

7. ENFORCEMENT

SAFETY CAMERAS

- 7.1 In October 2001, the Cambridgeshire Safety Camera Partnership comprising the County Council, the Police, Peterborough City Council, the Highways Agency, the Magistrates Courts, the Health Authority, the Fire & Rescue Service and the Crown Prosecution Service was accepted by the government as part of a nation-wide scheme. The primary aim of the scheme is casualty reduction – cutting the number of people killed or seriously injured on the county's roads due to excess speed.



Dedicated
to
Saving
Lives

- 7.2 To achieve this, eight new highly visible fixed cameras were installed on roads with nearly 60 fatal or serious injuries in total in the last three years. Mobile safety camera vans were introduced on the A1307, A142, A141, A1123 and A14. As with the fixed sites, the routes cover stretches of road where there have been people killed or seriously injured in the last three years. These accidents involved excessive speed and are in areas where there is a speeding problem.

- 7.3 Camera sites are selected according to national guidelines and conspicuous signing is used at all sites to maximise the deterrent effect.
- 7.4 Money received from fixed penalties for speeding goes directly to central government. The partnership then claims sufficient funds to meet the costs of operating safety cameras. The money is only used to meet the costs of the partners involved in operating the cameras and the related administrative activities – no partner can make any financial profit from the scheme.
- 7.5 The accident records for sites installed up to the end of 2001 are shown in Table 7.1.
- 7.6 There has been an observed reduction of 18% in fatal and serious accidents at the 30 sites following installation of speed cameras, which equates to a decrease of 11% when adjusted for the prevailing county trend.
- 7.7 A small number of sites have shown an increase in accidents. The increase may be related factors other than speed and the accident record at these sites will be examined.
- 7.8 To challenge the public's negative perception of cameras, a 'saving lives' message was created and spread throughout the region. Buses, cinema screens and local radio stations carried adverts promoting the existence of the website (www.cambssafetycameras.co.uk) with all the locations of the fixed camera sites. The adverts will reach a total audience of nearly 1.5 million people across the region by the end of the campaign.
- 7.9 The advertising and marketing campaign was supported by a publicity campaign, which focussed on telling all road users why cameras were installed and the dangers of excessive speed.

Table 7.1 Accidents at Safety Camera Sites in Cambridgeshire

Camera Site	Accidents										Change in KSI Frequency
	Before					(months)	After				
	Fat	Ser	Total KSI	Slight			Fat	Ser	Total KSI	Slight	(months)
A47 Thorney Toll –Guyhirn	1	9	10	29	36	2	9	11	15	36	+10%
A428 Hardwick to Caxton	0	7	7	36	36	1	8	9	33	36	+29%
A14 Hinchingsbrooke-Girton	5	25	30	76	20	2	32	34	162	36	-37%
Trunk Roads Annual Average	3.3	20.3	24	67		1.7	16.3	18	70		-24%
A1303 Newmarket Rd, Cam'	0	11	11	82	36	0	9	9	88	36	-18%
A605 Whittlesey	1	5	6	29	36	0	5	5	22	36	-17%
B198 Cromwell Rd, Wisbech	0	5	5	15	36	0	1	1	7	36	-80%
A1307 Huntingdon Rd, Cam'	1	3	4	5	36	0	4	4	12	36	0%
A603, Barton	1	0	1	4	36	0	0	0	3	36	-100%
B198 Lynn Road, Wisbech	0	3	3	18	36	0	0	0	13	36	-100%
B1049 Histon Road, Cam'	0	5	5	31	36	0	4	4	29	36	-20%
Victoria Ave, Cambridge	0	5	5	20	36	1	1	2	8	28	-49%
A605 Whittlesey	0	0	0	3	36	0	0	0	0	28	-
Huntingdon Ring Rd	0	2	2	32	36	0	5	5	29	27	+233%
B1050, Willingham	1	3	4	8	36	0	1	1	5	28	-68%
Trumpington High St.	0	2	2	11	36	0	2	2	7	27	+33%
A1134 Elizabeth Way, Cam'	0	5	5	20	36	0	1	1	13	17	-58%
A1134 Barnwell Road, Cam'	0	1	1	11	36	0	0	0	1	15	-100%
St. Peter's Road, Huntingdon	0	0	0	13	36	0	1	1	4	15	++
A1134 Perne Road, Cam'	0	1	1	19	36	0	0	0	7	14	-100%
A603 Barton Road, Cambridge	0	2	2	9	36	0	0	0	0	17	-100%
B1101 The Avenue, March	0	0	0	9	36	0	2	2	5	17	++
County Urban Annual Average	1.3	17.7	19	113		0.4	14.6	15	102		-21%
A10 Melbourn	1	2	3	5	36	0	3	3	6	36	0%
A505 Dottrell Hall	3	2	5	10	36	0	2	2	6	36	-60%
A605 Elton to A1	1	0	1	26	36	1	4	5	16	36	+400%
A141 Oldhurst	2	9	11	17	36	2	8	10	15	36	-9%
B1040 Bluntisham	0	0	0	5	36	1	2	3	4	36	++
A603 Little Eversden	0	4	4	2	36	0	2	2	7	36	-50%
A505 Duxford	0	2	2	6	36	0	2	2	7	36	0%
A142 Chatteris	0	3	3	4	36	0	1	1	3	36	-67%
B1061 Dullingham	1	1	2	2	36	0	4	4	6	36	+100%
County Rural Annual Average	2.7	7.7	10	25		1.3	9.3	11	23		+3%
Annual Average (all sites)	7.3	45.7	53	206		3.4	40.2	44	194		-18%

Note: A14 'before' period is shorter than that of the other sites due to the change in traffic flow following completion of the A1-M1 link.