant media on our behalf next year and for the foreseeable future.

As well as seeking to educate members of the public about safety cameras and the work of the partnership there is also a great need to increase awareness among employees from each of the partner organisations.

To achieve this we also intend to produce news stories for use in in-house publications produced by the police as well as the county and city councils.

Liaising with the Public –

A vital role within the marketing and publicity strategy is to have regular face-to-face contact with members of the public at various events and activities across the county. During the coming year we intend to represent the partnership at parish council meetings, drivers' association meetings, community groups and outdoor shows. This is an ideal way to liaise directly with members of the Derbyshire public and to spread the partnership's message by carrying out presentations and informative talks.

The partnership has had great success at a range of outdoor shows in the past and is keen to build on this achievement during the coming year.

The purchase of a marquee last year and a large collection of popular promotional items enabled the partnership to make its mark at each of these shows.

Next year we intend to improve our stand by featuring a wider selection of eye-catching visual equipment to attract even more passing visitors.

Using our recently purchased television and video combination unit we intend to play our Derbyshire Safety Camera Partnership promotional video, which is currently being produced, continuously throughout the shows.

We intend to power our electrical equipment by purchasing an 'inverter' – a device which allows mains voltage equipment to be powered from a vehicle.

This will be professionally fitted to one of the safety camera vehicles so that we can safely power our equipment at all our events in the future.

We are also keen to purchase an outdoor display board to put in place next to our marquee that would include important up-to-date information such as collision statistics in Derbyshire, information about the partnership and safety cameras.

To ensure that staff who represent the partnership are easily identified by members of the public there is also a need to purchase new t-shirts featuring the partnership's eye-catching logo for use at events.

Every year up to 15 members of staff represent the partnership at around 11 different shows and events.

As all of these events take place during the summer months it is particularly important that each representative is provided with at least two t-shirts each.

For those working two days in a row it allows time for washing and also prevents sharing of clothing.

- Inverter for powering electrical equipment - £2000
- Cost of attending 11 outdoor shows – £800

- Information board – £2,000
- Staff t-shirts – £250 for 50

Radio Promotions and Advertising –

Local radio has proved to be a very positive and cost-effective way of raising the profile of Derbyshire Safety Camera Partnership and we are eager to benefit further from this medium during the coming year.

We launched a pilot promotion with Derby-based station Ram FM in the spring which involved daily conversations between our mobile safety camera operators and the morning show presenters.

Not only did this give us the opportunity to broadcast our camera locations each day but it also introduced listeners to “the police officer inside the van.”

We received positive feedback during this three-month promotion and listeners even began to regard the officers as local celebrities.

We launched a similar promotion with Chesterfield-based station Peak FM, in October, which also proved to be a great success.

We are keen to run similar promotions again next year with Ram FM, Peak FM and High Peak Radio, based in the far north of Derbyshire, to ensure that we target listeners across the whole of the county.

To maximise the impact of these promotions we intend to team them up with bus-back advertising on a fleet of more than 40 public buses used across Derbyshire. Research has shown that radio airtime coupled with bus-back advertising has the overall effect of television advertising.

The partnership also seeks to place a further advert and page of editorial in a healthcare guide that is distributed free for 12 months to all hospital and doctors’ surgeries across Derbyshire.

This will be a good opportunity to address the overall strain that speed-related collisions and casualties have on the National Health Service and the emergency services.

We are also eager to use a number of alternative advertising methods to try and target a wider selection of the Derbyshire public.

We intend to advertise on the rear of car parking tickets at council car parks and roadside parking meters.

This form of advertising, which has proved to be very cost effective, will allow the partnership name to be displayed on more than 250,000 pay-and-display tickets at scores of car parks across Derbyshire for 12 months.

We have also been in contact with Donington Park race track, in Castle Donington with a view to begin track-side advertising over the coming year.

It is felt that we should use the Derbyshire motor-sports attraction to emphasise the fact that high-speed motoring should be restricted to a safe and controlled environment like Donington – not on public roads.

We appreciate that Donington Park is situated just inside the Leicestershire border but it is a popular attraction for people living in Derbyshire as well as other surrounding counties.

- Two-month radio promotions on three commercial stations – £15,000
- Bus-back advertising for four weeks on a fleet of 48 – £6,500
- Healthcare Guide advertising – £2000
- Car park ticket advertising – £2000
- Donington Park Race Track advertising – £4000

The Partnership Website –

The partnership's website www.slowitdown.co.uk is regularly updated with news stories, safety camera locations, casualty reduction figures and other items of interest.

The website address is included in the majority of partnership advertising and members of the partnership team are always eager to remind members of the public about the website in correspondence and at meetings.

Over the coming months the website is being re-designed and re-structured to ensure that it complies with the Freedom of Information Act and that it is fully up-to-date.

Important changes to the site will include Government safety camera conspicuity and site selection criteria as well as photographs of every mobile, fixed and red light camera site.

The site will be regularly monitored and particular attention will be paid to the number of 'hits' that it receives.

Publicity Materials –

The partnership is keen to update and redesign an information leaflet for the general public and a leaflet specifically aimed at employees from each of the partner organisations.

The general information leaflet, which would contain an overview of Derbyshire Safety Camera Partnership, an explanation of safety cameras, statistics and site selection criteria, would be given out at public events and meetings as well as on reception desks at police stations, courts and council offices.

The staff leaflet, which would contain similar information, will ideally be inserted into wage slips and distributed internally in a bid to raise further awareness of the partnership among employees.

- Cost of printing new leaflets - £3000

Promotional Items –

An effective way of raising our profile is to bring the Derbyshire Safety Camera Partnership name into peoples' homes by giving away a range of free, practical promotional items.

It is once again necessary to purchase a new supply of promotional items each bearing the eye-catching partnership logo.

These give-aways are particularly popular at the outdoor and country shows and we distribute tens of thousands of items each year.

Each member of the public will be given at least three promotional items which are likely to include a copy of the Highway Code and a pen.

As well as being highly practical and educational, the Highway Code will also bear the partnership logo, website address and contact details.

The Highway Code includes many useful pieces of information relating to speed limits, road signage and other topics applicable to the partnership and safe driving.

- Further promotional items - £15,000

REGIONAL PARTNERSHIP WORK

It is hoped that Derbyshire Safety Camera Partnership will join forces with the seven other partnerships from across the Midlands region in several projects and campaigns during the coming year.

Not only will this enable us to provide message continuity but it will also be a way of [Derbyshire Safety Camera Project](#)

combining our resources and reducing our expenditure.

During the last year a market research company worked on behalf of the Midlands safety camera partnerships to examine the behaviour and attitudes of drivers of all ages across the region.

It was found that 17 to 24-year-old drivers and passengers were the main casualty group while 25 to 34-year-olds had the most negative attitudes towards speed limits.

Surprisingly it showed that 35 to 50-year-old drivers, who find it more difficult to accept the presence of safety cameras, are the most prolific offenders.

It is proposed that the eight partnerships will make use of these valuable findings by developing campaigns to specifically target these age groups.

Derbyshire Safety Camera Partnership is keen to join forces with the other partnerships to advertise in train interiors across the Midlands throughout the coming year.

Different adverts will be designed and created with the three specific age groups in mind and then placed inside trains operating in and around the eight partnership areas.

This form of advertising has been selected because motorists frequently travel by train as an alternative to driving because for some purposes it is cheaper and more convenient.

Due to the nature of train travel, which frequently includes services covering several counties, we will not only be able to target travellers within the Midlands area but also spread our message further across the country, helping to reinforce national activity.

Regional television advertising is also strongly supported throughout the Midlands safety camera partnerships and it is felt that this method would be the best way to target the 35 to 50-year-old age group.

Although partnerships have been discouraged from advertising on television, research supports the use of this media as having most impact.

As a regional campaign, TV advertising can be purchased at a cost of £7000 per partnership, which consequently puts TV advertising as the cheapest media per thousand head of population.

We are also eager to target 17 to 24-year-olds by advertising in Whatsonuk – a free student guide that is distributed to universities, student unions, pubs and bars across the Midlands.

By pooling our resources and working together we will be able to target a large number of young people across a wider area clearly represents best value.

We are eager to continue several regional projects that have proved to be a great success during previous years.

To make the most of our work we are keen to carry out further qualitative and quantitative market research after each of our planned campaigns.

This will give us an opportunity to find out if our advertising and publicity methods were successful and will shape the way we promote our partnerships in the future. We intend to represent the Midlands safety camera partnerships again during the coming year at another large-scale, high profile event such as the International Motorcycle and Scooter Show.

For Derbyshire Safety Camera Partnership in particular, which is responsible for areas like Matlock Bath that are popular with bikers, the show is a particularly effective way of spreading our message to a large number of riders.

As well as inviting members of the public to visit our stand to receive information we also intend to give out free up-to-date CD Roms for them to use at home containing all of the mobile, fixed and red light camera locations across the Midlands area.

The CD's current form is incompatible with some computers so there is a need to improve its quality as well as updating camera locations which inevitably change from time to time.

- Train advertising - £6,000
- University magazine advertising - £2,000
- Television advertising - £7,000
- Regional events - £5,000
- Post market research - £4,600
- Revamp of camera locations CD Rom – £4,000

Appendix G

**PR/Marketing Strategy
Cost Model**

**DERBYSHIRE
SAFETY CAMERA PARTNERSHIP**

December 2004

**PROPOSED MARKETING/PR EXPENDITURE
2005/06**

	April	May	June	July	August	September	October	November	December	January	February	March
Outdoor Shows												
Attendance at 11 shows	800.00											
Generator		2,000.00										
Information boards			2,000.00									
Staff t-shirts		250.00										
Radio & Advertising												
Peak FM promotion				5,000.00								
Ram FM promotion					5,000.00							
High Peak promotion						5,000.00						
Bus back advertising							6,500.00					
Healthcare advertising						2,000.00						
Parking ticket advertising	2,000.00											
Donington advertising	4,000.00											
Publicity Materials												
Information leaflets	3,000											
Promotional Items												

New range of items	15,000												
Regional Projects													
Train advertising	6,000.00												
Freshers' advertising						2,000.00							
Market research	4,600												
CD rom revamp							4,000.00						
Regional events								5,000.00					
Tv advertising										7,000.00			
Total for Month:	35,400					9,000.00		5,000.00		-		-	-
		2,250.00	2,000.00	5,000.00	5,000.00		10,500.00			7,000.00			

Outdoor shows	5,050.00
Radio & Advertising	29,500.00
Publicity Materials	3,000.00
Promotional Items	15,000.00
Regional Projects	28,600
TOTAL:	81,150.00

Appendix H

Memorandum of Understanding

DERBYSHIRE SAFETY CAMERA PARTNERSHIP

December 2004