

Pioneering Project is Recognised with International Accolade



The Thames Valley Safer Roads Partnership was delighted to win a Prince Michael International Road Safety Award in 2008. The awards recognise achievements and innovations which will improve road safety; each year the most outstanding examples of international road safety initiatives are given public recognition through the scheme.

Partnership Vision

To secure a safer environment on the roads in Thames Valley by promoting safe driving and riding, reducing collisions and improving safety to protect the health and wellbeing of all road users, residents and visitors in the area.

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TVSRP Managers Dan Campsall (left) and Richard Owen (right) with HRH Prince Michael of Kent

The Thames Valley 'Headline Data' project is one of this year's winners, taking in data from thousands of injury crashes on the roads and mixing it with one of the UK's leading customer classification systems. This pioneering approach has allowed the partnership to plan new road safety schemes using the kind of research techniques that are widely used in the commercial sector.

The award was presented by the Road Safety Minister, Jim Fitzpatrick MP, at a conference in Manchester and the team behind the project were presented to HRH Prince Michael of Kent GCVO at an awards lunch in London last December.

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Dan Campsall, Communications Manager for the Partnership explained the benefits of the new approach. *“Until we started working in this way, we had lots of detail about the crash as it happened, but very little understanding about the people who were involved. We now have a much richer picture about the communities they live in and the sort of lives they lead including, the places they go, and the things they watch, read and listen to. Big corporations have been doing this kind of work for years, working out how to maximise sales; we want to do it to save lives”*

The Headline Data tool, uses the Mosaic classification system, originally designed by Professor Richard Webber at UCL, which groups similar communities according to a host of factors such as education, employment, health issues and leisure choices. The

partnership were the first road safety organisation in the country to start using this data and have developed it into a fairly comprehensive analysis tool.

The early success of this project has resulted in the Department for Transport awarding grant funding to turn Headline Data into a nationally available analysis tool.

Partnership Operations Manager, Richard Owen added *“We are truly delighted to receive this award. It is always exciting to work on an innovative project, but is extremely satisfying to have that work examined by a panel of experts who are looking at initiatives from around the world, and for them to recognise our achievements in this way.”*

“We are taking some of the best intelligence that exists in the market and setting it alongside a wealth of information held by public authorities; putting this together in

the right way could help to shape policies, challenge attitudes, change behaviour and make our roads safer.”

Further information

For more information on the Prince Michael awards please visit:

<http://www.roadsafetyawards.com/>

Mosaic Public Sector is the UK’s first classification system designed specifically to support public sector policy decisions, communications activity and resource strategies. Mosaic’s development was directed by Professor Richard Webber, the world’s leading authority on consumer segmentation, and originator of the two most widely used commercial segmentations.

Beacon status was awarded by Experian UK for being the first road safety organisation in the country to start using the Mosaic© market segmentation tool.

Community Concern

Speeding still remains a major concern for our local communities in Thames Valley with Neighbourhood Policing Teams finding that speeding is second only to antisocial behaviour as a priority for them to tackle, following consultation with local residents.

Many of the concerns relate to roads where there is not a significant collision history and the Thames Valley Safer Roads Partnership offers a solution to these concerns by assessing potential mobile camera sites under the community concern system. This enables roads where there are not significant collision numbers but, where there is other evidence of speeding, to be assessed using evidence and professional opinion provided by the local Roads Safety Constable, local Traffic Management Officer and the relevant Local Authority. This information, along with an up to date collision history analysis, enables a clear decision to be made as to whether there is evidence of a speed related risk to road users and whether the road can be enforced in line with mobile camera operating policies and procedures.

Between 2000, when the TVSRP was first formed, and October 2009 the community concern system has assessed over 850 roads and approved 154 new mobile camera sites.

The TVSRP, Thames Valley Police Neighbourhood Policing Teams and Local Authorities are working together to find the most appropriate solution to deal with the concerns of our local communities regarding speeding.



Safe Drive Stay Alive

2008 saw the third successful year for the Safe Drive Stay Alive event with 34,000 young people from across the Thames Valley now having attended.



Young people attending one of the events in 2008

The programme is aimed at reaching out to the most vulnerable group of drivers, those aged under 25 who make up a disproportionate number of casualties (almost a quarter of the total).

Safe Drive Stay Alive is a film and theatre event for 16–18 year olds. The film shows a group of young people on a night out whose car is involved in a collision. Members of the emergency services step onto the stage at specific times in the film and talk about their real-life experiences and what action they would be taking if this was a real-life experience.

Superintendent Mick Doyle, head of Roads Policing, Thames Valley Police during the 2008 event said; *“This campaign is really impactful. Young road users are a vulnerable age group and it is hoped this campaign will reduce the number of young people who lose their lives on the road and families who suffer their loss.”*

Feedback from those who attended the 2008 events was very positive with more than 80% willing to recommend SDSA to a friend and more than 70% think it will make them a safer driver.

Visit www.safedrive.org.uk for more information.



Motorway Enforcement

2008 saw the commissioning of eight new enforcement locations on the motorway network in Thames Valley.

There are four new mobile locations on the M1 and M40, with enforcement taking place on bridges over the motorway. Enforcement will take place at different times of the day and week targeting high speed offenders.

The four enforcement locations on the M4 were put in place to support a Highways Agency project to upgrade the communications infrastructure between junctions 10 and 12, during which time the speed limit was reduced from 70mph to 50mph in each direction. These locations used a different type of technology, namely the SPECS average speed cameras. This type of system uses linked cameras which continuously capture images of vehicles as they pass the cameras. Vehicle number plates are recorded using Automatic Number Plate Recognition (ANPR) and the average speed of the vehicle is calculated between the two cameras. There are numerous advantages of using an average speed enforcement system, one of which being that when drivers are less likely to suddenly brake and then increase speed after passing a traditional fixed or mobile camera. Compliance of the speed limit is achieved along the whole speed restriction zone.

Evaluation of the M4 project showed there no people killed or seriously injured when the works were in place, compare to 7 in the previous three years. Average speeds were consistently well below the posted 50mph limit and typically just 9 offences were detected per day (1 in 10,000 vehicles).

Future schemes may see the introduction of SPECS3, which has been recommended for Home Office Type Approval (HOTA). SPECS3 brings the latest technological developments to the time over distance concept and will offer key features such as lower installation costs, higher quality offence images and offence data which can be collected remotely.



Camera Site Collision Report

There are 212 active fixed camera sites across the Thames Valley region. In the last three years, there have been significant drops in the overall recorded injury collisions at these sites compared to the three years before each camera was installed. An overall drop of 94 KSI collisions and 802 PIC collisions in 2006-2008 represents a reduction of around 38% for all injury collisions.

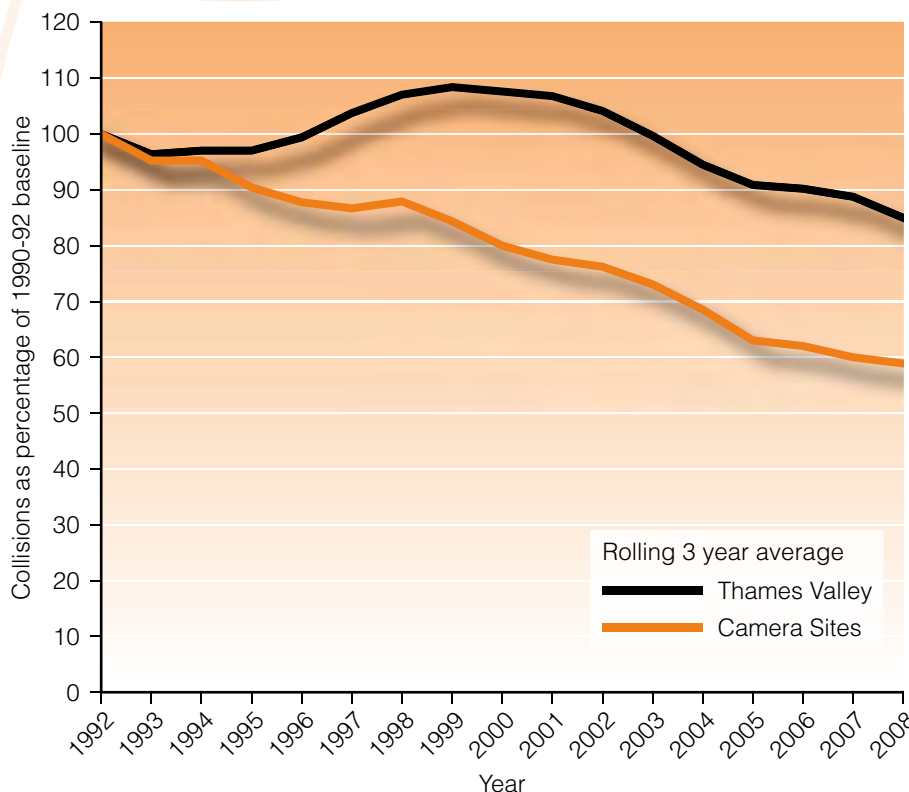
Collisions have increased at 34 sites, not changed at 18 and reduced at 160 sites. The sites where collisions have increased have typically changed by 1-5 collisions. The 160 sites with a reduced collision level have dropped by typically 1-15 collisions.

The chart below compares percentage change in collisions at fixed camera sites with percentage change across the Thames Valley region as a whole, using 1990-1992 collision figures as the 100% baseline. From introduction of cameras in 1993, figures have decreased each year, reaching 60% of the baseline by 2008.

Mobile camera sites were introduced from around 2002, with 41 core sites currently active. The last three years have seen a drop of 197 PIC collisions when compared with the three years prior to camera installation, equivalent to a 30% reduction overall. KSI collisions have reduced by 82, or 61% of the KSI collisions. Collisions have increased



Collisions at fixed camera sites compared with Thames Valley Region as a whole



at 4 sites, not changed at 4 and reduced at 33 sites.

It is true that collisions have not decreased at every single camera site following the introduction of automated enforcement. This may be because there were very few collisions before installation, there may have been changes in traffic flows (such as new industrial or housing developments) or perhaps speeds have remained unchanged as a result of enforcement. It could even be the case that there are other contributory factors that are causing crashes at that location and a speed camera will never have an impact upon those.

What is clear though is that at the vast majority of locations where cameras are installed, they contribute to reduced collision rates and play an important part in the road safety toolkit alongside engineering and education.

Continuing to innovate with award winning magazine

'1st Car' is a publication that originated in the Thames Valley area when a budding entrepreneur saw the need to produce a high quality and credible publication for young drivers. The aim was to give them a magazine that would help to point them in the right direction as they took the roads for the first time.

Adopted early in its development by many of the partners in Thames Valley and supported with editorial content from the region, the magazine has grown to becoming an award winning publication.

Continuing the partnership with 1st Car, Thames Valley Safer Roads helped to develop a new distribution model for the magazine in 2008, with free subscriptions being given away to young drivers across the region, supported by posters and flyers being distributed to colleges and at major events.

Dan Campsall, Communications Manager for the Partnership described the development: *"We have enjoyed working with 1st Car over a number of years now and seen the publication become widely used in almost*



100 local authority areas. We're really pleased that we have been able to develop this new distribution model which helps local authorities to find new outlets for 1st Car and extends the reach to young drivers who might otherwise miss out on a great mag."

Safer Rider

2008 saw the complete re-launch of Safer Rider; the motorcycle safety programme for Thames Valley. Involving police officers, local authorities, fire services and the voluntary sector, the campaign was refreshed with new outdoor and radio advertising, a fresh push on training, targeted PR to raise awareness of motorcycle safety issues and a brand new website.

Safer Rider has now become the place to go for news and advice from highly skilled police riders who regularly contribute to the site.

On the site Inspector Bob Jarrett speaks to the motorcyclists: *"Our aim is to keep you safe and riding for years to come by passing on advice that will help you become a better rider. If your riding ability improves, the chance of you becoming another casualty is reduced."*

"There are a number of errors common to many of the serious injury and fatal collisions involving motorcyclists



and we would like the opportunity to pass on very simple tips to reduce the risk of you getting injured or worse."

The Safer Rider campaign is underpinned by some very high quality research into the types of people who are involved in motorcycles collisions in Thames Valley, including looking at the sort of communities they come from. Dan Campsall explains why this is important to the campaign. *"Understanding who is most 'at risk' is vital to building credible and targeted campaigns. By*

getting a clear understanding about the people who crash, their lifestyles, their family circumstances and the sort of messages they are receptive to enables us to communicate effectively with relevant information; in places where they are more likely to find it or see it."

Visit the site for yourself at www.saferider.org

Continuing the Reduction of Offences Detected

| Speed & Red-Light Cameras (<i>not Officer Issued</i>) | 2005–06 | 2006–07 | 2007–08 | 08–09 |
|---|---------|---------|---------|----------------|
| Offences detected | 193,428 | 219,786 | 159,298 | 155,521 |
| All NIPs | 148,619 | 143,525 | 117,042 | 122,053 |
| Conditional Offers | 97,303 | 84,768 | 52,027 | 54,374 |
| Paid | 90,833 | 75,248 | 42,422 | 48,399 |

The number of offences detected in the Thames Valley has fallen for the third year running demonstrating that motorists are far more aware of their speed at camera sites.

Although the number of paid fines has increased from last year, there are still more people choosing to attend a Diversionary Education Course (DEC) with over 50,000 people opting for education over points on their license. Thames Valley has been leading the way in driver education tailoring courses specifically to influence driver attitudes. Last year (07–08) courses were offered to speeding motorists as well as those caught using a hand-held mobile phone. In 08–09, new courses were created especially for young drivers and motorcyclists and TVSRP



will continue to look towards education as the preferred method for dealing with offences.

During the year, 45 new mobile sites were commissioned, of this 41 sites were installed as a direct result of concerns raised within the community. Full details of all camera locations in the Thames Valley can be found on our website.

Tough questions and clear answers in the first ‘Open Forum’

The partnership held its first ever Open Forum in March, as part of its commitment to engaging with the public about its activities and performance.

The event was held at Maidenhead Town Hall on the evening of 18th March and was attended by a wide range of interested parties; journalists, councillors, council officers and members of the public.

The evening was hosted by Steve Howell, chairman of the Strategy Committee, and was a mixture of presentations on the broad range of activities with which the partnership is engaged. Richard Owen presented data on the partnership’s performance in terms of casualty reduction and detecting motoring offences and was followed by Sgt Chris Appleby who provided an overview on the policing operations supported by the partnership. Dan Campsall outlined the publicity, community engagement and education initiatives that had happened in the previous year and this was followed up by David Richards, Marketing Director at DriveTech talking about the driver education courses that are now on offer to offenders across the region.



The evening was concluded with an open time of questions from the floor. There were some challenging questions asked about the performance of cameras and the road safety benefit being brought about by the partnership’s work; in responding the panel were able to draw on much of the latest available evidence to demonstrate the value of the wide range of services that our now delivered in partnership.

Feedback from attendees on the evening clearly indicated that they would like to have more opportunities to open up these sorts of public discussions.

Casualty Figures Continue to Fall

The record low figures reported in 2007 have continued to fall in 2008, with the lowest recorded fatal, serious, and slight casualty figures, and lowest annual collision numbers (from the start of our records in 1990). Since 2000, overall collisions have fallen by 26% and casualty numbers have fallen by 28%. The most severe of collisions (those in which someone was either killed or seriously injured, “KSIs”) have dropped by 43% in the same time period.

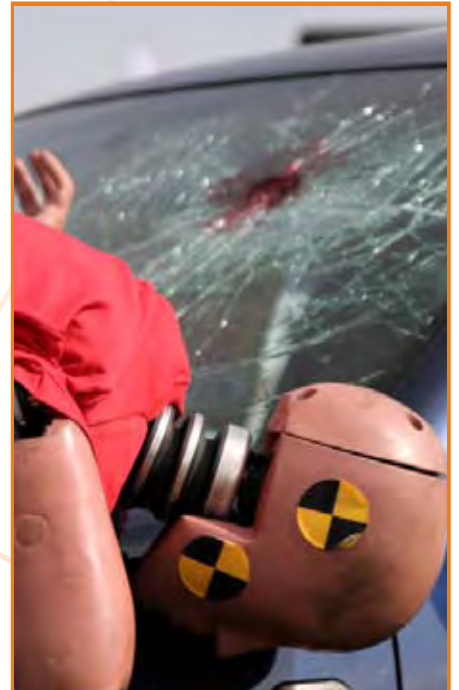
Progress towards the government’s RCR2010 targets is positive, with the number of people killed or seriously injured in 2008 being 45% below the 1994-98 average. Child KSI targets and “Slights per 100m vehicle kilometers” are both well below the 2010 target value, showing a 62% drop and a 32% drop respectively compared with their 1994-98 baseline averages.

In general, casualty figures for car drivers, motorcyclists, goods vehicle and bus users are all reduced, as are casualty statistics across all age bands.

Motorway casualty figures have experienced a 27% reduction over 2007 figures. This was after 4 successive years of increases in motorway casualties.

Safety camera sites continue to perform well across the region, with the number of people killed or seriously injured in the last 3 years being 40% lower than in the 3 years before sites were installed. All casualties have also reduced at sites by 31% compared with the periods before installation.

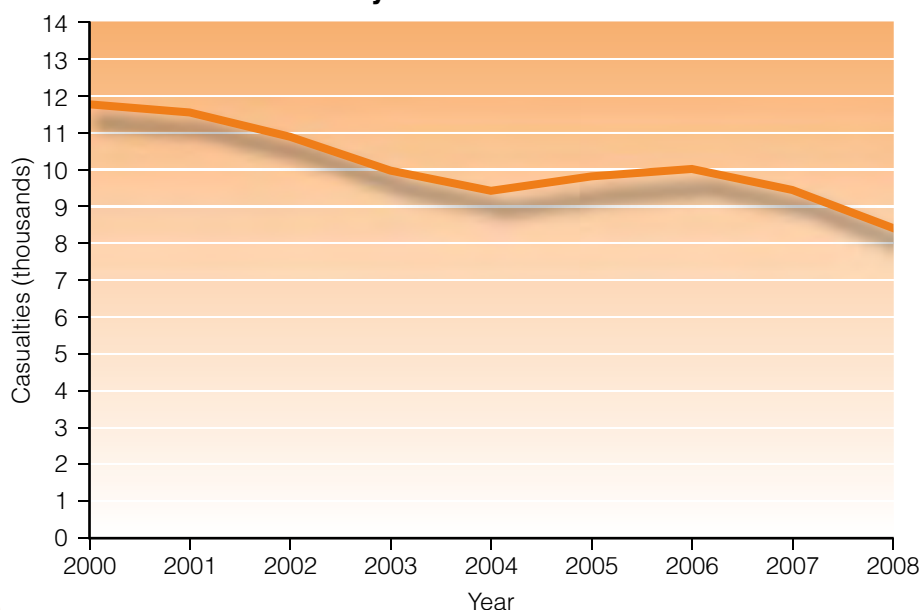
However, whilst the overall 2008 casualty figures are very



encouraging, some key areas remain of concern to the Partnership. Figures for vulnerable road users remain high: pedestrian PICs remain around the 2005-2007 levels, and pedal cycle KSIs and PICs have increased roughly 8% above 2007 levels. The total number of casualties from crashes where alcohol was a factor has dropped, but the KSI figures for alcohol related casualties has risen from 100 in 2007 to 124 in 2008. Whereas large motorcycle involvement in crashes has reduced by 7% in 2008 compared to 2007 figures, small motorcycles (125cc and less) have seen an 8% increase in collision involvement.

The chart to the left represents the continued successful reduction in casualties in Thames Valley since 2000.

Thames Valley Road Casualties 2008 – 2009



Responding to the Challenge

Dealing with the tragically high levels of road death and injury amongst the under 25s requires not only creative & innovative solutions, but also effective ones. In Thames Valley, they think they might just have found part of the solution, here is a bit more about the Young Driver Scheme.

Frustrated by the stubbornly high level of casualties amongst young drivers and their passengers a number of the partners in Thames Valley found themselves at a Brake one-day conference trying to find a way forward. Determined not to let the conference pass without really engaging with the issues they decided to reconvene and see whether there were initiatives that they could pursue together that would really make a difference.

In those early meetings, police and local authority representatives met with academics, commercial service providers and analysts to look at a range of measures that might help. A number of workstreams started to develop from this group looking at various ways of reaching the target audience, chief among them was the idea of creating a diversion course that was specific to the target age group.

In May 2008 the force launched the Young Driver Scheme, a programme specifically aimed at drivers under the age of twenty five caught committing a range of motoring offences including; excess speed, the use of hand held mobile phone, careless driving and failure to comply with traffic directions. This was the first time that a major driver offender rehabilitation scheme had been established to target a particular demographic group rather than defining its audience on the basis of vehicle use or offending behaviour.

The scheme takes the form of a two hour workshop delivered by DriveTech Ltd, and includes content drawn from the other courses already being delivered across the force area including Speed Awareness and Call Divert courses. One of the real innovations is that participants then undertake five e-learning modules developed by a2om Ltd; a ground breaking initiative where key issues relating to young driver behaviour, that had been the subject of scientific research, were addressed through interactive material on-line. By using a period of 'lock out' after individual modules, the YDS intervention is spread over two weeks to allow time for learning to take place and an opportunity for reflection so that the participant can consider the content of the module with the aim of improving their understanding.

Since its launch, more than 4,500 individuals have completed the programme and the scheme



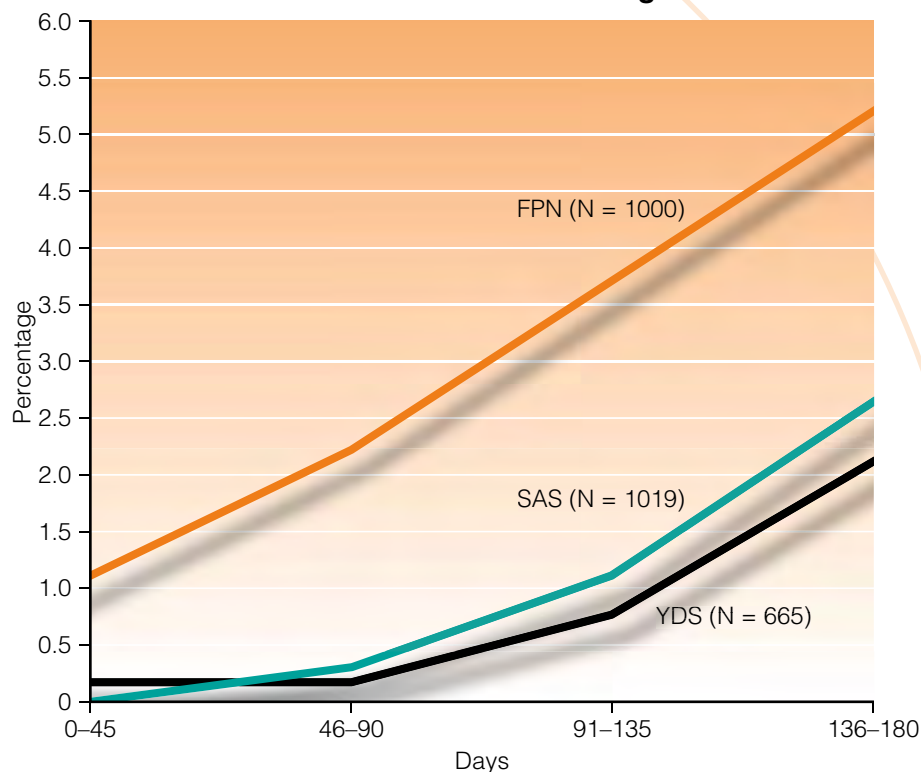
continues to be delivered to around 400 a month.

After giving his support, North Wales Chief Constable Richard Brunstrum, rightly insisted that a rigorous and independent evaluation of the effects of the YDS was completed. To provide this work we brought in Anders af Wählberg from the University of Uppsala.

The current evaluation project has shown that the Young Driver Scheme is proving to be nearly 60% more effective in reducing reoffending rates than issuing a Fixed Penalty Notice. These results are reflected in the chart below:

From the conference in London, around 2 years ago, it's great to see that this scheme is proving to be one of those effective solutions we were looking for.

Recidivism over six months following intervention



MAST Online Success

For road safety practitioners to discover ever more effective and efficient ways of achieving casualty reduction through modifying road user behaviour, they need clear information - both about the issues and the intended audience - more than anything else. Meeting this need is an essential element of Government road safety strategy, and now a TVSRP sponsored project is delivering the means to fulfil this commitment.

TVSRP has developed a local solution to provide this resource which was awarded a Prince Michael International Road Safety Award in 2008. Now, primed with national and local funding, they are making the benefits available nationally by sponsoring development of a powerful web based data analysis

tool called MAST Online. This innovative product will expose national crash data for flexible in-depth analysis, and provide detailed socio-demographic insight into people involved in crashes.

MAST Online combines records of injury crashes reported to the police with Mosaic Public Sector, the



UK's leading socio-demographic classification system from Experian. Mosaic uses a vast range of variables to paint a rich picture of every UK community in terms of typical demographics, socio-economics, lifestyles, culture and behaviour. This

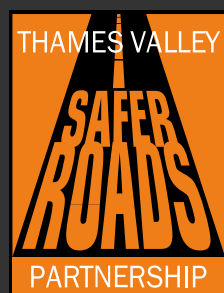
allows recognised social marketing techniques to inform road safety strategies, improve targeting of enforcement activity and facilitate development of education and publicity campaigns.

Over the first seven months of the Project, a national MAST Steering Group of prominent road safety professionals has been established, the developers who will create the pioneering online technology required have been identified, and the work of preparing the necessary data is well underway. Bruce Walton, the MAST Project Manager, says "MAST Online will create a national impetus for better casualty reduction, greater cooperation across political boundaries, improved cost effectiveness and the elimination of money wasted on misdirected interventions. It is a huge opportunity for TVSRP to lead the nation towards smarter road safety planning in the future."

Successful Partnership Expenditure Reductions

The Partnership have a commitment to make a 4.2% efficiency saving year on year. This was achieved by the Partners when setting the 2008–09 budgets and further savings were made throughout the year resulting in a net underspend of £159,951.65. This is returned to the Partners in the form of a reduced contribution for the following year.

The 2009–10 budget has been set at £4,349,522.76.



| | Budget | Expenditure |
|--|----------------------|----------------------|
| Capital Spend | | |
| Total Fixed camera equipment and site costs | £6,000.00 | £3,720.00 |
| Total Mobile camera equipment and site costs | £241,489.50 | £201,135.67 |
| Total IT and communications | £9,050.00 | £3,935.47 |
| Total Other capital costs | £20,000.00 | £27,655.65 |
| TOTAL CAPITAL SPEND | £276,539.50 | £236,446.79 |
| Revenue Spend | | |
| Total staff costs | £2,891,359.00 | £2,776,001.17 |
| Total equipment maintenance costs | £695,895.00 | £681,773.87 |
| Total accommodation costs | £171,602.00 | £163,583.15 |
| Total communications costs | £147,500.00 | £138,322.92 |
| Total other revenue costs | £324,050.00 | £350,865.95 |
| TOTAL REVENUE SPEND | £4,230,406.00 | £4,110,547.06 |
| TOTAL SPEND | £4,506,945.50 | £4,346,993.85 |

Operational Case Spend 2008–2009

Area Profiling

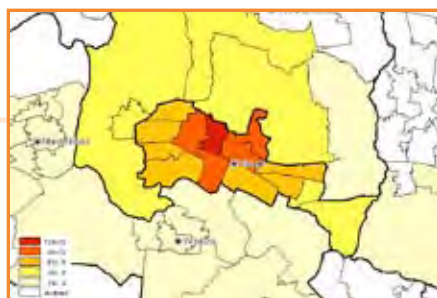
In response to partners requests for bespoke documents relating to road risk within individual districts, the partnership team created a set of 16 'Area Profiles' covering the whole of Thames Valley. The key areas of analysis were broken down into six main headings of: **Spatial, Demographic and Vehicle; Road Casualty Reduction (RCR2010); Collisions; Casualties; Drivers; and Enforcement.**

The documents were successful in indentifying emerging road safety trends within areas and provided partners **useful** information about specific at risk groups and the main causes of crashes. By using data obtained from the National Statistics website it was then possible to look at popular modes of transport and demographic details to build up a picture of the populations and see where their most significant road

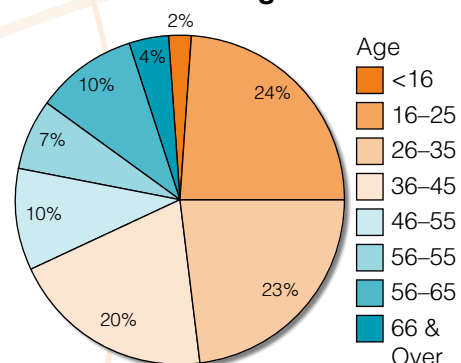
safety problems **were (in comparison to the rest of Thames Valley).**

Also included were socio-demographic analysis at a district level to identify the population groups that were most likely to be involved in collisions and whether they were over-represented based on their populations within the area. All of this analysis was made possible through the use of the *Headline Data* analysis tool developed by TVSRP.

Finally, maps were created showing the home locations of drivers involved in injury collisions, indicating which

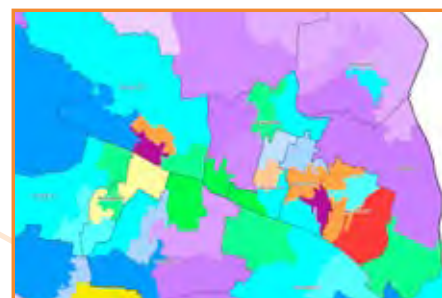


Analysis of Drivers Ages – Crashes in Wokingham 2005–08



populations were most at risk and also where drivers lived relative to the place where they crashed.

These documents are now in use by the partners and have been used to help shape local road safety strategies.



Successful Road Safety Checks

2009 saw a very successful start to the year with a multi-agency road safety check on the A4 London Road, Newbury. The check was conducted in the West Berkshire Council area in February and demonstrated partnership working with officers from B Team at Chieveley Roads Policing Base, the Road Safety Team from West Berks Council, Taxi Enforcement Team from West Berks Council, Benefit Fraud officers from West Berks Council and VOSA (Vehicle & Operator Services Agency).

The check lasted just over four hours and culminated in the following results:

7 drivers were issued with £60 endorsable fixed penalty notices

for using their mobile phones whilst driving. They were given the option to attend 'Call Divert', an education course rather than prosecution via a Fixed Penalty Notice (FPN) or court.

25 vehicle occupants were issued with £30 non-endorsable fixed penalty notices for not wearing their seat belts. All of these offenders opted to be spoken to by Road Safety Officers to receive roadside education and have their FPNs cancelled.

1 driver was issued with a £60 non-endorsable fixed penalty notice for not having an MOT.

8 drivers received prohibition notices from VOSA for various vehicle defects.

10 taxis were checked and one was found to have a defective tyre.

The five Road Safety Constables (RSCs) have detected over 6,000 offences in the 2008-2009 financial year and the table below shows a breakdown by type of offence. There have also been arrests for drink driving, possession of drugs and driving whilst disqualified offences.

| | |
|-------------------------------|-------|
| Seatbelt Offences | 4,329 |
| Mobile Phone Offences | 809 |
| Insurance Offences | 131 |
| Driving License Offences | 64 |
| Drink Drive Offences | 10 |
| Construction and Use Offences | 951 |

TVSRP

Performance Indicators

The partnership has set 12 targets or performance indicators that will demonstrate its performance in respect of:

- **Casualty reduction**
- **Enforcement and processing**
- **Education, training and publicity**
- **Efficiencies**
- **Service delivery**

These targets are monitored on a yearly, quarterly or monthly basis (depending on the target) and regular updates provided to the partnership management groups.

Monitoring performance and setting goals enhances the partnership accountability, both to the contributing partners and the public. Setting appropriate targets was at times a lengthy process and they will be constantly reviewed to ensure they remain challenging and realistic.

The following reports cover the period of the last operational year (April '08—March '09) unless otherwise mentioned. In order to assess partnership progress, several years' information may be required and therefore these reports provide an indication of current levels only.

It is not expected that all targets will be achieved immediately but significant progress should be made with extra attention and possibly resources devoted to those areas where targets are not being met.

Casualty Reduction

Target 1

To achieve at all TVSRP speed and red light enforcement sites:

- A 40% reduction in KSI casualties; and
- A 20% reduction in all casualties.

Current levels based on data to the end of 2008 show:

- 40.7%
- 32.7%

A more in-depth report on camera sites can be found elsewhere within this report

Target 2

Through enforcement, education, training and publicity:

- Improve driver seatbelt wearing rates to 96% by March 2011 from the current baseline of 92%
- Reduce the use of hand-held mobile phones by drivers within Thames Valley from the current baseline of 1.7% to 1% by March 2011.

2008 - 2009 Surveys carried out by the Transport Research Laboratories (TRL) show 92.9% of driver wearing seatbelts and 1.55% using hand-held mobile phones. These figures are a slight improvement on the previous year.

Enforcement and Processing

Target 3

To undertake 7,200 days of fixed camera enforcement, and 9,528 hours of mobile speed camera enforcement per annum.

Figures for Year 2 show 7,955 days fixed (excluding roadworks) and 9,074 mobile hours. This figure is a big improvement on the previous year and only slightly below the target (revised in March 2009). Work will continue to look at ways of further improving the amount of enforcement being carried out with the existing resources.

Target 4

To undertake 8,064 hours (90% of available time) of road safety activity per annum using partnership employed Road Safety Constables.

Actual figures for the second monitored year (Jun '09 - May '09) show 8,643 hours and 99.8% of available time.

Continued on page 11 

TVSRP Performance Indicators

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Education, Training and Publicity

Target 5

To educate 45,000 identified offenders by offering and completing Diversionary Education Courses for speeding, mobile phone, seatbelt and motorcycle related offences.

A minimum of 50,145 courses were delivered. The actual figure is likely to be as much as 7,000 higher but due to a change in the way this figures was recorded in July '08, approximately 6-8 weeks of attendees were not counted. This target was revised down from the previous level of 100,000.

Target 6

To raise the level of prompted public awareness of TVSRP from its current level of 13% to 25% by March 2011.

The 2008 level is 13.3%. The partnership will consider what appropriate action should be taken to progress further toward the target.

Efficiencies

Target 7

To reduce the total partnership budget by a minimum of 4.3% for the financial year 2009 – 2010 and to identify areas of increased savings in partnership operations where there is reducing workload.

Total partnership budget for 09-10 is virtually unchanged but by delivering more diversion courses, the partnership and making efficiency savings in 08-09, it is actually costing partners 8.8% less in terms of financial contributions.

Target 8

To process 95% of Conditional Offers through to payment or court.

Only 94% were successfully dealt with but this is a good improvement on the previous year and should be on target within 12 months.

Service Delivery

Target 9

To provide accurate and complete collision data to all partners and the DfT no later than three months after the end of each period.

The collation and publication of collision data is going very well with regular reports sent to partners.

Target 10

To increase net public satisfaction with the services provided by TVSRP from its previous level of 16% to 25% by March 2011

This survey has not been carried out in 2008. The next report will be done in 2009.

Target 11

To raise the level of core partner net satisfaction with the services and activities provided by the TVSRP partnership team to 95% by March 2011.

The 2008 report showed 87.2% net satisfaction. This is a very high level but below the 95% target.

Target 12

To respond to at least 90% of public enquiries received by the Partnership Team within 10 working days.

92.1% were responded to within the set timescale with an average response time of 3.00 days

TVSRP: Who are we?

Core Partners

Bracknell Forest Borough Council
 Buckinghamshire County Council
 Crown Prosecution Service
 Her Majesty's Courts Service
 The Highways Agency
 Milton Keynes Council
 Oxfordshire County Council
 Reading Borough Council
 Royal Borough of Windsor & Maidenhead
 Slough Borough Council
 Thames Valley Police
 West Berkshire Council
 Wokingham Borough Council

Plus other road safety stakeholders

Contact us at

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Visit our websites

www.saferroads.org

www.saferrider.org

www.safedrive.org.uk

