

Appendix 4: Complementary Education Measures

Cambridgeshire County Council has a proven track record of utilising its partnership arrangements within the Cambridgeshire and Peterborough Road Safety Partnership, in particular the relationship with Cambridgeshire Police, to address route-based road safety concerns. Following successful holistic approaches on other routes (e.g. A1307 see case study) the following parallel initiatives are proposed within this programme:

- Additional enforcement activity – mirroring the approach used on the A1307, a combination of dedicated enforcement operations and routine high visibility police patrols will be targeted along this stretch. The Council will provide funding for Officer overtime to conduct a series of dedicated operations outside normal policing levels to ensure these operations are not disrupted by other policing pressures. Cost – up to £10k Police Officer time
- Commentated drive video – Working with the Office of the Police and Crime Commissioner for Cambridgeshire, his dedicated Casualty Reduction Officer will undertake a videoed commentated drive of the route which will be used to launch media awareness around the issues. Clips from this video showing particular hazards will be edited to be suitable for targeted social media advertising and media use. Cost – up to £1k for targeted advertising
- Targeted engagement with local businesses and schools (e.g. Bottisham Village College) will be undertaken, recognising that these groups of drivers face higher risks in addition to those posed by the road environment. Cost – up to £4k in CCC/Police staff time
- High risk route signage – signs at the beginning and end of the route as well as any specific locations identified similar to those used for the A1307/A1101

CASE STUDY – A1307 Route Treatment

A1307 FOURWENTWAYS TO COUNTY BOUNDARY- HOLISTIC TARGETED ROUTE TREATMENT.

The A1307 is 22.3 miles (35.9 km) long from Girton in Cambridge to the Suffolk border near Haverhill. The section from the A11 junction to the Suffolk border near Haverhill has seen a high number of accident cluster sites in recent years. Apart from the villages of Linton and Abington it was a national speed limit rural route, largely single carriageway with a few short sections of dual carriageway.

The settlements of Linton and Abington lie on this road and 40mph limits apply through the villages, and before the changes the national speed limits applied on the remainder of the road (60mph for single carriageway sections, 70mph for dual carriageway section). This road sees high traffic flows and we had a high number of serious and fatal incidents making it a particularly high priority for County Casualty reduction efforts.

In the 6 years 2002 -2007 this section of the A1307 saw 152 reported injury accidents. (14 fatal collisions, 30 serious and 108 slight injury accidents). It should also be noted based upon national and international research using hospital and insurance company records, this was likely to indicate that the full picture should include a number of unreported injury collisions. Around 40% of injury accidents go unreported with only fatal incidents nearing 100% reporting. There will also be several hundred damage only collisions on such a busy route even non-injury accidents lead to congestion, road closure and the accompanying increased costs to the local economy and higher levels of emissions.

Traditionally the County had used engineering measures at accident cluster sites, with road safety campaign works, schools education, publicity and enforcement being delivered as separate stand alone elements. With the changed focus on route treatments and a more holistic approach to collision reduction, and closer working relationships across the various road safety service team and external partners such as the police, plus a high degree of public and media interest in this road we determined to a range of interventions along the route.

Although the approach to each individual element of the scheme was still to have the specialist team delivering their own part of the works the innovation was to manage the funding and programme the works to target the same route within a relatively short period.

The theory was that by focussing on the route and interlinking the elements the whole project would deliver greater results than the sum of its parts. The elements can be broadly split into the three E's but one of the innovations for us was embracing and increasing the degree of overlap so several items could sit in two or even three of the E's.

Engineering: 2 locations had been identified as having collisions that could be treated by engineering means. Funding was secured through the county road safety schemes budget.

- A1307 Cardinals green junction: Constructed autumn 2008 2 main accident types, rear end shunts with vehicles slowing to turn right, and pedestrian fatalities crossing the road to use the bus. Engineering works to widen the road to accommodate a ghost island right turn facility, a pedestrian refuge island and street lighting. Publicity around the works was used to help raise awareness of the issues locally.
- A1307 Route road safety message boards. Installed September 2008 Striking red and white roadside message boards have been installed at key locations along the route to highlight the need for drivers to stay alert and to take care.
- A1307 50mph speed limit south of Linton village. A rural section of road with several bends and junction. Previously a 60mph national limit this was reduced to 50mph to suit the average speeds recorded in this area.
- A1307 Abington Village. Constructed spring 2010. The existing pedestrian refuge island left a relatively narrow running lane and a number of left hand drive lorries had struck this island some incidents leading to serious or fatal injury. The road was widened slightly and the refuge island re-engineered.
- A1307 Horseheath New safety Camera. Constructed June 2010. In 2008/9 this site was identified as having a history of serious and fatal incidents. Speed was one of the key factors in the severity of the incidents. There were no appropriate engineering measures for this section of road and it was selected for safety camera enforcement. Technical issues with the location had to be overcome; installation of a TruVelo unit was recently completed.

Education and Publicity:

The education and publicity for the campaign began in 2008 with a strong partnership angle, enlisting support from Suffolk County Council Road Safety team and Suffolk RoadSafe, Cambridgeshire Constabulary and Cambridgeshire Fire and Rescue Service.

The campaign was repeated in October 2009 and to date has included enforcement days, radio adverts (aired across the Eastern Regional and localised stations such as Kiss and Heart (Cambridge and Suffolk); busback and Adman advertising, posters, internet advertising, adverts placed on memory sticks distributed locally and across the county in a targeted manner, and many free to air radio and television interviews due to significant interest from the media.

The enforcement days have been accompanied by a major media presence, including filming of a police drive along the route with accompanying commentary. Coverage achieved has been hugely successful, securing both radio and TV coverage.

Ultimately, the educating of the drivers and the media coverage attained has highlighted the road as a historically high casualty route, with significant successes in the form of significant reductions in the numbers of road users killed, seriously or slightly injured. Please see the table below which covers the statistics for the period of the full years that the campaign has run thus far.

Year Total Fatal Serious Slight 2008 118 6 14 98 2009 68 1 12 55

Innovation

An innovative approach has been taken to the County Council's mission to reduce significantly the numbers of people killed or seriously injured on the A1307, and also accidents resulting in slight injuries. Our approach has very much been 'there is no such thing as a dangerous road, it is the driving behavior on a road which causes the issues. However, let's do all we can from an engineering, education and publicity angle to help road users drive in a safer manner'. We certainly did this, with incredible results, so much so that we have applied the success of the campaign to a major, less central route (A1101) that has shown similar problems.

Combining the fundamental disciplines available to us, in such a successful way from all angles, including statistics, media coverage and partnership buy-in, has taken a highly committed and innovative approach.

Achievement

The two full years that the campaign has been run over has resulted in significant reductions in fatalities and injuries. Please see the results in the table below:

Year Total Fatal Serious Slight 2008 118 6 14 98 2009 68 1 12 55

2009 represents a 42% reduction in the number of accidents, an 83% reduction in fatal accidents, a 44% reduction in slight injuries, and a 14% reduction in serious injuries when compared to 2008. This, coupled with the significant media coverage and partnership involvement, represents an achievement of the highest order, and one that we will strive to maintain.

Commitment

Funding, even in this difficult economic climate, is prioritised for and beyond 2010. Far from reducing the commitment to this campaign, it has been (and will continue to be) maintained, but used as a template for success where similar problems present on differing routes, and built on further by engagement of the local action group(s).

Well researched

The education and publicity campaign has been well researched, through use of productive data analysis tools such as MOSAIC, and correlation assessment made as to which type of media would be best to use. Many of the accidents were shown to be caused by drivers originating their journeys from Suffolk, and across a wide range of genders and ages. This ensured that the county council generated firm commitment firstly from Suffolk County Council and Suffolk RoadSafe.

The message conveyed that the road itself cannot be dangerous, but the driving behaviour exhibited on it can fatally be so, is a theme that has stood the test of time and certainly is not an innovative theme. The basics of 'slowing down and staying aware' have long been known to be fundamental to accident avoidance.

The decision was taken, in the initial two year phase of the campaign, to take a blanket publicity and media approach, targeted to the locality where appropriate, and essentially to generate as many opportunities for road users to see and hear the A1307 safety campaign messages.

In terms of engineering, the most up to date techniques and research were employed in the physical interventions to ensure as safe a physical environment for road users as appropriately possible.

Replicability

It is too early to evaluate the longer term effect, and the extended duration of the combined project makes it difficult to judge where to split before and after data, but data so far (18months after the road safety message boards were installed) indicates a significant reduction in casualties. As noted, however, it has been replicated on other routes and importantly lessons learned used to build on the approach taken further, and as we can and have replicated the project methodology, we hope to be able to replicate the success that we have had with the A1307 campaign.

Sustainability

Given the political and resource commitment from the county council secured, and crucially the commitment garnered from a multi-agency partnership perspective, a natural consequence of the campaign is that it has become engrained in the normal road safety work of the number of critical agencies. The future for the A1307 road safety project is strong, and a number of other routes will benefit from the template the project has provided us with.

Collisions and in particular fatal or serious injury crashes have a significant cost to society. There are obvious moral and financial implications, but it can easily be overlooked that they have wider environmental and economic cost implications. In particular crashes on busy roads such as the A1307 can close or restrict the road creating traffic delays, queuing and diversion routes inevitably add miles to the drivers' journeys. The increased fuel consumed and additional journey times have implications for CO2 generation and lost productivity.