



# Annual report

## 05/06

Northumbria Safety Camera Partnership

safe speed for life

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# Introduction

On the cover of this annual report is the very powerful image of Alison Brown's story. This demonstrates why we work so hard using a combination of education and enforcement to influence driver behaviour in order to ensure fewer stories like hers are told. Our work is about saving lives on the roads, and this report is about how we achieve that.

In October 2005, the Partnership's aim of engaging with drivers over speed related issues resulted in the introduction of the Speed Awareness Scheme. The scheme is a useful tool in educating drivers about the dangers and consequences of speeding, while providing an opportunity for those who qualify for the scheme to choose education over points on their licence.

Throughout the year, we also continued our trial of Vehicle Activated Signs (VAS), with the intention of raising awareness of speed limits at camera sites. Although the trial has not yet been completed, early indications show that vehicle speeds at fixed sites have come down. At some sites, speeds have reduced so far that conviction rates have dropped by 75%! This is very good news for the Partnership, for the motorist and for all road users. We will continue to deploy VAS in the most effective way, based on research, analysis, and our experiences gained in the trial.

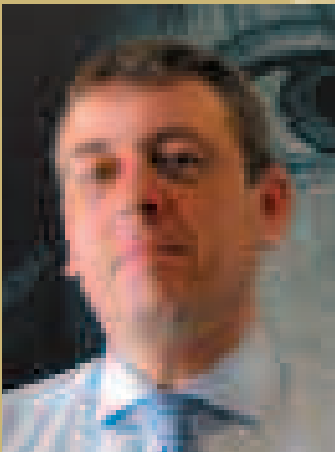
Although keen to educate and engage with the motorist, we have not shied away from our duty to enforce speed limits, which are there to ensure the safety of all road users. Maintaining high visibility enforcement has resulted in a general drop in speeds at camera sites.

As we are now in our third year, we are in a position to undertake a comprehensive overview of the impact safety cameras have on collisions. We can now use data, gathered since the Partnership launched to report positive results. In our first three years of operation, fatalities and serious injuries at new camera sites have fallen by an average of 59% per annum.

While we are pleased with the results, we are not complacent about our work and continue to strive towards reducing needless death and injury on the roads. We are confident that through the combination of education, publicity and enforcement, we can continue to reduce the number of deaths and serious injuries on the region's roads.

In December 2005, the Government announced a new funding regime for safety camera partnerships, replacing the current system of reclaiming money collected from speed fines to a grant based system, which is directly linked to the severity of the casualty problem within the region. The new system provides us with an opportunity to engage in a wider range of activities that recognise needs at a local level, and helps us target resources and develop strategies accordingly.

This annual report will hopefully provide you with awareness about the partnership, its aims and achievements.



A stylized, handwritten signature in a gold color, appearing to read 'Ray King'.

# How do safety cameras work?

Northumbria Safety Camera Partnership uses three types of camera - fixed, mobile and red traffic light.

Fixed cameras - all fixed safety cameras are designed to measure the speed of oncoming vehicles, departing vehicles, or both, depending on the type of camera.

Gatso cameras use a radar beam to detect the speed of passing vehicles and take two photographs from the rear, 0.5 seconds apart. White line markings on the road surface (five feet apart) provide a secondary back-up check of the distance travelled, to allow for the speed to be verified by an operator.

Truvelo cameras are front facing and use sensors embedded in the road to calculate the speed of oncoming vehicles. It uses front photography in order to better identify the driver. The magenta coloured filter on the lenses is to ensure that the flash does not distract the driver, which has given rise to the misconception that infra-red illumination is used. They use infra-red technology to capture an image of the car and the driver.

All our fixed cameras are calibrated so that vehicles travelling within the speed limit are invisible. Only vehicles travelling above the limit are seen and photographed by the camera.



## Fact

If you're hit by a car at 40mph, you have only about a 10% chance of survival.



# How do safety cameras work?

Every camera is checked to ensure it is working properly every single time it is placed inside its housing. The cameras are returned to the manufacturer every year for a full calibration. When the camera and film are removed, the camera is checked again to ensure that it has been working properly.

The calibration and checking regime is rigorous to ensure that no law-abiding motorists are accidentally caught on camera.

Mobile cameras - a mobile Gatso camera can be set up in a mobile enforcement van or at the side of the road. It uses exactly the same technology as the fixed camera version but it is also capable of taking single frontal images of oncoming vehicles

Lastec 20/20 cameras employ sophisticated and accurate laser video technology. When the camera trigger is squeezed, it emits a rapid stream of tiny and completely harmless laser beams that bounce off passing vehicles and record their speed in 2/5 of a second-less than the blink of an eye.

The equipment is so accurate it can take a reading from just the wing mirror of a targeted moving vehicle, meaning that law-abiding motorists need not fear triggering the beam by mistake. By the same token, speeding motorists will not be able to claim that the beam was affected by another vehicle just in front, behind or at the side of their vehicle.

The cameras operate effectively in poor light conditions, including at night, and also operates in rain without the beam being refracted by water drops.

The equipment is calibrated daily, before and after each time it is switched on and is used by experienced, trained police officers.

Red traffic light cameras monitor traffic light junctions 24hrs a day. Vehicles that cross the stop line on red break a magnetic field, which causes a photograph to be taken. As the camera is triggered one second after the red light appears, this will often be at speeds well below the limit for that road. They are designed to capture drivers ignoring the red light, not those breaking the speed limit.

These cameras are installed at junctions with the worst collision history.



# A different perspective on speed

## Alison's story

There are many different views on speed, but some carry with them a deep lasting heartache. Gwyn Price was a loving father and said good-bye to his children and his partner Alison one day with the intention of seeing them soon. That was the last time he was ever able to kiss them good-bye, hug them or see their smiling faces. Gwyn didn't return home that day. Alison his partner was getting worried. Listening to the radio, she heard there had been an accident. What that must feel like-to know something might be wrong.

She had to find out, so booked a taxi to visit the accident site. She didn't get far. The taxi radio had said to return to her house, where, the police were waiting for her. No one wants to receive this sort of news.

Gwyn was dead and it was all because of a speeding motorist.


Robert Parry was speeding in his Jaguar down the Great North Road when he hit another car causing it to flip and land on top of Gwyn's car, with devastating and tragic consequences.

Robert Parry is serving 7 years in prison for death by dangerous driving. Alison and her family are serving a life sentence. How do you tell your children their father is never coming home? How do you move on?

Alison, bravely, chose to front a campaign to encourage motorists to slow down. She was able to tell them what "The True Cost of Speeding" really is. Her emotional plea was that drivers pay attention and slow down in memory of Gwyn and for her children who miss him dearly.

Speeding is more than a £60 fine. It is more than the £174k it costs society for a collision involving a serious injury or £1.4m for a fatal collision. It is the heartache that Alison and her children suffer because of Gwyn's death.

She asked drivers, "Could you look my two year old in the eye and tell me speeding doesn't matter?" We don't think many people could either.



For Alison's, her children's and all our, sake please slow down.

## Why is speeding a problem?

Speed is not the same as speeding. One of the self-justifying comments of speeding drivers is that 80mph at 3am on an empty motorway is not dangerous. That is misdirection. Very few speeding convictions come from doing 80mph on an empty motorway at 3am, not least because there are very few cameras on the motorway network.

Besides, the often-repeated advice to ensure you can always stop well within the distance you can see to be clear also applies on an empty motorway. How many times have you seen debris in the carriageway, for example? On main beam headlights, any speed much above 80mph at night is unlikely to be within the distance you can see to be clear. This is beside the point, of course. It is a rare and glorious day (or night) when we have the roads to ourselves, but at any time of day or night someone could be driving based on the assumption that other traffic is moving more or less according to the rules.

Many drivers who have acknowledged the fact that speeding increases risk still try to argue speeding is not dangerous. A driver who has been speeding many times in the past with no more than the odd grey hair to show for it will still speed, because the next bend is most unlikely to have a child on the other side of it. At the back of their minds many speeders are aware that they may well die, or kill others; although most will always deny it, for a variety of reasons.

## Why speed limits exist

One justification people give for increasing motorway limits is they were introduced in the days of the Morris Minor and modern cars are much better. This is true enough. But the human behind the wheel has not been improved: the reaction times are the same. In 1950, 32% of recorded crashes ended in death or serious injury. In 2002, with crumple zones, airbags, safety belts, collapsible steering columns, soft dashboard etc. that went down to 18%.

### Fact

On a typical five mile journey in a built-up urban area, travelling at 38mph will mean you arrive just 75 seconds earlier than if you had been keeping to 30mph.

You also would have increased your chances of being involved in a collision by over 12 times.

You are just over half as likely to die if you crash now as in 1950. Wouldn't you have expected that to be very much better?

At 70mph on a dry motorway it takes an average driver 15.5m to react to a hazard and (if they're driving a new, performance car on new tyres) at least 50m to brake. That's a minimum stopping distance of 65.5m - or 14 Ford Galaxies!\*

\* Max Awards Tyre Testing result for Bridgestone S-02 Z-rated tyre



## Watching your speed is not a dangerous activity

Some drivers feel it is not possible to obey the limit without spending a disproportionate amount of time watching their speed. This is wrong for two reasons: first, most of the time you judge speed by the motion of the vehicle, and only occasionally do you need to glance at the speedo; and second, if it's such a difficult skill to master, how come we all manage to do it during our driving test?

In some instances, drivers create the scenario of the child who runs out just as you are looking at your speedo. Yes, it could just possibly happen, but is highly unlikely. Luckily if you're driving within the limit you have a better chance of avoiding them, and if you do hit them they have a better chance of surviving than if you are speeding. But this assumes the driver is driving up to the limit in an area where there are children playing on the pavement.

The implication of this theory is that drivers can't possibly be safe if they respect speed limits. This is just insulting to the majority of safe, law-abiding drivers

## Speed limits are not a target

Some people suggest speed limits encourage people to drive up to the limit rather than using judgement and setting "appropriate" speeds. The assumption is drivers, most of whom admit to speeding at least some of the time, would normally be driving slower than the limit and that the best way to train drivers in the safe use of speed is to let them make their own mistakes.

Both ignore the reason speed limits exist in the first place: drivers, left to their own devices, simply can't be relied on to set appropriate speeds. This is why speed limits exist.

Most drivers overestimate their own skill, and there is also an imbalance of risk where excessive speed is concerned. Put simply, all the benefit of going fast accrues to the driver, while much of the risk is off-loaded onto others.

The safer modern cars get, the more this applies. The result is that most drivers' judgement of appropriate speed is too high much of the time. In an attempt to mitigate this risk, speed limits were introduced - against strenuous opposition from motorists. The AA was founded to warn of speed traps. So what evidence is there that today's drivers will set their speed better now than they did back then?

## Breaking the speed limit is bad driving

Some people feel that speeders and bad drivers are two separate groups; the probability of crashing is not affected by speed; and it's the probability of crashing which is relevant, not the speed at which the crash happens.

The idea that bad drivers and speeding drivers are different is seductive. Most drivers break the speed limit at some point; nobody wants to spend longer than they have to getting to their destination; and we all know that only other drivers are bad.

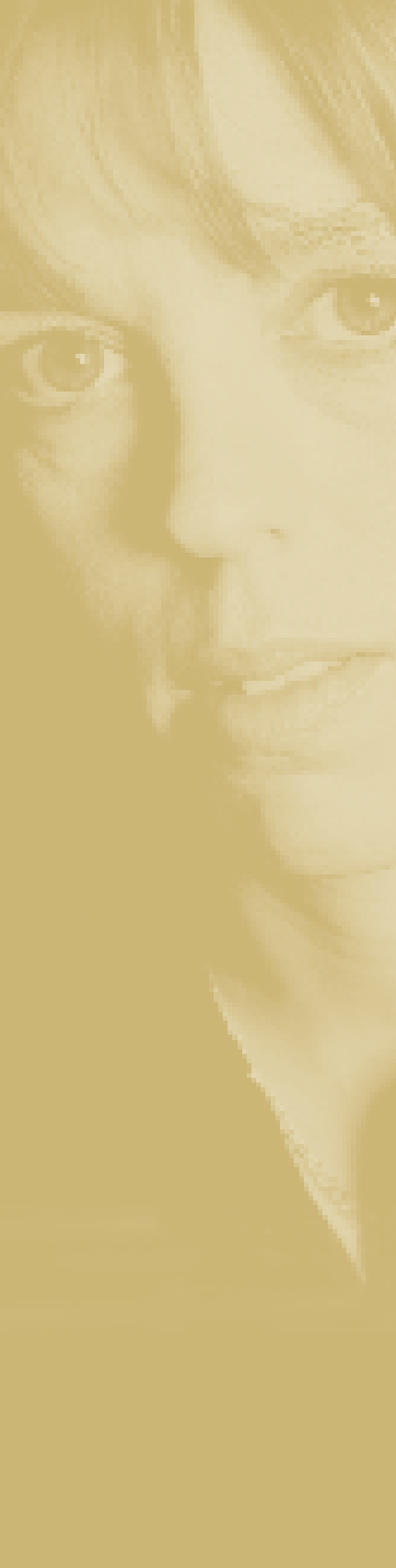
In interviews, between 80% and 90% of drivers rate their skill as above average. This goes right to the heart of road safety: the idea that crashes happen to other people, because they are bad drivers - not to us, because we are superior drivers. It would seem that the primary difference between crashing and not crashing lies not in the abilities prized by drivers themselves, such as control of vehicles at speed, but in anticipation, observation and preparation. Complacency is inherently dangerous. We are all bad drivers at least some of the time.

The idea that speeding drivers and crashing drivers are in some way separate is, in any case, flawed. A variety of studies have been conducted where drivers who crash have been asked about their history of speeding convictions. They identify a strong correlation between prior speeding (and other traffic) convictions and crash risk.

Statistics from the USA show teenage drivers in fatal accidents are 10 times more likely to have been stopped before for speeding than driving under the influence of drink or drugs.

There is also a strong link between speed (as opposed to speeding) and crashing. A number of researchers have analysed the variation of crash risk with speed, and all conclude that there is a U-shaped curve of risk, with the optimum generally centred at or slightly below the speed limit. By the time you are travelling 15% or more above the limit your risk of crashing has at least doubled.





## Is it worth the risk?

Ultimately what is dangerous is not just the act of speeding but the mindset that underlies it. If your dedication to the illusion of progress is such that you are not prepared to accept the law, where else will you be compromising safety for your transient personal convenience? The fact remains that higher speed is strongly associated with greater risk of crashing, and the probability of fatality rises roughly with the fourth power of speed. What is it that is so urgent as to make speeding so imperative that you're willing to risk your life and others for the sake of saving a few minutes?

Guy Chapman is a driver and recovering speeder. He is also a cyclist who prefers to share the road with drivers who are not in a "tearing hurry". He believes the speed imperative, more than speeding itself, is the cause of most of the problems on Britain's roads today, and the sooner everyone accepts that the limit is just that, and learns to live with constraints on their speed, the better.



### Fact

On a typical five mile journey in a built-up urban area, travelling at 38mph will mean you arrive just 75 seconds earlier than if you had been keeping to 30mph.

You also would have increased your chances of being involved in a collision by over 12 times.

# A fire fighters story

'Road traffic collision, two vehicles involved...persons trapped.'

Gunning the engine as the trees and fence posts flash past. Siren blating out a warning, strobes making momentary diamonds and sapphires of falling raindrops. Police are in attendance and have closed the road. Yellow jacketed sergeant waving me into the side of the road. Ambulance there too and fire crews, setting up tools. A quick nod to the Sub as I take a look round.

I can see what probably happened: Blue car going too quickly - couldn't make the bend. There's the mark on the verge where he left the road, scar on the tree where he hit broadside. Spinning back onto the road, red car has hit him head on. Police will meticulously put together the story later on.

Blue car. Massive damage. Smell of hot oil and coolant, look inside. Driver still in his seat, his head over to the right. Ruined head. Blood dripping from what remains of his nose is filling up the door compartment, soaking into the sweet wrappers, parking tickets and other detritus. Smell of alcohol and blood. An elastoplast on his thumb...cut on a corned beef tin? A cut that will never heal now. Young lad. Dead young lad. Not a priority. The rest can wait. The bad news to his family, the investigation that will find drugs in his bloodstream, the funeral. The broken hearts.



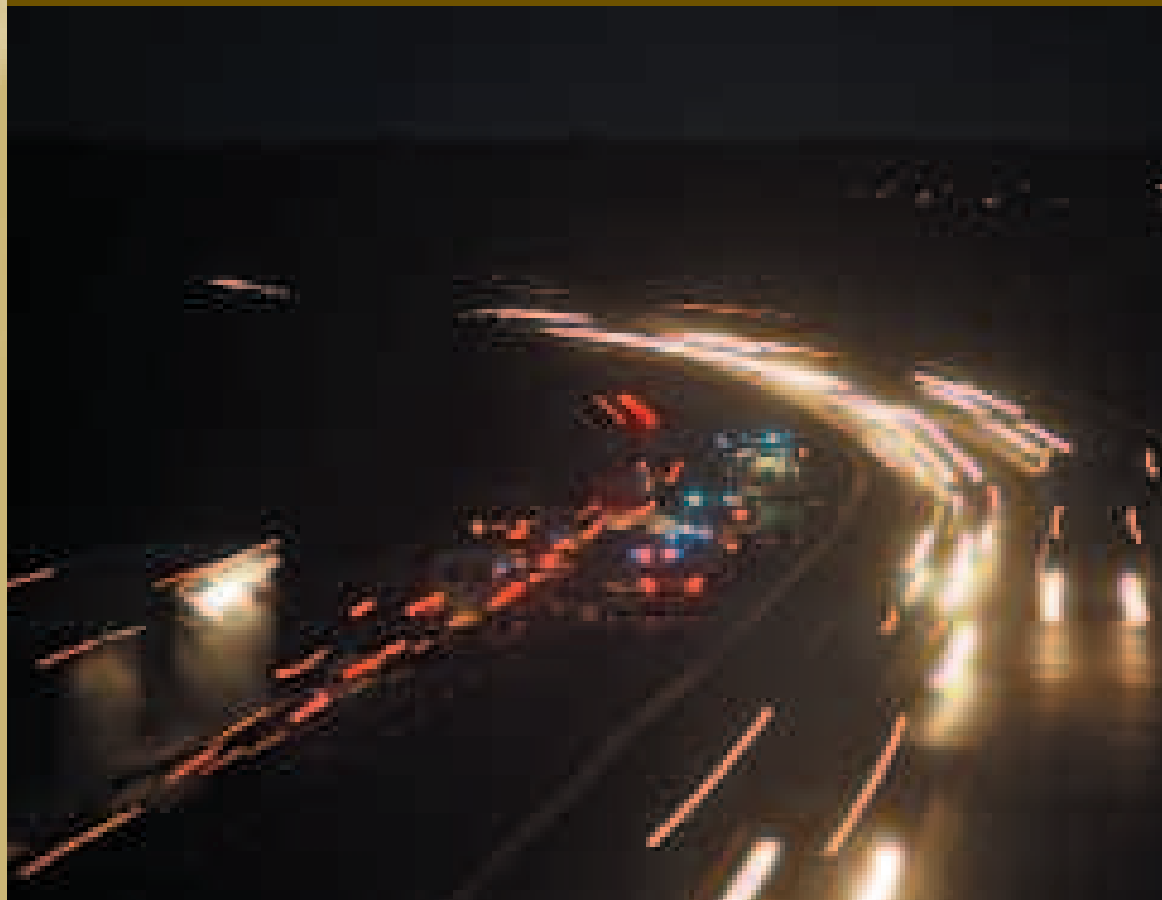
# A fire fighters story

Red car. Moderate to severe damage. Figures in green and helmeted figures in gold working busily alongside each other. Driver trapped. Windscreen crazed in a bloody spider web. Older man, head laceration. Broken femur glinting yellow in the sodium lights, bathed in its patina of blood. Conscious and talking, pinned by the dashboard. Seat belt hanging unused. Small figure behind him in the rear seat. Ten years old? Frightened eyes. Teeth and jaw smashed, she can't breathe properly. Priority. PRIORITY. Seat belt hanging unused. Bad example, dad.

Expert hands in medical latex, Gloved hands with powerful tools. Tearing metal to open the gap. Strong hands lifting gently, and she's free. An unspoken prayer as our eyes meet, then she's gone to the waiting ambulance.

More cutting. A choreographed symphony of rending metal and breaking glass. The roof is clear. Pain dulled eyes as the dashboard is pushed away. All together as he is raised up and finally out of his demolished car.

A look at the watch. Twenty minutes from arrival. A life ended, and the fight for two more will go on into the night.



Thanks to the firefighters from Cramlington Fire Station in Northumberland

# Review of the Year 2005-06

## Spring

Justice was served on Mark Tye for killing David Cameron while speeding in a 40 mph zone. Tye, was sentenced to 5 years in prison for hitting David, 7, on Stamfordham Road at 20 mph over the limit. This case highlighted the reality of speeding and what the consequences are for both the victim and the driver. Despite the prison sentence, the Cameron family still have to live with their loss, which will go beyond 5 years.



Photo courtesy of Evening Chronicle

Safe Speed for Life continued to engage with motorists by publishing camera maps for all of Tyne and Wear and Northumberland. The colourful maps clearly show camera locations by type including fixed sites, mobile sites and red light cameras. In addition to providing the sites on the website, the maps will be distributed to service stations, fleet drivers, the local authorities and handed out at road shows to the public. In addition to the site of the camera, there is also information on the collision history of the site to encourage drivers to slow down in these accident hot spots.

The partnership looks for every opportunity to educate drivers, and in order to do so, began inserting leaflets into the Notice of Intent to Prosecute letters received by those caught speeding by the partnership. The aim was to persuade drivers to focus on the danger and potential devastation caused by speeding as opposed to the £60 and 3 points. The insert reads, "If you think £60, think of what speeding could have cost you..." The inside of the leaflet shows flowers at the side of the road where loss of life has occurred.

# Review of the Year 2005-06

## Summer

Safe Speed for Life launched the Rural Speeds Campaign to educate drivers about the national speed limits for different roads and different vehicles. The campaign focused on roads where the national speed limit applies and targeted vehicle types that often unaware of the speed limit.

By running on bus backs, the campaign was particularly targeted in rural areas, which tend to have a high number of roads with derestricted signs. Many goods vehicles are not fully aware of the different classification for roads, which causes a danger to other road users and themselves.



Dozens of bus backs went in Tyne & Wear and Northumberland, with a focus rural routes to ensure drivers in those areas are better educated about the national speed limit rules.

As part of the drive to educate drivers about different speed limits, the Northumbria Safety Camera Partnership worked with Asda to ensure their goods vehicles were aware of the varying speed limits and to ensure the were obeying speed limits, protecting jobs and lives.

In September, Safe Speed for Life puts its name alongside Sunderland players with a pitch side advert in the Stadium of Lights. The consistent attendance figures at Sunderland and the possibility of television viewers, mean's the Safe Speed for Life brand and message continued to be highlighted to people in the Northeast.

### Fact

1 in 5 new drivers crash within a year of passing their test.

# Review of the Year 2005-06

## Autumn

In order to continue to educate young drivers about the dangers of speed, Safe Speed for Life re-ran its successful Young Driver's Campaign in the Cinema's to tie in with the return of students to university. Featuring a wrecked car in black and white, the advert stresses the dangers of speeding and the consequences young drivers face for reckless behaviour behind the wheel.

Northumbria Police and DriveTech teamed up to deliver speed awareness to motorists who broke speed limits in the region. Initially, the Speed Awareness Scheme was sighted in Sunderland and is specifically for those caught marginally over the speed limit in a 30 mph zone. Speeders offered the course still have to pay, but they avoid penalty points on their driver's license and get some useful information about speeding.

The scheme has been widely successful with many students feeling benefit from the scheme.

In December 2005, Secretary of State for Transport announced a new funding regime that would see an end to the current funding of partnerships to a grant based system through the Local Transport Plans. The purpose of the new funding arrangement is to allow partnerships and local authorities more flexibility in tackling road safety issues.



Then Secretary of State for Transport Alistair Darling said: "This report is clear proof that safety cameras save lives. There are hundreds of people alive today who would otherwise be dead. All the academics involved in this independent report agree that all the cameras are delivering substantial reductions in accidents and casualties.

"But I want cameras to be linked more closely to wider road safety. That is why I am increasing the amount of money available for spending on road safety, giving them a new fund of £110 million. In some places cameras will still be the solution, and can be funded through this money. In other places there will be alternative solutions which this funding can cover.

"In 2004, the UK had the lowest number on record of people killed in road accidents. We are committed to reducing that number even further. I firmly believe that the changes I have announced today will do that."

The Northumbria Safety Camera Partnership welcomes the expanded remit to allow increased use of a variety of different resources to tackle speeds and inappropriate driving. The partnership has always maintained a strong relationship with the local authorities and looks forward to continue its work in reducing casualties on our roads and heartache in our communities.

## Fact

Research shows that drivers caught speeding are twice as likely to have been involved in a crash in the last three years.

# Review of the Year 2005-06

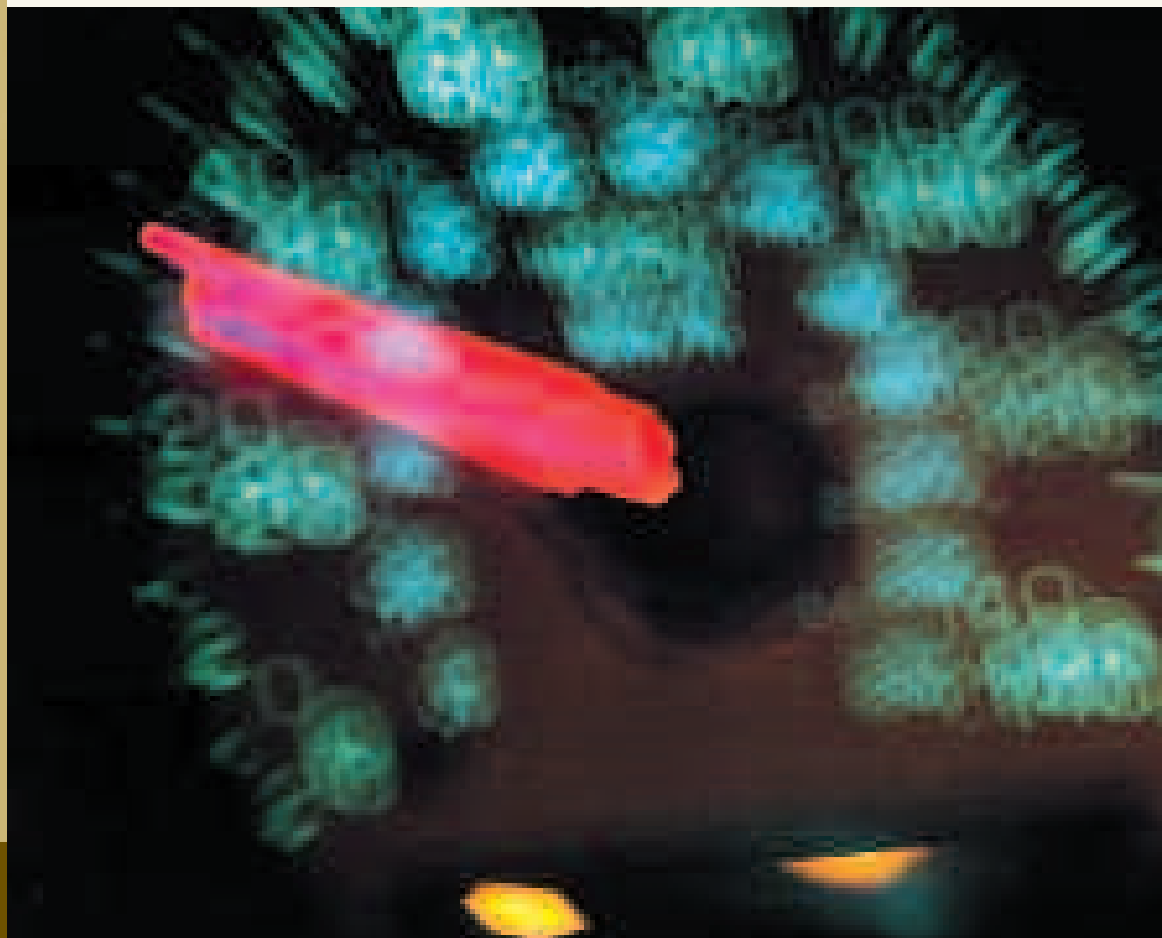
## Winter

In January 2006 a new communications manager started with the partnership to build on the previous successes and to carry on promoting the message of safer driving on Northumbria's roads.

At this time, Northgate and Northumbria Safety Camera Partnership announced their contract for the Public Access System that will show motorists their offence online. This is in an effort to avoid motorists querying their offence and to be as transparent as possible with the work we do.

In February 2006, Gateshead Council Mayor Joe Mitchinson launched the True Cost of Speeding Campaign at the Sage Gateshead. The campaign featured Alison Brown, who tragically lost her partner and the father of her three children to a speeding and dangerous motorist in August 2004. Gwyn was driving along the Great North Road when a Jaguar hit a Clio causing it to crash in to Gwyn's car. In order to highlight the tragic consequences of speeding, Alison headlined the campaign with a radio advert and roadside advertising.

As part of the campaign, Safe Speed for Life was featured on and sponsored the Three Legends on Century FM with over a quarter of a million listeners. Two live events were held, one in Sunderland and the other in Newcastle. Keeping with the football theme, Safe Speed for Life also sponsored a Newcastle United Football Club match against Everton, where 55,000 fans were exposed to Alison's story and the speed reduction message.



# Education and awareness before and after enforcement

The Northumbria Safety Camera Partnership is not raising revenue but saving lives. We believe the only profit in what we do is in saving lives and making safer roads, which benefits everyone in the region. The partnership and its awareness campaigns has been making great strides to ensure people are aware of speed limits, aware of camera locations and giving them second chances to be better drivers.

A variety of schemes are putting the partnership at the forefront of education and awareness as we continue to push for safer drivers on our roads, not more ticket numbers.

## Vehicle Activated Signs (VAS)

Although trialled last year, the partnership has expanded their use of VAS in order to warn drivers of the speed at sites where there is camera enforcement. Initial indicators suggest, that at sites where there was a fixed camera, speeds were down and convictions dropped up to 75% at some sites. This is a positive step at reducing speeds and working with drivers to create safer roads.

However, our research is not complete and a report about the effectiveness of VAS signs at camera locations will be published sometime towards the end of 2006. It is important that we have the full details of our research in order to ensure that they are placed in appropriate locations, where they will make the most positive impact on speeds and road safety.



# Education and awareness before and after enforcement

## Speed Awareness Scheme (SAS)

Northumbria Police and the Northumbria Safety Camera Partnership are always keen to work with motorists, not to catch them out. The SAS scheme, launched in October 2005 is an incredibly effective tool in educating drivers about the dangers of speed.

The scheme is also important for giving those caught marginally over the limit in a 30 mph zone a second chance in the hopes they will become safer drivers. The scheme, which is administered by DriveTech (UK), costs £65, but drivers avoid penalty points on their license. The three-hour workshop includes a 1-hour computer based assessment, which analyses driving style and every driver will receive a printed copy of their performance. The remainder of the workshop consists of an interactive session with input from trained instructors about the dangers of speeding and tips for safer driving and speed reduction.

The workshop covers these areas:

- Dispel the myths about saving time through speeding and taking risks.
- Highlight stopping distances.
- Explore the delegate's attitude towards speed and risk taking.
- Look at the anatomy of a crash.
- Look at the consequences of a crash.
- Discuss crash statistics.
- Encourage discussion amongst the delegate group.


DriveTech (UK) has over 16 years experience in driver training and has a reputation for quality and is the winner of the Fleet Award for Driver Training. Founded in 1990 by Chris Howell, who served 10 years with Thames Valley Police, DriveTech has been very engaged with Northumbria Police and the Safety Camera Partnership in educating drivers to the message of speed.

DriveTech (UK) founder Chris Howell said: "We are delighted Northumbria Police has recognised the role education can play in improving road safety as regards to speed. The courses aim to identify what driver/rider behaviour made the individual exceed the posted speed limit, what benefits they perceived in doing so and the dangers associated with speeding.

## Fact

At 35mph you're unlikely to be able to stop in time if a child ran out in front of your vehicle. You are also twice as likely to kill the child compared with at 30mph. The faster you go, the harder you hit.

"The aim of each workshop is to improve driving skills, attitudes and behaviour of drivers and motorcyclists, ultimately to reduce deaths and serious injuries on the roads. Road collisions as a consequence of speeding are the cause of untold misery, expense and loss for many people and a significant area of concern in terms of public safety."



# Education and awareness before and after enforcement

## Campaigns

The Northumbria Safety Camera Partnership continues to provide motorists with information and education through advertising campaigns and a comprehensive website that aims to help drivers avoid breaking the speed limit.

The partnership continually provides camera locations and has produced thousands of camera maps to hand out to drivers, which also provide details of casualties at the sites. Additionally, mobile camera deployment is updated via the website on a weekly basis to ensure motorists are aware where enforcement is taking place.

Our campaigns strive to educate drivers about the speed limits and why it is so important to adhere to them. We believe it is about working with the motorists instead of against them.

## Public Access System

While we strive to ensure we educate people to prevent them speeding or give them a second chance, some still break the speed limit and enforcement is a necessary tool to curb speeding in Northumbria. That does not mean we cannot still continue to educate people and in February 2006, Northumbria Safety Camera Partnership announced it has signed a contract with Northgate for a public access system where motorists caught speeding by safety cameras will be able to view their offence online.

The system will be an important tool for disproving myths that some motorists have when they are caught, whilst also reducing requests for pictures as proof of their offence. Those who were caught speeding have access to the site where they will be able to see the moment they were caught, in addition to calibration certificates, pictures of the signage of the speed limit and camera warning sign as well as a variety of other information that could be produced old evidence to support a conviction.

This system is important for transparency and the partnership's continuous drive to engage with motorists at every point in order to press upon them the message of safe driving.

Ray King, Project Manager for the partnership said, "It is important that people are given every opportunity to see that penalty notices serve a public safety purpose, and are not part of a revenue-raising exercise. If we want people to have confidence in what we do then we need to be open about our work, how speed cameras work and how they are helping to save lives." Insert picture of image on camera

# Partnership working to improve road safety

Northumbria Safety Camera Partnership was set up with the aim of reducing the number of people killed or seriously injured on the region's roads.

The partnership also runs the Safe Speed for Life campaign, which is designed to raise awareness about the dangers of inappropriate and excessive speed and to educate the public about why and where safety cameras are used.

Safety cameras have been proven to reduce both speeds and the number of people killed or seriously injured on the roads, but are not the only solution to improving road safety, which is why the partnership works closely with road engineers, road safety officers, data analysts and others to ensure new cameras are only located where they can make a difference.

New cameras included in the partnership scheme are only located at sites where there is a history of collisions, drivers continue to exceed the speed limit, and there is no other short-term engineering solution available. Additionally, the partnership is always looking at new ways to make drivers aware about their speeds and encourage them to slow down before they get caught.

During the year the Safe Speed for Life campaign has involved close working with many other partners within the road safety sector, including the IAM, AA,, Brake, and LARSOA (Local Authority Road Safety Officers Association) and the fire and rescue services.

Northumbria's safety camera partnership includes the following partners: Northumbria Police, Gateshead Council, South Tyneside Council, Newcastle City Council, North Tyneside Council, Sunderland City Council, Northumberland County Council, Newcastle University, Highways Agency, Northumbria Healthcare NHS Trust and HM Courts Service.

## Fact

Every year about 3,500 people are killed and over 35,000 are seriously injured in road crashes - that's the equivalent of a fifth of the population of Gateshead.





## Ten steps to safer driving and avoiding a ticket

**Use your gears** - as you approach a 30mph zone from a higher limit, switch down to third. The Institute of Advanced Motorists states that a combination of third gear and a light throttle in built-up areas will give you optimum control of the car's speed and save fuel at the same time.

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**Watch out for speed limit changes** - by law repeater signs are not allowed in 30mph zones so there will normally be no signage other than when you enter the zone. If you are in a built-up area with regular streetlights, always assume the limit is 30mph unless signs state otherwise.

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**Check your speedo regularly** - it only takes a fraction of a second to check your speed and should be as automatic as checking your mirrors.

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**Feel your speed** - a good driver has a "feel" for what speed they are travelling at without constantly checking the speedo. If you feel your speed creeping up, counter it calmly and smoothly without the need for sudden braking.

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**Realise that the speed limit is not a target** - it is often necessary to drive well below the limit, especially outside schools and in town centres at pub and club closing times.

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**Don't assume roads are safer at night** - reduced visibility makes this a dangerous time and it is never possible to guarantee a clear, open road for any length of time, even at 4am on a country lane.

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**Modulate your speed on country roads** - take into account bends and brows, side roads, slow moving farm vehicles or animals, weather conditions etc. You can know the road like the back of your hand and the shape of a bend, but not what might be on it.

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**Keep your distance** - only a fool breaks the two second rule. Count two seconds between you and the vehicle in front. This is your braking space in a crisis (double this if the road is wet).

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**On dual carriageways and motorways stay in the left hand lane** - unless you are overtaking, and keep your distance from the vehicle in front. Driving in the middle lane for extended periods of time slows down traffic and can aggravate other road users.

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**Drive as though a hazard is around every corner** - this advice focuses your attention on the road and is given by the Driving Standards Agency to everyone taking their test. It includes slowing down when you can't see what is ahead and only overtaking on a single carriageway road when you are 100% sure it is safe.



## Listening to local communities

The partnership is keen to work with local people to avoid collision hotspots being created, which is why we take any speed complaints seriously and aim to address any concerns that may arise.

In February 2004, we made our vehicles more visible with safe speed for life branding in response to public concerns that they were often unsure what the mobile enforcement vans looked like.

The website continues to be a tool for engaging with the public by providing information on camera locations and allowing the public to ask questions about certain issues relating to speed and safety cameras. The website is in the process of redevelopment to accommodate the Public Access System and will be ready in Autumn 2006.

The Safe Speed for Life campaign has held a series of information campaigns aimed at educating drivers about the limits on roads and limits for the type of vehicle (i.e. car, HGV, caravan). This is important partnership work that will achieve the aim of reducing speeds and saving lives.

Leaflets were also produced to give more information about speed limits and speeding.

Our aim to engage with the public, and tackle the issues of speed aids us in working to make roads safer in our communities. We carry out speed surveys at all locations brought to our attention. If results show that there is a genuine speeding problem in the area, we will begin a graded response to the issue. This initially involves deploying speed indicator devices on several occasions at different times of the day. These flash up drivers' speed but do not issue any tickets. If this does not have a positive effect on driver behaviour, mobile cameras will then be deployed.

There have to a history of fatal or serious injury collisions for a new fixed site or a new mobile site. However, we do not believe in sitting around waiting for people to be injured before we take action. The partnership is allowed to spend 15% of deployment time at sites of genuine public concern where there is a speeding problem, to avoid that location becoming a collision hotspot in the future.

If you are concerned about speeding in your area, please contact your local authority or local police area command, clearly stating exactly where you feel drivers are exceeding the speed limit. You can also write into the Northumbria Safety Camera Partnership for information.



## Your views remain positive for safety cameras

A survey of 1,189 people across the region took place in November 2005 and results included:

- 89 % pledging their support for safety cameras as a casualty reduction tool
- 83 % saying that safety cameras are meant to encourage drivers to keep to the limits, not punish them
- 69 % agreeing with the statement "fewer accidents are likely to happen on roads where cameras are installed"
- 98 % thinking excessive and/or inappropriate speed plays a significant role in fatal and serious road collisions
- 90 % of people think that speeding is socially unacceptable, showing that people need to have and want more respect on the roads

The survey, which took in the views of people from Gateshead, Sunderland, Newcastle, North Tyneside, South Tyneside, Northumberland, also highlighted areas where there are still concerns about camera use.

Just over 81% of respondents said the primary aim of safety cameras is to save lives.

A common cause of complaint from motorists caught speeding is that they were unaware of the speed limit at the time. When asked what the speed limit was for an urban road with regular street lights (30mph unless signs state otherwise), 96% drivers questioned during this survey gave the correct response. This is up 4% in the last year showing an improvement in education.

### Tip

Keep your distance - only a fool breaks the two second rule. Count two seconds between you and the vehicle in front. This is your braking distance in a crisis (double this if the road is wet)

## Public concern sites

No	Public Concern Camera Sites	Speed
591	Allendale Road, Sunderland	30
592	Burdon Lane (Cheribank)	30
593	Parkway at Barrington Drive	30
594	B6315 Smailes Lane	30
595	St Aidens Terrace	30
597	B1286 Tunstall Bank	30
599	Thornley Lane, Winlotion	30
600	B1322 Station Road, Backworth	30
900	B6318 Heddon-on-the-Wall	30
906	B6323 Callerton Lane	30
913	Sunderland Road Newbottle	30
918	Ferryboat Lane	30
921	B6316 Whaggs Lane Wickham	30
922	A189 Barrack Road West End	30
926	A196 Stobhill Morpeth between A192 and Coopies Way	30
930	B1296 Long Bank Wreckton (near Jubilee Ave)	30
933	Newcastle Bank, Birtley	30
941	A698 Donaldsons Lodge, Berwick	30
942	Wark, Cornhill, Berwick	30
945	A197 Morpeth Road, Ashington	30
948	Coach Lane, Hazelrigg	30
949	B1234 North Road, Hetton-le-Hole	30
952	Woodside Lane, Gatehead	30
953	A193 Front Street, Bebside	30
955	Dame Dorothy Street, Sunderland	30
957	Alexandra Avenue, Sunderland	30
958	The Wynd, Amble	30
961	Ayton Road, Sunderland	30
966	A69 Roadworks	40
971	C200 Bullcragg, Kielder	NSL*
972	C200 Lewisburn, Kielder	NSL*
973	A68 Redesdale Camp, Redesdale	NSL*

\* National speed limited applies, check limit for vehicle type.

# Questions and Answers

How many safety cameras are there in Northumbria?

There are 43 fixed sites across the Northumbria area and 79 red traffic light cameras. There are currently 77 mobile camera sites.

What is a "safety" camera?

Safety camera is the generic term given to fixed, mobile and red light cameras. Although the fixed sites will always be signed "speed cameras" due to road traffic regulations, the term safety cameras is much broader and better suited to explaining why the cameras are in place. The overall aim is safety: to reduce the number of people seriously injured and killed on our roads as a result of speed.

What is the difference between a fixed camera and a mobile one?

Fixed cameras can be in operation 24 hours a day, seven days a week. Mobile cameras are deployed by police officers, normally in vans, during specific time periods.

How can I be sure what the speed limit is?

It's advisable to presume that all urban roads in this country are subject to a 30mph speed limit unless there are signs to tell you it is a higher or lower limit, even on multi-lane highways. For example, in a built-up area with regular street lighting the speed limit is 30 mph unless signed otherwise, as set out in the Highway Code. In all other limits there will be small repeater signs on the street furniture to remind you of the limit (40, 50 etc.) but these are not allowed in 30mph zones. Therefore, if you don't see any repeater signs, it is likely to be a 30mph limit.

Are there different rules for new drivers?

Any new drivers who accumulate six penalty points within two years of passing their driving test will be dealt with under the Road Traffic (New Drivers) Act 1995. Their full driving licence will be taken away and they will only be allowed to drive again after applying for a provisional licence. They will revert to being a learner driver and both the theory and practical driving tests will need to be retaken before a full driving licence can be reissued.

Isn't this all about raising money?

No. Money received from fines can only be used to recover costs and support driver education and publicity initiatives; therefore only those who speed pay for speed enforcement. Previously, tackling speed was financed by all of the community through local taxes. Any remaining funds are returned to HM Treasury so there is no profit element for either the police or the local authority.

I can drive faster at night because the roads are empty. Why are speed cameras not just used during the day?

Many motorists argue that an open road late at night does not need cameras. However, a low volume of traffic is offset by much higher speeds. Over 10% of fatal road traffic collisions in the Northumbria area occur between midnight and 6am, despite much fewer vehicles travelling on the roads.

# Questions and Answers

How much over the limit must I be before I get a ticket?

The standard ACPO guidelines are 10% plus 2mph over the speed limit (i.e. 35mph in a 30mph zone) and none of the cameras in this area operate below this level. However, individual traffic officers can enforce below these guidelines if conditions justify this course of action, e.g. fog, heavy traffic etc.

Why do 30mph dual carriageways exist and why are there so many mobile cameras positioned on them?

These are two-lane highways (not dual-carriageways) designed to keep traffic flowing freely at busy times, not to encourage people to drive faster. They are often located in built-up residential areas where excessive speed can be, and has been, a problem for all road users, especially pedestrians. All mobile camera sites are chosen because there has been a history of collisions where speed is a contributory factor, and these locations are no exception.

Why not create more 20mph zones instead of using speed cameras?

Cameras are part of the solution to making our roads safer, not the only one, therefore they already work alongside other measures such as 20mph zones or other traffic calming measures. There are plans to introduce more 20mph zones in this region over the next few months to slow traffic at specific locations, such as outside schools.

Speed doesn't kill. Bad driving does. If you correct bad driving, won't you reduce accidents?

"Speed" as an abstract concept certainly doesn't kill, but the speed of your vehicle does have a significant impact on a) how long it takes you to stop and b) your chances of killing someone if you hit them. The ultimate aim of any road safety effort is to encourage better drivers. Tackling speeding is just one aspect, which is why new cameras are only situated at collision hotspots where research has shown that reducing the speed could also reduce the number and severity of collisions.

Why don't you try catching some drink-drivers or those driving under the influence?

There are many other ways councils and the police are targeting bad driving in general e.g. - Driver Improvement Schemes for drivers involved in collisions (running similar courses for speeding offences as an alternative to points are currently being researched nationally) - the Weekender scheme tackles motorcyclists' errors of judgement - Routemaster looks at bad driving during peak times such as tailgating, inappropriate overtaking etc. Because that's not the job of safety camera partnerships - it's the police's. Safety cameras are only one means of tackling road safety issues, which is why they work alongside other measures, rather than in isolation.

# Questions and Answers

Much of my time when driving is spent watching my speedometer, looking for speed signs, marked and unmarked cameras, speed traps etc. These distractions all reduce the attention I can give to genuine hazards. How can this aid safety?

If you are aware of your speed, then you do not need to be concerned about looking out for mobile or fixed cameras, as you will already know that you have nothing to fear from them. If you drive the same car regularly, it is possible to "feel" the speed without obsessively checking your speedo as you will get used to how the car feels at certain speeds. Also, keeping in third gear rather than fourth in a built-up area makes it easier to keep within a 30mph speed limit.

You should check your speedo as frequently as you do your mirrors, as this enables you to be both aware of the speed you are travelling and any potential hazards. Most people on the roads have already passed their driving test, which included being able to drive within the speed limit at the same time as having an awareness of what was going on around them.

Travelling within the speed limit gives you more time to react to anything that might occur on the road, such as a child running out. At just 35mph, you double your chances of killing a child if you hit them than if you were travelling at 30mph.

I don't understand the different rules for where you can have a camera. Can you explain them?

For a new fixed camera there has to be at least four KSI collisions (those resulting in someone being killed or seriously injured), a proven speed problem and no other short-term engineering solutions available. For a new mobile site, this is two KSI collisions. In addition to these sites - rather than wait around for a serious collision hotspot to develop - we also operate at public concern sites for up to 15% of the time where there is not necessarily a collision history but there is a speeding issue and the local community has raised safety concerns. Initial visits to these sites are with speed indicator devices, which warn drivers to slow down without issuing tickets. If this has no effect on driver behaviour, then mobile cameras can be deployed.

Would it not be fair to just hand out fines rather than points and fines, when the mobile cameras are hidden out of the driver's view in cases of a not so serious nature i.e. 36 in a 30 zone?

In a word, no. That would simply create a situation where wealthier drivers might think it was acceptable to speed everywhere because they could "afford to". There is a two-fold deterrent under the current system as, even if money was no object, few people can afford to have too many points on their licence and therefore don't want to risk breaking the speed limit.

No mobile vans are hidden; they need a clear line of sight of the vehicles otherwise they cannot take any photographs. They may, however, only be targeting one side of the road so could be more visible to the traffic being photographed than those on the other side of the road. Travelling at 36mph in a 30mph can still have serious consequences: if you hit someone at this speed you've more than doubled their chance of dying.

# Questions and Answers

Why, as with fixed cameras, is the driver of a vehicle not given equivalent or adequate notice of the presence of the mobile unit ahead?

During mobile enforcement, a camera warning sign is in place either side of the van on street furniture such as a lamppost, so drivers receive the same warning for a mobile or fixed camera. The only difference is in some areas you will see a combined 30mph and speed camera sign for a fixed site - traffic regulations prohibit these particular signs being used at mobile sites. We are currently working with local authorities to provide permanent warning signs at all mobile sites, regardless of whether a van is there or not, in order to influence driver behaviour over a longer period.

Can a member of the public request speed cameras to increase safety?

Yes. Either contact your local councillor, the police or highways department, clearly stating which road(s) you are concerned about. A speed survey will be carried out to ascertain if there is a speeding issue at that site. Sometimes excessive speed is a perception issue, rather than a reality, as often when buildings are located close to roads, even vehicles travelling well within the limit can feel too fast, especially heavier trucks. In these instances, alternative options need to be considered, as a camera would only be appropriate where vehicles are travelling over the limit. If a speeding problem is identified, the road will become a public concern site and will be visited by police officers using both speed indicator devices and mobile cameras to try and slow drivers down and stop collisions for occurring.

Why does the Treasury keep the leftover funds at the end of the year - wouldn't it be better to invest it locally in road safety instead?

The partnership is non-profit making; therefore it can only reclaim its costs and finance local publicity and education about excessive and inappropriate speed. If all the fine income was retained, it could be argued that this would be a "tax" on motorists, who are being targeted simply to fund specific work that the local authorities wanted to carry out.

# Questions and Answers

If the true average collision speed is about 8mph why are you suggesting it's much higher? Can the public not be trusted with the truth?

The 8mph figure you refer would include all collisions, including non-injury and low-end shunts, which fortunately rarely result in death or serious injury, and make up the majority of recorded collisions.

However, in a crash at just 8mph your body is still exposed to 2.5x the acceleration of the vehicle itself and over half of whiplash injuries (a minor, but painful and often long-term condition) occur between 6.2 and 12.4mph.

We have never suggested any average collision speed. We simply present the chances of dying at certain speeds; and, following the law of simple physics, the chances of being killed or seriously injured increases with speed as it reduces your reaction time and increases the force at which you hit and the severity of any injuries.

Your speed matters - to illustrate, at 40mph an average driver who has just seen a pedestrian step out 100ft ahead would still be travelling at 38mph on impact. Travelling at 25mph, the driver would have stopped before hitting the pedestrian (Source: McLean et al - Vehicle speeds and the incidence of fatal pedestrian collisions, Australia)

In November 2004, ROSPA published a study which stated there are approximately 72,000 speed-related road collisions on the UK's roads each year, in which around 1,100 people are killed and 12,600 are seriously injured.

How fast over the speed limit do you need to be going for your case to appear before a magistrate instead of receiving the default fine and points?

Anyone caught more than 25mph over the speed limit will automatically be dealt with by a magistrates' court.

How long do points remain on your licence? How long do you have to advise an insurance company that you have a speeding offence?

For the purpose of the legal system (i.e. 'totting up'), the DVLA states that points stay on your licence for three years, but they remain for a total of four years for insurance purposes. Please note that when getting insurance quotes, the company may ask for details of any offences over a longer period than four years. You have to inform your insurance company of any points received as soon as is reasonably practical, as failing to do so can make your insurance invalid.

On a red traffic light offence, how can the camera determine that you should have been able to stop safely in time? It is not always possible to stop safely once the lights have changed, depending upon road conditions, speed & traffic flow.

You should always approach a traffic light prepared to stop, especially if it is connected to a pedestrian crossing and there are people waiting by the side of the road.

The cameras connected to the lights are set to trigger if a driver jumps the lights once they have turned to red, not as they are turning. Therefore if you are already passing the light when it goes red, you will not be photographed. If you are travelling at an appropriate speed for the conditions (which may often be below the limit, especially during fog, heavy rain etc.) then you should have no problem stopping safely.

# Questions and Answers

Do accidents have to be speed-related or can you use accidents caused by poor weather, reduced visibility, driver impairment through alcohol or drugs, vehicle faults etc. as justification for your speed cameras?

Research is carried out by Newcastle University to ensure that speed is an issue before a site is put forward to the Department for Transport for consideration. Local authority engineers are part of this process and will look at other alternatives which may be more suitable. There is no point in putting a new camera at a location where there are no speed-related collisions, as it is unlikely to make a lot of difference to the problem. Safety cameras are only one means of tackling road safety issues, which is why they work alongside other measures, rather than in isolation. The partnership's work frees up traffic officers to focus on the other issues you mention such as drink/drug driving, rather than having to also tackle speeding. However, if one of the mobile enforcement officers notices someone driving dangerously or under the influence of drink or drugs etc. while on duty they will take appropriate action, as they are still an operational police officer.

Why can't a driver who has never been in trouble before receive a written caution?

The standard fixed penalty system of £60 and three points for speeding is designed to ensure that everyone is treated equally, regardless of how many years they have been driving, their age, other offences etc. Very few of us would admit to never breaking the speed limit in all the time we have been driving, so any speeding ticket is unlikely to be the first speeding offence - simply the first time we have been caught. However, we have introduced speed awareness courses, which thousands of motorists have attended. This course is for those marginally over the speed limit and aims to educate drivers about the dangers of speed. This would serve as a form of caution to those who receive their first speeding ticket, and are only marginally over the limit. Those opting to take the course would not receive points on their licence, but would still pay the equivalent of a fine to fund the half-day course. This is part of our efforts towards further education alongside enforcement.

Why are the mobile cameras targeting roads such as the dual carriageways e.g. A189 Spine Road and not high streets and places where there are schools and vulnerable people? Is it that it's easier and more profitable?

Two thirds of collisions happen outside of built-up areas, but few drivers fully appreciate the dangers of rural roads. On the A189 Spine Road, for example, there were six collisions where people were killed or seriously injured and nine minor collisions between 1999 and 2001. This has fallen to one serious injury and six minor injuries since we have been operating a camera at this location. There are also many cameras operating in built-up areas across the region, including outside schools, and all the locations can be found on this website. Camera locations are decided based upon the speed of traffic and the collisions that have occurred there, not which option is "easier" or "more profitable". The partnership's aims are to reduce the number of people killed and seriously injured on our roads, not to make money. This is reflected in the fact that we publicise where we carry out enforcement and also make our vans highly visible to motorists.



## From start to finish-the process of catching speeding motorists

Many think that cameras are placed where they will catch the most amount of motorists. This is a myth. They are placed where there is a history of collisions and a speeding problem.

It usually starts with a crash and bang. Sometimes really bad ones, not pleasant at all, especially for fire fighters, police, paramedics and the people involved.

In order to make sure we get it right when we are considering a problem site, we will have our hard-working camera technicians go out and put some loops out to measure speeds. A few weeks go by and few cars have driven over our loops and sent a bunch info that tells us how many people were misbehaving and driving over the speed limit.

At this point our hard-nosed number crunching data analyst Danny collects the data and collision stats and sends it to some very clever researchers at Newcastle University who have lots of letters before and after their names. This provides independent analysis, which ensures accuracy and transparency when deciding sites. In other words, they have no opinion on cameras so they just look at the facts.

Sites don't just go up anywhere; a collision history, and depending on how many people were killed or seriously injured, will determine whether it's a fixed or mobile site.

There's more. Engineers like Alan or Ian, at the local authorities will think hard about solutions they can come up with that will save lives and not waste money. As a last resort, they then confirm that a camera is the most cost effective solution (good for saving lives and money) for the site and the camera is installed or receives visits from our enforcement officers if it is a mobile site. Once we have all this info we pass it on to some other clever people at the Department for Transport, who then gives the go-ahead based on the casualty and speed data we have compiled.

This is where you the motorist comes in. Unfortunately, you or someone else gets caught speeding and not just a little over the limit. ACPO (Association of Chief Police Constables) guidance means that if the camera has flashed you, you probably will have been going at a speed where there is a likelihood of killing a pedestrian. It wasn't just 1 or 2 miles per hour over the limit like many tell their mates in the pub (and not getting into a car and driving after the pub).

# From start to finish-the process of catching speeding motorists

For fixed site (the yellow boxes), a camera technician, our friend who put the loops out, will take the film out of the camera and send it to be processed at police headquarters. It is the same for the mobile sites except it is an officer who sends it to be processed.

At this point it arrives at the Fixed Penalty Unit where David will read the film and look at the registration plate, vehicle make, model, colour and will check to make sure its all correct on their sophisticated computer database. They may possibly find some other interesting features of the film such as other offences like as mobile phone usage, obscene gestures, not in control of the vehicle, etc (you will get a fine for one of these too or maybe even a trip to court). They can also sometimes work out what the driver looks like depending on the camera.

Once the details are entered in the system, a Notice of Intent to Prosecute (NIP) is sent out by Jim and his team. NIPs feel like they sound when you get them too. This is not the speeding fine, just a notice to find out who was driving the vehicle at the time. When the NIP is received, it's up to the registered keeper to tell us who was driving.

**\*\*Be careful, taking the wrap for someone can land you court with the worse possible scenario meaning prison. The offence is called perverting the course of justice and can mean you going to jail. Some pictures tell us everything and we have police who look into these things.\*\***

Once the NIP is sent back, the FPU will send a conditional offer for £60 and 3 penalty points. Some of those just over the limit will get an offer to go on a Speed Awareness Course. Too much over the limit and you will get an offer to go to court. None are something most motorists want, but you certainly don't want the last one. It all depends on how fast you were driving at the time.

Once you pay, the money is sent back to Department for Transport, not to the police and not to the local authority. So your mates have been wrong all along. We claim the money back from the DfT to pay our staff, pay for Vehicle Activated Signs (the flashy things telling you what the speed limit is), communications and road safety publicity and sometimes, new camera equipment. So really, speeders pay for us to catch others speeders and tell them why speeding is a really silly thing to do.

The point is there is really no financial profit to be made. The only profit is in saving lives. We'll take that any day.

Despite our best attempts to publish all the locations of the cameras on our website and in the press and run all sorts of campaigns to curb speeds, unfortunately the process will start all over again.

So there is the process. We hope someday that no one will be part of it. It's easy to avoid. **Slow down.**

**P.S. As we mentioned, all the camera sites are on our website. Go there and learn where the cameras are. Put the cameras out of business. Better yet, just don't speed anywhere is the simplest and best solution.**

# Financial Information

The total expenditure for the financial period 05-06 was £2,260,923; this is the amount that was claimed back from the Treasury, which was part of the total of £3,809,040 received from fines. This expenditure represents an under-spend of 10%. This is mainly due to these factors:

- Revenue savings due to cost efficiencies
- Late purchase of PAS to ensure that the system was implemented most effectively

Due to efficient back office practices, we had one of the most lowest cost per ticket fixed penalty notice systems, which allowed us to plough money back into other speed reduction measures and public awareness campaigns. However, we did return excess money to the government, as the partnership strives for financial diligence and does not believe in spending money for the sake of it.

Despite a decrease in offences per hour of at camera sites (which illustrates a positive effect on driver behaviour) income was higher than predicted. This was due to more efficient use of manpower and resources, which achieved a greater impact on driver behaviour and road safety overall. Additionally, lower than predicted take up of the Speed Awareness Scheme. We anticipated 90% would engage in education and avoid penalty points, however, only 60% of those offered took up the course. In the coming year we hope to increase the number taking up the course, which means less penalty points and more safe drivers

The financial information supplied in this annual report is subject to final audit.

ITEM	TOTALS	
<b>Staff Costs</b>		
Project office staff	£86,550	
Police officer staff costs	£356,792	
FPU staff	£329,704	
Magistrates staff	£191,803	
Support costs	£101,644	
<b>Sub Total- Staff Costs</b>		<b>£1,066,493</b>
<b>PR Analysis &amp; Research</b>		
Road safety & public awareness campaigns	£170,031	
Independent data analysis	£16,800	
NHS research project	£94,870	
Speed surveys	£47,363	
Provision of permanent traffic counters	£92,753	
<b>Sub Total - PR Analysis &amp; Research</b>		<b>£421,817</b>
<b>Equipment Purchase</b>		
Provision of new IT & upgrades	£223,840	
New vehicles	£0	
New camera housings	£10,700	
New cameras	£0	
Recording equipment	£48,162	
<b>Sub Total - Equipment Purchase</b>		<b>£282,702</b>
<b>Accommodation, maintenance, and running costs</b>		
Accommodation costs	£72,134	
Maintenance & calibration	£84,929	
Insurance	£22,491	
Film processing & materials	£24,270	
Stationary & postages & general office	£148,046	
Telephones	£1,658	
Vehicle running costs	£37,457	
IT support costs	£91,169	
Power supplies to camera sites	£7,757	
<b>Sub Total - Accommodation, maintenance, and running costs</b>		<b>£489,911</b>
<b>Total</b>		<b>£2,260,923</b>

## Tip

Don't assume roads are safer at night - reduced visibility makes this a potentially dangerous time and it's never possible to guarantee a clear, open road for any length of time, even at 3am on a country lane.

# Annual Progress Report 2005/06

## Introduction

This report provides a summary of the performance of the Northumbria Safety Camera Partnership (NSCP) against selected criteria for the period 01/04/2005 - 31/03/2006. This is the third year of operation for the partnership, and the most recent three year data (2003-2006) has been compared with a three year period (1999-2002) before the partnership was formed, in order to allow for initial analysis of its effectiveness to be carried out.

A wide range of factors, only one of which is the presence of road safety cameras, influence the number and severity of collisions. These factors cause year or year fluctuations, so it is important to analyse data over a three-year period to provide a more concise measure of the impact that safety cameras have on casualty reduction

Having taken the three-year analysis, it is reasonable to conclude that the current data suggests the emergence of a trend of casualty reduction at mobile and fixed sites due to camera activity, with a 22.5% reduction in casualties against the 1999-2002 figures. The validity of this conclusion will be tested against subsequent years' data.

NB: All figures relate to financial years, not calendar years (April-March)



### Tip

Remember the speed limit is not a target. It's often necessary to drive well below the limit, especially outside schools and in town centres around pub and club closing times.

# Annual Progress Report 2005/06

**Table 1: Total Number of Casualties in the NSCP Area**

**Down 1.7%**

Month	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
April	447	521	453	510	540	518	493
May	608	521	548	565	547	572	548
June	523	538	556	431	526	563	527
July	496	591	524	529	606	558	602
August	560	564	561	549	606	566	525
September	584	583	568	584	681	517	532
October	587	734	637	719	602	659	568
November	605	683	651	696	648	628	608
December	686	577	595	598	673	615	562
January	599	636	554	479	565	525	454
February	504	579	563	526	499	475	431
March	458	511	524	612	584	457	501
<b>Total</b>	<b>6657</b>	<b>7038</b>	<b>6734</b>	<b>6798</b>	<b>7077</b>	<b>6653</b>	<b>6351</b>

**Table 2: Total Number of Casualties by Severity in the NSCP Area**

**Down 1.7%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	71	49	44	66	71	63	56
Serious	629	640	589	581	584	567	522
Slight	5957	6349	6101	6151	6422	6023	5773
<b>Total</b>	<b>6657</b>	<b>7038</b>	<b>6734</b>	<b>6798</b>	<b>7077</b>	<b>6653</b>	<b>6351</b>

## Tip

If you're in a built-up area with regular street-lights, always presume the limit is 30mph unless there are signs to tell you otherwise, even on multi-lane highways.



# Annual Progress Report 2005/06

**Table 3: Total Number of Casualties at Fixed and Mobile Camera Sites** **Down 22.5%**

Month	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
April	40	45	39	29	28	36	29
May	50	62	37	50	44	55	34
June	36	51	47	33	42	34	18
July	35	54	34	30	31	38	35
August	57	47	53	15	35	30	45
September	40	39	39	34	48	46	16
October	65	67	43	47	36	44	38
November	43	49	43	51	38	25	28
December	57	30	34	33	44	16	31
January	52	42	35	26	37	33	28
February	36	38	37	30	41	30	29
March	43	36	23	45	31	20	30
<b>Total</b>	<b>554</b>	<b>560</b>	<b>464</b>	<b>423</b>	<b>455</b>	<b>407</b>	<b>361</b>

**Table 4: Total Number of Casualties at Red Light Camera Sites** **\*Up 28.1%**

Month	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
April	0	2	3	3	4	7	5
May	5	5	0	6	7	8	10
June	5	2	1	3	3	2	3
July	2	7	4	1	4	5	5
August	1	3	2	1	1	4	4
September	0	3	1	4	4	2	3
October	5	3	3	1	2	2	6
November	13	12	2	0	4	4	5
December	4	0	4	3	3	10	2
January	2	4	4	3	1	6	3
February	2	2	1	4	3	2	4
March	1	4	2	9	2	5	1
<b>Total</b>	<b>40</b>	<b>47</b>	<b>27</b>	<b>38</b>	<b>38</b>	<b>57</b>	<b>51</b>

\*Local authority engineers and data analysts are currently looking into the reasons behind an upward trend in casualties at traffic lights. They have risen by 28%, comparing the 1999-2002 figures with the most recent three-years, and there was a sharp rise last year, particularly during the months of December 2004 and January and May 2005. This was an increase in one fatality, four serious injuries and 14 minor injuries. Early indications show that approximately 25% of the casualties were due to pedestrians running out.

## Tip

Stay in the left hand lane on dual carriageways and motorways (unless you are overtaking) and keep your distance from the vehicle in front. Driving in the middle lane for extended periods slows traffic down and can aggravate other road users.

**Table 5: Total Number of Casualties by Severity at Fixed and Mobile Camera Sites** **Down 22.5%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	18	8	4	8	7	4	2
Serious	95	95	60	42	42	24	19
Slight	441	457	400	373	406	379	340
<b>Total</b>	<b>554</b>	<b>560</b>	<b>464</b>	<b>423</b>	<b>455</b>	<b>407</b>	<b>361</b>

# Annual Progress Report 2005/06

## Gateshead

**Table 6: Total Number of Casualties by Severity at Fixed and Mobile Camera Sites in Gateshead Down 34.4%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	1	4	0	1	0	1	0
Serious	22	26	15	15	7	5	4
Slight	118	127	111	82	98	85	78
<b>Total</b>	<b>141</b>	<b>157</b>	<b>126</b>	<b>98</b>	<b>105</b>	<b>91</b>	<b>82</b>

## Newcastle upon Tyne

**Table 7: Total Number of Casualties by Severity at Fixed and Mobile Camera Sites in Newcastle Down 20.2%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	2	0	1	3	0	0	0
Serious	11	11	11	7	7	6	3
Slight	77	77	72	54	62	75	56
<b>Total</b>	<b>90</b>	<b>88</b>	<b>84</b>	<b>64</b>	<b>69</b>	<b>81</b>	<b>59</b>

### Tip

Use your gears - as you approach a 30mph limit from a higher one, switch down to third. A combination of third gear and a light throttle in built-up areas will give you optimum control of the car's speed and saves fuel at the same time.



# Annual Progress Report 2005/06

## North Tyneside

**Table 8: Total Number of Casualties by Severity at Fixed and Mobile Camera Sites in North Tyneside Down 11.2%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	2	0	1	1	0	0	0
Serious	11	7	7	1	1	3	3
Slight	36	41	20	22	19	45	40
<b>Total</b>	<b>49</b>	<b>48</b>	<b>28</b>	<b>24</b>	<b>20</b>	<b>48</b>	<b>43</b>

## Northumberland

**Table 9: Total Number of Casualties by Severity at Fixed and Mobile Camera Sites in Northumberland Down 35.6%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	12	3	2	3	5	1	1
Serious	35	28	16	6	19	6	5
Slight	113	101	108	124	89	76	67
<b>Total</b>	<b>160</b>	<b>132</b>	<b>126</b>	<b>133</b>	<b>113</b>	<b>83</b>	<b>73</b>

## South Tyneside

**Table 10: Total Number of Casualties by Severity at Fixed and Mobile Camera Sites in South Tyneside Down 9.2%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	0	0	0	0	1	2	1
Serious	7	9	1	4	2	1	2
Slight	40	32	30	26	27	37	35
<b>Total</b>	<b>47</b>	<b>41</b>	<b>31</b>	<b>30</b>	<b>30</b>	<b>40</b>	<b>38</b>

## Sunderland

**Table 11: Total Number of Casualties by Severity at Fixed and Mobile Camera Sites in Sunderland \*Up 12.3%**

Severity	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
Fatal	1	1	1	0	1	0	0
Serious	9	14	10	8	6	3	2
Slight	55	75	54	63	110	61	64
<b>Total</b>	<b>65</b>	<b>90</b>	<b>65</b>	<b>71</b>	<b>117</b>	<b>64</b>	<b>66</b>

\* This figure can be attributed to 2003/04-anomaly year where there were an unusually high number of casualties. However, during this period there is a drop in killed or serious injuries (KSIs) casualties at camera sites of 66.7%. This additionally, if the first two years of baseline (1999-2001) were compared against the last two years of operation there is overall decrease in casualties of 16.1%.

### Tip

Drive as though a hazard is around every corner - this focuses your attention on the road.

## Camera Sites: GATESHEAD

	BEFORE CAMERAS WENT LIVE				MOST RECENT DATA		
	Speed Limit	KSI	Minor	Total	KSI	Minor	Total
<b>MOBILE CAMERAS</b>							
B1426 SUNDERLAND ROAD, FELLING	30	6	20	26	1	11	12
B1288 LEAM LANE/A195	40	3	9	12	1	7	8
C323 WATERMILL LANE, FELLING	30	3	13	16	1	6	7
ASKEW ROAD WEST, GATESHEAD	30	3	36	39	0	24	24
A6127 DURHAM ROAD, BARLEY MOW	30	2	5	7	1	3	4
C301 GREENSIDE ROAD, CRAWCROOK	30	2	2	4	1	5	6
B6317 WHICKHAM HIGHWAY	30	3	5	8	0	4	4
B1296 SHERIFFS HIGHWAY, SPLIT CROW ROAD	30	5	25	30	0	17	17
B1296 SHERIFFS HIGHWAY, QE HOSPITAL	30	5	13	18	0	11	11
B6317 MAIN ROAD, RYTON	30	3	14	17	0	6	6
A694 STATION ROAD, ROWLANDS GILL	30	5	10	15	1	5	6
B6315 HOOKERGATE LANE, HIGH SPEN	30	2	0	2	0	5	5
C306 FELLSIDE ROAD, WHICKHAM	30	2	6	8	1	4	5
A695 CRAWCROOK BYPASS	60*	3	11	14	1	2	3
SHIBDON BANK, BLAYDON	30	2	9	11	0	7	7
A694 WINLATON MILL (SPA WELL ROAD)	40	2	4	6	2	4	6
A695 PRUDHOE JUNCTION B6395	60*	3	7	10	2	7	9
C304 MILL ROAD, CHOPWELL	30	1	2	3	0	0	0
<b>FIXED CAMERAS</b>							
A167 DURHAM ROAD, LOW FELL	30	1	7	8	0	5	5
A167 DURHAM ROAD, GATESHEAD	30	1	15	16	0	3	3
A184 FELLING BYPASS, BURLISON GARDENS	40	0	5	5	1	3	4
A184 FELLING BYPASS, WHITEMARE POOL	50	2	5	7	1	1	2
A692 WATERGATE BANK, STREETGATE	30	4	19	23	2	3	5
A694 ROWLANDS GILL	30	0	1	1	1	2	3
A695 CHAINBRIDGE ROAD, BLAYDON	50	3	8	11	1	6	7
A6127 DURHAM ROAD, BIRTLEY	30	6	14	20	1	13	14
B1296 SHERIFFS HIGHWAY, SUNDEW ROAD	30	7	13	20	0	10	10
<b>FIXED CAMERAS: RED LIGHT</b>							
A184 PARK ROAD, FELLING BYPASS**	40	0	8	8	1	9	10
A184 FELLING BYPASS**	40	0	10	10	0	4	4
A167 DURHAM ROAD**	30	0	8	8	0	12	12
A167 DURHAM ROAD PEDESTRIAN CROSSING**	30	2	2	4	0	2	2
A195 LANGLEY LANE**	40	2	7	9	1	11	12

There were a total of 82 collisions in Gateshead involving someone killed or seriously injured (KSI) at camera site locations before they went live. The most recent data for these sites shows a total of 21 KSI collisions.

Please note different speed limits apply to different vehicles other than cars. For example 40mph for HGV's on the single carriageway and 50 MPH on dual carriageway

\*\*These are historic cameras installed before partnership formed

## Camera Sites: NEWCASTLE

	BEFORE CAMERAS WENT LIVE				MOST RECENT DATA		
	Speed Limit	KSI	Minor	Total	KSI	Minor	Total
<b>MOBILE CAMERAS</b>							
A167 STAMFORDHAM ROAD	30	4	23	27	1	10	11
A186 WEST ROAD, DENTON BURN	40	3	22	25	0	4	4
A1058 JESMOND ROAD AT AKENSIDE TERRACE	30	3	13	16	1	5	6
A186 CITY ROAD AT BEAMISH HOUSE	30	1	8	9	0	7	7
WEST DENTON WAY EAST OF HAWKSLEY	40	2	6	8	2	11	13
A186 WEST ROAD AT TURRET ROAD	40	4	13	17	1	14	15
A186 WESTGATE ROAD AT ELWICK ROW	30	2	9	11	4	13	17
DINNINGTON ROAD NORTH BRUNTON LANE	60*	2	0	2	1	2	3
A 6085 LEMINGTON ROAD	40	2	1	3	2	5	7
<b>B6324 STAMFORDHAM ROAD SOUTHEAST OF</b>							
WALBOTTLE ROAD	40	2	4	6	0	2	2
A189 HADDRICKS MILL ROAD, SOUTH GOSFORTH	30	1	13	14	0	23	23
B6918 WOOLSINGTON VILLAGE	30	2	1	3	0	1	1
<b>FIXED CAMERAS</b>							
A188 BENTON ROAD**	30	4	14	18	0	5	5
A1058 COAST ROAD, COCHRANE PARK, BENTON	50	4	6	10	1	9	10
<b>A1058 CRADLEWELL BYPASS AT JESMOND ROAD</b>							
JUNCTION	40	9	31	40	0	2	2
<b>B1318 GREAT NORTH ROAD, GOSFORTH -</b>							
BLUE HOUSE	30	1	12	13	1	12	13
B1318 GREAT NORTH ROAD - ASDA**	30	2	23	25	1	7	8
<b>FIXED CAMERAS:RED LIGHT</b>							
A193 BYKER BRIDGE, NEWCASTLE WEST**	30	1	16	17	4	14	18

\* Please note different speed limits apply to different vehicles other than cars. For example 40mph for HGV's on the single carriageway and 50 MPH on dual carriageway

\*\* These are historic cameras installed before partnership formed

There were a total of 39 collisions in Newcastle involving someone killed or seriously injured (KSI) at camera site locations before they went live. The most recent data for these sites shows a total of 19 KSI collisions.

## Camera Sites: NORTH TYNESIDE

	BEFORE CAMERAS WENT LIVE				MOST RECENT DATA		
	Speed Limit	KSI	Minor	Total	KSI	Minor	Total
<b>MOBILE CAMERAS</b>							
B1318 BRIDGE STREET, SEATON BURN	30	1	2	3	0	3	3
B1316 LYNN ROAD, NORTH SHIELDS	30	2	2	4	1	6	7
NORHAM ROAD, NORTH SHIELDS	30	4	3	7	0	4	4
BATTLE HILL DRIVE, WALLSEND	30	2	1	3	0	7	7
B1505 GREAT LIME ROAD, WEST MOOR	30	3	7	10	1	5	6
A191 WHITLEY ROAD, BENTON	30	2	1	3	0	14	14
COACH LANE, BENTON	30	2	1	3	0	8	8
A193 CHURCH BANK, WALLSEND	30	1	9	10	5	16	21
<b>FIXED CAMERAS: RED LIGHT</b>							
A193 HIGH STREET, STATION ROAD, WALLSEND	30	3	1	4	0	5	5

\* Please note different speed limits apply to different vehicles other than cars.

For example 40mph for HGV's on the single carriageway and 50 MPH on dual carriageway

\*\* These are historic cameras installed before partnership formed

## Camera Sites: SOUTH TYNESIDE

	BEFORE CAMERAS WENT LIVE				MOST RECENT DATA		
	Speed Limit	KSI	Minor	Total	KSI	Minor	Total
<b>MOBILE CAMERAS</b>							
A1300 PRINCE EDWARD ROAD, NOOK	30	9	8	17	3	9	12
B1301 DEAN ROAD (JOHN CLAY STREET)	30	7	0	7	0	8	8
B1301 LAYGATE, EGLESFIELD ROAD	30	7	0	7	1	4	5
A194 NEWCASTLE ROAD, SIMONSDIE	40	7	3	10	3	8	11
HARTON LANE	30	2	3	5	0	10	10
HEDWORTH LANE, ABINGDON WAY	40	3	0	3	0	6	6
NEVINSON AVENUE, WHITELEAS	30	4	1	5	1	4	5
B1298 NEW ROAD, BOLDON COLLIERY	30	4	0	4	0	4	4
CAMPBELL PARK ROAD, HEBBURN	30	2	7	9	0	4	4
<b>FIXED CAMERAS</b>							
GALSWORTHY ROAD, WHITELEAS	30	5	1	6	0	9	9
<b>FIXED CAMERAS: RED LIGHT</b>							
A185 ALBERT ROAD, JARROW**	30	0	15	15	0	5	5

\* Please note different speed limits apply to different vehicles other than cars.

For example 40mph for HGV's on the single carriageway and 50 MPH on dual carriageway

\*\* These are historic cameras installed before partnership formed

There were a total of 50 collisions in South Tyneside and 19 in North Tyneside involving someone killed or seriously injured (KSI) at camera site locations before they went live. The most recent data for these sites shows a total of 8 and 7 KSI collisions respectively.

## Camera Sites: NORTHUMBERLAND

	BEFORE CAMERAS WENT LIVE				MOST RECENT DATA		
	Speed Limit	KSI	Minor	Total	KSI	Minor	Total
<b>MOBILE CAMERAS</b>							
A696 KIRKWHELPINGTON (S)	60*	6	7	13	0	0	0
A696 OTTERBURN MONKRIDGE	60*	3	7	10	0	6	6
A696 BLAXTER COTTAGES	60*	3	2	5	0	0	0
A696 BELSAY VILLAGE	30	2	2	4	1	0	1
A196 BLACKCLOSE BANK	30	3	18	21	0	6	6
STATION ROAD, ASHINGTON	30	3	12	15	0	10	10
A1147 GORDON TERRACE, STAKEFORD	30	2	9	11	1	3	4
A1068 AMBLE INDUSTRIAL ESTATE	30	3	9	12	1	2	3
A189 HIGH PITT, CRAMLINGTON	70*	6	9	15	0	5	5
A1171 DUDLEY LANE, CRAMLINGTON	30	3	12	15	0	2	2
A697 HEIGHLEY GATE, MORPETH	60*	5	8	13	0	2	2
A189 SPINE ROAD, CRAMLINGTON	70*	4	16	20	1	6	7
A 697 WOOPERTON	60*	1	0	1	0	1	1
B6318 WHITCHESTER, MILITARY ROAD	60*	2	2	4	0	0	0
B6318 WHITTINGTON FELL, MILITARY ROAD	60*	2	0	2	0	0	0
A68 COLT CRAG	60*	3	2	5	0	1	1
A1 BERWICK BYPASS, DUNNS JUNCTION (N)	60*	3	6	9	2	3	5
A69 HEXHAM, TWO MILE COTTAGE	70*	5	8	13	0	7	7
A69 HALTWHISTLE BYPASS	60*	2	1	3	1	1	2
NAFFERTON EASTBOUND	70*	2	4	6	0	1	1
C404 BARRINGTON ROAD	30	1	3	4	2	1	3
<b>FIXED CAMERAS</b>							
A697 LONGFRAMLINGTON**	30	1	3	4	0	0	0
B6322 TYNEVIEW ROAD, HALTWHISTLE**	30	4	17	21	0	2	2
A695 RIDING MILL**	30	2	6	8	0	2	2
A695 PRINCESS WAY, PRUDHOE**	30	2	3	5	0	1	1
A6079 ACOMB VILLAGE**	30	3	5	8	0	3	3
A193 SEATON SLUICE, BLYTH**	30	3	6	9	2	4	6
A197 PEGSWOOD, MORPETH**	30	3	11	14	2	4	6
A1147 BOMARSUND**	30	3	9	12	0	0	0
B1329 RIDLEY PARK, BLYTH**	30	3	8	11	1	4	5
A1068 CHOPPINGTON**	30	2	12	14	3	5	8
A1068 RED ROW**	60*	2	8	10	0	0	0
A697 SOUTH ROAD, LONGHORSLEY**	30	0	8	8	0	0	0
B1334 FRONT STREET, NEWBIGGIN	30	4	16	20	2	8	10
A1 BERWICK, B6461 PAXTON **	60*	3	2	5	0	1	1
A1 CHARLTON MIRES**	60*	2	4	6	1	3	4
A1 ADDERSTONE**	60*	0	6	6	2	5	7
A1 WEST MAINS**	60*	4	2	6	1	5	6
A69 HAYDON BRIDGE**	30	3	8	11	1	5	6
A69 ACOMB ROAD ENDS**	70*	3	7	10	0	3	3
A69 MELKRIDGE **	60*	1	1	2	1	0	1
A69 GREENHEAD**	70*	7	10	17	0	1	1
A696 THE HIGHLANDER**	60*	4	1	5	0	3	3
A1 HEBRON (N)**	60*	1	2	3	1	4	5
A1 FELTON BYPASS**	60*	0	4	4	1	1	2
<b>FIXED CAMERAS:RED LIGHT</b>							
C401 HAWTHORN ROAD, ASHINGTON	30	0	16	16	0	3	3
A1147 MOORLAND CROSSROADS, BEDLINGTON	30	2	6	8	0	5	5

There were a total of 125 collisions in Northumberland involving someone killed or seriously injured (KSI) at camera site locations before they went live. The most recent data for these sites shows a total of 27 KSI collisions.

\* Please note different speed limits apply to different vehicles other than cars.

For example 40mph for HGV's on the single carriageway and 50 MPH on dual carriageway

\*\* These are historic cameras installed before partnership formed

## Camera Sites: SUNDERLAND

	BEFORE CAMERAS WENT LIVE				MOST RECENT DATA		
	Speed Limit	KSI	Minor	Total	KSI	Minor	Total
<b>MOBILE CAMERAS</b>							
NORTH HYLTON ROAD, CASTLETOWN WAY	40	6	8	14	1	10	11
A690 DURHAM ROAD	30	2	21	23	0	4	4
A1290 KEIR HARDIE WAY, SOUTHWICK	30	2	4	6	1	5	6
NORTH MOOR LANE, FARRINGDON	40	3	12	15	0	13	13
SILKSWORTH ROAD, RUTLAND AVE	30	1	4	5	0	6	6
A183 CHESTER ROAD, BROADWAY	30	4	35	39	3	4	7
SPRINGWELL ROAD	30	1	10	11	2	15	17
A1018 RYHOPE ROAD, IRENE AVENUE	30	2	17	19	1	9	10
WARWICK TERRACE	30	2	6	8	0	11	11
A690 DURHAM ROAD, STONEYGATE, HOUGHTON	50	4	21	25	1	17	18
A182 HOUGHTON ROAD	30	3	9	12	0	5	5
<b>FIXED CAMERAS</b>							
A183 WHITBURN ROAD, THE BENTS	30	5	15	20	0	3	3
A690 DURHAM ROAD, SUNDERLAND**	30	14	28	42	0	15	15
A183 CHESTER ROAD, SHINEY ROW**	30	4	8	12	0	5	5
A1018 SOUTHMOOR***	30	6	23	29	0	13	13
<b>FIXED CAMERAS:RED LIGHT</b>							
A1018 RYHOPE ROAD**	30	6	17	23	0	6	6
A1018 NORTH BRIDGE STREET**	30	3	9	12	1	7	8
A1018 NEWCASTLE ROAD/B1291							
CHARLTON ROAD**	40	4	16	20	0	4	4
B1405 KAYLL ROAD/HYLTON ROAD	30	2	11	13	0	10	10
A 690 DURHAM ROAD/SPRINGWELL ROAD**	30	14	24	38	2	10	12

\* Please note different speed limits apply to different vehicles other than cars. For example 40mph for HGV's on the single carriageway and 50 MPH on dual carriageway

\*\* These are historic cameras installed before partnership formed

\*\*\* There are three cameras on this stretch of road

There were a total of 90 collisions in Sunderland involving someone killed or seriously injured (KSI) at camera site locations before they went live. The most recent data for these sites shows a total of 12 KSI collisions.

“Could you look my  
two year old son  
in the eye and tell  
him speeding  
doesn't matter?”

A speed camera was installed in the village of Northallerton in August 2011.



**FOR ALISON'S SAKE, SLOW DOWN**

