

Leicester
City Council

WARDS AFFECTED
All

FORWARD TIMETABLE OF CONSULTATION AND MEETINGS:

Cabinet

25th March 2002

**INITIATIVES TO REDUCE ROAD CASUALTIES
LEICESTERSHIRE POLICE AREA - SAFETY CAMERA SCHEME**

Report of the Director of Environment, Development and Commercial Services.

1 Purpose of Report

- 1.1 To report to Cabinet that the joint bid to be part of the rollout programme for additional safety cameras for the Leicestershire Police Area to be funded from fine income submitted to that Department of Transport Local Government and the Regions (DTLR) in December 2001 has been successful.

2 Summary

- 2.1 Safety cameras will be an important tool to help reduce casualties on main roads, where it is not possible to introduce traffic calming. During 2000, 1129 of the 1564 casualties within Leicester were on such roads.
- 2.2 The members of the The Safety Camera Scheme group (Leicester City Council, Leicestershire County Council, Rutland County Council, Leicestershire Constabulary, Leicestershire Magistrates, the Crown Prosecution Service and local NHS), developed a programme for introducing additional safety enforcement cameras in the Leicestershire Police area using the site criteria set by DTLR. The programme targets sites where there are high numbers of casualties and where a large proportion of motorists exceed the speed limit. The programme was included in the operational case submitted to DTLR. An abridged version of the operational case is attached as Appendix A.
- 2.3 A list of the additional sites in the City included in the scheme is attached as Appendix B. Six sites (Grobby Road, Victoria Park Road, Fosse Road South, East Park Road, Waterloo Way, and King Richards Road) have been identified which were not included in the provisional programme reported to Cabinet on 5th November 2001.
- 2.4 It can be seen in Appendix A that the number of people killed or seriously injured at all the sites in the city is 46 per year (1998 to 2000). In the pilot areas at sites with safety cameras there has been almost a 50% reduction in people killed or seriously injured. If such a reduction were to be achieved at sites with cameras in the city 22 less people would be killed or seriously injured.
- 2.5 In addition to staff to process fines, the bid included the cost of employing a PR and

Publicity Officer, a Project Manager and an Analyst. The Publicity and PR Strategy drawn up by Leicestershire County Council on behalf of the Safety Camera Group and agreed by the SCS Group is attached as Appendix C.

- 2.6 Recruitment of the Project Manager will be undertaken by Leicestershire Police and will take over the duties currently being undertaken by the temporary project officer appointed by the police. The main duties of the Project Manager will be to ensure that the scheme remains on target to reduce casualties and stays within the cost model. The project manager will also oversee the programme to introduce safety cameras, manage the staff recruited to carry out additional enforcement, and co-ordinate the activities of the PR and Publicity Officer and the analyst.

3 Recommendations

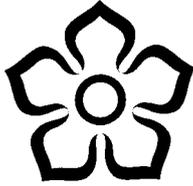
- 3.1 Cabinet are recommended to:

- (1) Note that the joint bid to be part of the rollout programme for additional safety cameras for the Leicestershire Police Area to be funded from fine income submitted to DTLR in December 2001 has been successful and that the scheme will commence in April 2002;
- (2) Confirm Leicester City Council's agreement to be part of the scheme as set out in the operational case in Appendix A,
- (3) Note the programme for introducing additional cameras agreed by the Safety Camera Scheme within the City as set out in Appendix B and the PR and Publicity Strategy set out in Appendix C; and,
- (4) Confirm that any requests for safety cameras outside the programme will be assessed for inclusion in future programmes of work.

4 Financial and Legal Implications

- 4.1 The operational case demonstrated to DTLR that income from fines will fund any costs resulting from enforcing additional cameras, or increasing enforcement of existing ones. In the operational case the total expenditure for the scheme is estimated to be £3 million during the two years of the scheme.
- 4.2 If the scheme runs at a deficit then this deficit must be shared between the partners. It is anticipated that such a deficit relating to capital would be funded from the Local Transport Plan. Any deficit relating to revenue costs would have to be borne by the Traffic Group budgets. It is anticipated that this should be minimal since, if fine income is low, there would not be a need for revenue expenditure on enforcement.

5 Report Author/Officer to contact: Michael Jeeves x6529



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Report of the Director of Environment, Development and Commercial Services

SUPPORTING INFORMATION

1. **Safety Camera Provision In the Leicestershire Police Area.**
 - 1.1 The objective of the safety camera scheme is to reduce the numbers of casualties in line with Government targets. The Safety Camera Scheme Group believe that a substantial reduction can be achieved by increasing the level of enforcement of speed limits and red light running. This will be done by making more use of existing cameras, by installing new fixed site cameras in suitable locations and by substantially increasing the use of mobile cameras. A flexible and dynamic approach will be used in response to changing circumstances.
 - 1.2 Table 1 below shows the number of existing cameras in the Leicestershire Police area and the number of new sites where it is proposed to introduce additional safety cameras as part of the scheme. It can be seen in Table 1 that Leicester has one existing speed camera site (which is on Aylestone Road) and 8 junctions where there are already red light running cameras.
 - 1.3 Two additional cameras and three camera housings are being installed in Leicester prior to the Safety Camera Scheme becoming operational on 1 April 2002.
 - 1.4 23 of the additional sites to be introduced after 1st April are in Leicester of which 4 are fixed camera sites are to be used and 19 are mobile camera sites.

Table 1 - Safety Cameras in the Leicestershire Police Area .

	Number of Cameras	Sites				
		City	County	Rutland	HA*	Total
<u>Fixed Sites</u>						
Existing Red Light	4	8	3		1	12
Existing Speed	1	1	5		2	8
Pre 1 st April 2002	2	3				3
New Red Light			1			1
New Speed	4	4	3		4	11
<u>Mobile Sites</u>						
New Speed	6	19	31	4	17	71
<u>TOTAL</u>	17	35	43	4	24	106

*HA - Highways Agency

- 1.5 The Safety Camera Scheme Group has developed an implementation plan for introducing additional enforcement cameras after April 2002 in the Leicestershire Police area. In Appendix A Sites for introducing enforcement cameras will be identified on routes where they are likely to contribute to the reduction of casualties.
- 1.6 If requests for safety cameras outside the priority routes are received, these will be assessed for inclusion in future submissions to DTLR. If the installation of Safety Cameras cannot be justified or is not appropriate, it may be possible for the Chief Constable to carry out some enforcement action.
- 1.7 Operational Case.
- Details of the operational case are attached as Appendix A. The operational case sets out an overview of the proposal and provides a statement of compliance with Treasury criteria for entry into the scheme.
- 1.8 Publicity and Public Relations.
- 1.9 Leicestershire County Council are taking the lead on PR and publicity until a permanent PR and Publicity Officer is appointed. A PR and Publicity Strategy has been agreed by the Safety Camera Scheme. The strategy is attached as Appendix C.
- 1.10 Safety Cameras Signing Rules.
- 1.11 On 3rd December 2001, the Minister of Transport announced new visibility rules for those areas allowed into the national rollout of safety cameras. The new rules provide guidance on the conspicuity of fixed camera sites and the visibility of mobile

camera sites. The new rules mean that additional signing will need to be provided at existing sites to enable enforcement to take place at these sites after 1st April 2002. In addition to changes to signing, the fixed safety camera housings will need to be painted yellow prior to 1st April 2002.

- 1.12 Changes have been made to allow the use of the 30 mph roundel in conjunction with a speed camera as a repeater sign. The intention to include these changes in the new Traffic Signs Regulations and General Directions to be published by the end of this year. Authorisation of the new sign will be needed from the Government Office until the new Traffic Signs Regulations and General Directions are published.
- 1.13 A protocol for signing has been agreed by the highway authorities in the Leicestershire Police area based on the new rules and TA1/95 (Speed Limit Signs A Guide to Good Practice) to ensure consistency.

2 Details of Research & Consultation.

- 2.1 The DTLR produced a handbook for the national rollout of cameras in February 2001, which was used to prepare the bid.

3 Implications.

3.1 Financial and Legal Implications

- 3.2 The operational case demonstrated to DTLR that income from fines will fund any costs resulting from enforcing additional cameras, or increasing enforcement of existing ones. The operational case will be subject to an annual review during each Autumn, where it will be possible to identify any capital or revenue changes to the original case.
- 3.3 The indication from the pilots is that the majority of the capital and revenue costs in setting up the programme and all reasonable running costs will be recovered from the income stream from fines. The operational case predicts that the total expenditure in The Leicestershire Police area during the 2 years of the scheme will be about £3 million.
- 3.4 A service level agreement has been drawn up which will need to be agreed by the partners, which sets out the responsibilities of each of the partners. The service level agreement will also set out how any deficit will be shared by the partners.

3.5 Other Implications

OTHER IMPLICATIONS	YES/NO	PARAGRAPH REFERENCES WITHIN SUPPORTING PAPERS
Equal Opportunities	NO	
Policy	NO	
Sustainable and Environmental	YES	3.6
Crime and Disorder	YES	3.7
Human Rights Act	NO	
Local Transport Plan	YES	3.8
Elderly People and Low Income	NO	

3.6 Sustainable and Environmental Implications.

The introduction of safety cameras will encourage drivers to reduce vehicle speeds which will make it safer to walk and cycle.

3.7 Crime and Disorder Implications.

The introduction of safety cameras to reduce vehicle speeds will help motorists to comply with the speed limit.

3.8 Local Transport Plan Implications.

Safety Cameras will assist in addressing the prime objective of the Local Transport Plan to improve all aspects of transport safety (and security), and the key secondary objectives to reduce accidents.

4 Background Papers

4.1 Report to Cabinet 5th November 2001 - Leicestershire Police Area - Safety Camera Scheme.

4.5 Report from DETR -Cost recovery system for traffic cameras – Quarter Three review.

- 4.6 Cost Recovery System for additional speed and red light camera enforcement - Handbook for National Rollout - DETR/PA Consulting Group.
- 4.7 Press Release from DTLR - 3rd December 2001 - Spellar Announces New Camera Visibility Rules
- 4.8 Traffic Advisory Leaflet 1/95 - Speed Limit Signs A Guide to Good Practice.

CD/TA/MFJ/TA08849 (M. F. Jeeves, Extn 6529)

Appendix A - Operational Case

Overview of the proposal and statement of compliance with Treasury criteria.

The Leicestershire and Rutland Safety Camera Scheme covers the city of Leicester and the Counties of Leicestershire and Rutland. It is a partnership between the following organisations:

- Leicestershire Constabulary
- Leicestershire County Council
- Leicester City Council
- Rutland County Council
- Highways Agency
- Leicestershire Magistrates' Courts

A Steering Group (referred to throughout this document as 'the Group'), consisting of representatives of all these organisations, has been set up to oversee the scheme. The Group is a subsidiary of the Leicester, Leicestershire and Rutland Road Safety Partnership (referred to throughout this document as 'the Partnership'). Since the bid was submitted Leicestershire Health Authority have signed up to the Safety Camera Scheme).

An average of 519 people were killed or seriously injured on the roads in this area each year between 1998 and 2000. The average number of personal injury collisions during that period was 3806 per year.

There are currently 20 fixed camera sites and five cameras in Leicester and Leicestershire (none in Rutland) which generated 7671 Conditional Offers in 2000. Leicestershire Constabulary possesses two mobile speed cameras, which have contributed a small percentage of those detections.

The objective of the Partnership is to reduce the numbers of casualties in line with Government targets. We believe that a substantial reduction can be achieved by increasing the level of enforcement of speed limits and red light running. This will be done by making more use of existing cameras, by installing new fixed site cameras in suitable locations and by substantially increasing the use of mobile cameras. We intend to use a flexible and dynamic approach in response to changing circumstances.

The Group proposes to use the income generated from this activity for any permissible purposes including updating existing equipment, purchasing new equipment, employing sufficient staff to deal effectively with the workload, and arranging accommodation for them.

Members of the Group believe that this Operational Case complies with the

Treasury criteria for the netting off of fines and penalties, as detailed in Section 2 of the Handbook 'Cost Recovery System for Additional Speed and Red Light Camera Enforcement' dated 19th February 2001.

1. Two year casualty reduction strategy – including the planned deployment of both current and additional cameras.

All members of the Safety Camera Scheme, with the exception of Leicestershire Magistrates' Courts, are members of The Leicester, Leicestershire and Rutland Road Safety Partnership. The Partnership has developed a casualty reduction strategy based on the four E's:

- ◆ Education
- ◆ Encouragement
- ◆ Enforcement
- ◆ Engineering

The Safety Camera Scheme will make an important contribution to the Education, Encouragement and Enforcement elements of this strategy.

The Group recognises the need to influence driver attitudes to effect a change in behaviour, and in particular to persuade drivers to travel at speeds which are appropriate for the circumstances and within the speed limit. Enforcement action has a strong impact on drivers who get caught and suffer the penalty but, in reality, it is essential to get the message across to all drivers travelling in or through our area. The Public Relations (PR) Strategy explains how this message will be disseminated to the public.

Those drivers who do not heed this advice are liable to be caught out by increased levels of enforcement, which will target sites where casualties are occurring.

Analysis of collision and speed data has identified 86 new sites where speed and red light enforcement can be expected to reduce casualties. 15 of these will be fixed site locations (including one new red light site).

During the three-year period 1998 to 2000, an average of 181 per year were killed or seriously injured (KSI's) at these sites,. Research and the experience of the eight pilot schemes indicate that enforcement action, together with associated publicity, could reduce KSI's at camera sites by around 47%. Results at the end of the first year of the pilot schemes also suggest that collisions at camera sites could reduce by 35%, collisions in the whole area could reduce by 6%, with KSI's in the whole area reducing by 18%.

The Group have used these encouraging figures to set its casualty reduction **targets** for the first two years. Our aim is to reduce casualties by the percentages shown above during the second year of the Scheme (2003). During the first (part)

year of the Scheme from April to December 2002 we aim to achieve half of this reduction. These figures are set out under 'Impact on Collisions' in the Operational Case spreadsheet.

Speed surveys have also been carried out at two **control sites** where significant levels of traffic are exceeding the speed limit but the collision history does not bring them into the Scheme. One of these is in the City and the other in a rural area.

The four Highway Authorities are constantly investigating collision cluster sites to identify **engineering measures**, which might improve road safety. None of the sites identified for additional enforcement are currently awaiting such measures or have recently been improved.

The existing **fixed site equipment** was purchased from Peek Traffic Ltd. up to seven years ago. Leicester City Council has sufficient money allocated to purchase 2 cameras and 3 housings, which will be installed by 1 April 2002. Together with existing cameras, these will 'kick start' the Scheme.

The Group proposes to purchase a further 4 speed cameras and install new housings at a further 12 new sites including 1 red light site. We shall also purchase 6 **mobile speed cameras** and the necessary vehicles in which to mount them. 6 civilian enforcement officers will be employed to operate the mobile cameras together with sufficient members of staff to process the offences that are generated. The number of cameras and camera sites proposed is shown in Table 1 in the main text.

Of the 20 existing fixed camera sites analysis has shown that four continue to have a casualty problem. Two are red light and two are speed cameras. It is proposed to improve the visibility and signing of these locations and entry into the scheme will facilitate higher levels of enforcement. (Note that a speed survey has not been carried out at Aylestone Road, Leicester, however this site currently detects up to 400 offences per week, confirming that excess speed continues to be an issue.) Present levels of enforcement will continue at the other existing sites to ensure that their impact on driver behaviour is maintained.

Speed enforcement will be targeted primarily at the identified sites. However, in order that excess speed is not perceived to be acceptable elsewhere within the area and to recognise localised speed issues, part of our strategy will entail a lower level of enforcement at other locations.

The primary objective of the Scheme is to reduce casualties and not to catch as many motorists as possible. Accordingly we propose to adopt a **high profile** policy. The location of all sites will be publicised, along with the reasons for targeting those sites. The camera housings will be conspicuously marked in line with current directions and all locations will be signed as widely as Regulations allow. Similarly, suitable signs will be installed at all mobile sites and the vehicles used will be conspicuously liveried. Information on day to day enforcement at these sites will be widely available. We shall comply with the rules on conspicuity, visibility and signing published in December 2001.

Entry to the Netting Off Scheme on 1 April 2002 will allow the following **timetable** to

be followed.

Our publicity campaign will begin with a Press Release in January when the results are announced, and build up to a full media launch in April.

The introduction of 2 new speed cameras and 3 new locations (which are already ordered – cost not being recovered) will enable us to more than double our enforcement levels immediately on entry to the Scheme. Sufficient staff will be recruited to deal with this. Our negotiations with Northgate have been completed and they assure us that, subject to an order being placed before the end of January, our upgrade will be completed by 1st April.

By 1st July the six enforcement officers will be trained and ready to commence enforcement at 'mobile' sites. Their high profile vehicles will be the basis for a further media event. In addition, further fixed site cameras and sites will have been commissioned. Refurbishment of police premises will be complete and CTO equipment, including postal management system, will be installed. Police and Magistrates' staff will have been recruited and trained.

By the end of six months all the proposed enforcement equipment and staff will be in place.

2. **PR and Publicity Strategy – details the approach, the media used, the success criteria and the overall budget - Attached as Appendix C**
3. **Operational case narrative**

There are currently 20 fixed camera sites and five cameras in Leicester and Leicestershire (none in Rutland) which generated 7,671 Conditional Offers in 2000. Of these 5,283 (69%) were paid. Analysis of the collision data and speed surveys indicate that additional speed and red light enforcement will increase this to 52,333 Conditional Offers in the first year and 70,000 in subsequent years. An improvement of the payment rate to 75% will result in 39,250 paid notices in the first year and 52,500 in subsequent years.

The Safety Camera Team will consist of some 35 personnel and a full time Safety Camera Scheme Manager will be employed to manage the Scheme and to ensure that it remains on target.

Experience of the eight pilot schemes has highlighted the importance of publicity. A full time PR Manager will implement the PR Strategy, making full use of all publicity options which are available. This will ensure that the Scheme is publicised proactively and at the same time is able to respond immediately to issues which arise both locally and nationally.

The police Central Ticket Office (CTO) currently deals with around 800 telephone calls per month, mostly related to camera offences. The increase in enforcement levels will clearly lead to an increase in such calls. We intend to manage these calls by renting a telephone Auto Attender which will handle calls more efficiently and provide answers to frequently asked questions.

At the present time CTO staff are detailed to deal with these telephone enquiries on a rota basis. We propose to change this system. Dealing with complaints and other enquiries requires different personnel skills to those needed in the CTO environment. We shall create a small team of Customer Service Operators whose role will be to deal with telephone enquiries and correspondence.

Once the Scheme is up and running it will be important to follow casualty trends to ensure that targets are being met and to monitor cash flow to ensure that it remains on target to recover costs. The partners recognise the need to develop the Scheme as circumstances change, to introduce new sites when appropriate and to make use of new technology as it becomes available. A Data Analyst will be recruited to deal with these issues. There will be a continuous demand for speed surveys to be carried out and we propose to purchase three remote data collection units for this purpose.

Money has already been allocated to purchase two new speed cameras and install three new housings before entry to the Scheme. An allowance in Set up costs has been made for installation and upgrading which are needed over and above the cost already allocated.

As part of the Safety Camera Scheme the Highway Authorities will install new fixed site camera housings at 12 new sites (most will have housings in both directions) and purchase 4 fixed site cameras. These will be phased into use during the first six months of the Scheme.

The police will purchase 6 mobile cameras together with the vehicles necessary to operate them.

The Highway Authorities will ensure that fixed and mobile sites are highlighted by appropriate signs. It is essential that signs are in place before enforcement commences, so the cost of designing sign schemes has been included in Set up costs.

The police will employ 6 enforcement officers and 1 Team Leader who will operate the mobile cameras and service the fixed site cameras. These officers will be civilian staff. It is the view of Leicestershire Constabulary that competent and suitably trained civilians can undertake this role and police officers are not required.

However, the Steering Group is concerned that currently some 31% of Conditional Offers which are issued do not get paid (this includes those who go to court). We note that many of the pilot areas have successfully used police officers to tighten up on this rate. In particular it is recognised that follow up enquiries are more likely to be successful if carried out personally by a police officer, rather than by letter. This is important, not only to sustain the cash flow, but for the whole credibility of the Scheme. Initially we shall employ two police officers who will complete these enquiries for the team, and on a reciprocal basis for other areas. We intend to monitor this aspect of the Scheme and develop it should this prove necessary. A suitable vehicle (saloon car) will be purchased to enable the police officers to conduct these enquiries. The vehicle will be fully liveried and fitted with speed enforcement equipment to allow the officer to incorporate high profile patrols with his enquiries and to take appropriate action against speeding offenders should the

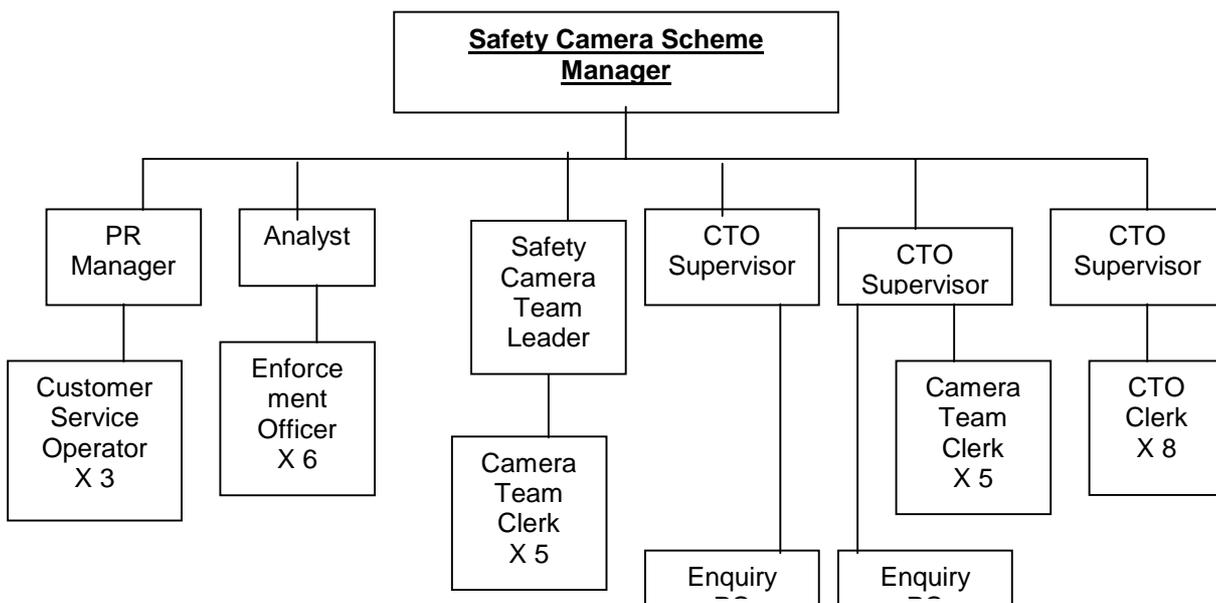
situation arise.

Leicestershire Constabulary's Central Ticket Office (CTO) and Leicestershire Magistrates Courts' use the Northgate VP/FPO computer system, which was installed some five years ago. The capacity of this system will need to be upgraded. Performance at the CTO, both in terms of viewing films and data entry, will be improved by purchasing the Serco ERIC software which interfaces with the VP/FPO system.

Further cost savings will be made by moving away from the use of expensive pre-printed stationary towards plain paper printing. Existing equipment will be unable to cope with the anticipated high levels of throughput. Purchasing the Neopost system will also allow some flexibility to cater for legislation changes and to promulgate PR material associated with the Scheme. Improvements in the post room process will be completed by purchase of an automatic letter opener, electric date stamp and postal franking machine.

Within the police CTO there are currently two members of staff who view the films from enforcement cameras and deal with the work which they generate. This will be increased to 10 staff phased in during the first six months of the Scheme. Two new Team Leaders will supervise these staff and deal with correspondence, process decisions and statistical returns. They will also supervise the two police officers who will be working closely with these teams.

A chart showing this structure is produced below.



Note: the cost of 1 CTO Supervisor and 8 CTO Clerks will not be recovered through the Scheme.

The Magistrates Courts estimate that two members of staff are currently dealing with conditional offers. This will be increased to 7 with 1 supervisor.

Accommodation. At the present time the two members of police staff dealing with camera offences are located in the CTO Section of the Administration of Justice Department at Charles Street Police Station in the centre of Leicester. This building is to be sold and the Department will move to other premises in Leicester towards the end of next year. There is insufficient room in the existing building and there is no potential to accommodate an expanded CTO in the new building.

The Magistrates Courts' staff work in the Court building at Pocklington's Walk in the centre of Leicester. This accommodation is only suitable for current staffing levels.

A number of options have been explored with the police Property Services Department. The police propose to locate the expanded CTO staff and vehicles at an existing police station on the edge of the City of Leicester. This will enable the whole team to work together, marked vehicles will be parked securely and IT communication systems are already in place. This central location, close to major road links, will enable the enforcement officers to cover all the sites efficiently.

The available space of 310m² is currently fitted out as a kitchen, dining room and social club. The police need to retain a small area of kitchen and dining room space. The remaining area of some 265m² is ideal for locating the Safety Camera Team. The cost of refurbishing the area as office space is estimated at £131,771 and it is proposed to recover this cost through the Netting Off scheme. By comparison it is estimated that renting sufficient space commercially would cost

£70,000 per annum; the cost of refurbishment would be met within two years. The Police Authority will meet the cost of clearing the site and providing the small kitchen and dining area.

The Magistrates Courts' will rent accommodation for their staff, close to their existing offices in the city centre.

As these are mainly new staff positions an allowance for new office furniture has been made.

The 'wet films' used by existing fixed site cameras are processed by the Photographic Department of the police Scientific Support Section. The film processing equipment they use is old and labour intensive. The number of wet films processed is expected to more than treble during the first year of the Scheme. We intend to purchase new equipment, which will enable the Department to process the increased number of films in a professional manner without any increase in staff.

4. Audit.

The District Audit Service, the appointed auditor for Leicester City Council, will carry out an external audit of the financial arrangements on an annual basis. All Partners are responsible for maintaining records of expenditure that can be audited separately (i.e. separate cost codes related to the Scheme).

5. Benchmarking and process improvement.

This Operational Case makes use of available finance to improve the processes involved in reducing road casualties by use of camera enforcement. Those sites where casualties are high have been identified and a balance of fixed site and mobile cameras has been calculated to combine maximum impact with a suitable degree of flexibility.

The use of civilians, rather than police officers, to operate mobile cameras represents a significant ongoing cost saving. The difference in salary between six civilians and six police constables is about £100,000 per year.

Accommodating police staff in existing premises represents a substantial cost saving. Although the initial outlay involved in refurbishing the premises is high this cost, when compared with renting commercial premises, will balance out after two years and thereafter an estimated saving of £70,000 a year will be made.

Processing the evidence generated by the cameras is labour intensive and every opportunity has been taken to streamline the process. Enhancements will be made to the VP/FPO system to improve the input process and a postal management system will improve document handling and postal output. For example, our proposals predict a nine-fold increase in Conditional Offers, whereas we anticipate that a six-fold increase in CTO staff (including Customer Service Operators) will be sufficient to deal with them.

The cost model produces the following benchmark figures, which compare

favourably with pilot schemes of a similar size:

Cost of each paid Conditional Offer in year one: £57.11

Cost of each paid Conditional Offer in year two: £16.40

Number of paid Conditional Offers per
member of staff per month (after nine months): 137

Appendix B - List of Safety Cameras Sites in the City

ADDITIONAL CAMERAS		Planned live date	Camera type	1998 -2000		Speed limit
Road Name	Location			Killed or Seriously Injured	Total Casualties	
A594 Vaughan Wy / Burleys Wy	Highcross St To Abbey St	Oct-02	FIXED	4	57	30
A426 Aylestone Rd,	Granby Halls To Bonners Lane	Mar-02	FIXED	4	40	30
A594 Welford Rd,	Welford Place To Almond Rd	Oct-02	FIXED	5	44	30
A6 London Rd,	Evington Rd To Waterloo Way	Mar-02	FIXED	7	63	30
A47 Uppingham Rd,	Coleman Rd to Colchester Rd	Mar-02	FIXED	10	54	30
A594 Waterloo Way,	Whole Length	Jul-02	FIXED	9	37	30
A594 King Richards Rd,	Whole Length	Jul-02	FIXED	10	99	30
TOTAL ADDITIONAL FIXED CAMERAS			7	49	394	
A594 St Georges Way,	Humberstone Rd To Charles St	Jul-02	MOBILE	3	60	30
A511 Woodgate, Northgate, Highcross St	Blackbird Rd To Vaughan Way	Jul-02	MOBILE	3	47	30
A6030 Coleman Rd, Broad Ave, Wakerley Rd,	Green Lane Rd To Ethel Road	Jul-02	MOBILE	4	36	30
A563 Hungarton Bvd,	Keyham Ln	Jul-02	MOBILE	5	30	30
Colchester Road, A6 Abbey Lane,	To Uppingham Rd Blackbird Road	Jul-02	MOBILE	12	82	40
A607 Melton Rd,	To Red Hill Circle Lanesborough Rd	Jul-02	MOBILE	9	124	30
A5460 Narborough Rd,	To Burleys Way Braunstone Ln	Jul-02	MOBILE	5	132	40
B5366 Saffron Lane,	To Braunstone Gt Attlee Way	Jul-02	MOBILE	7	86	30
A47 Hinckley Rd,	To Aylestone Road Wyngate Drive	Jul-02	MOBILE	1	56	30
A563 New Parks Way,	To New Parks Way Scudamore Road To	Jul-02	MOBILE	1	30	30
A563 Krefeld Way,	Glenfield Road Strasbourg Dr To	Jul-02	MOBILE	2	28	40
A5199 Welford Rd,	Beaumont Leys La Chapel Ln	Jul-02	MOBILE	2	51	30
A6 London Rd,	To Victoria Pk Rd City Boundary	Jul-02	MOBILE	5	46	30
A47 Humberstone Rd,	To Stoneygate Rd St Georges Way to	Jul-02	MOBILE	12	99	30
B4616 Victoria Pk Rd,	Coleman Rd	Jul-02	MOBILE	4	16	30
B4616 East Park Rd,	Whole Length St Peters Rd to	Jul-02	MOBILE	4	42	30
A50 Groby Rd,	Spence St New Parks Way to	Jul-02	MOBILE	6	77	40
Fosse Rd South,	Garland Cr Fullhurst Ave to	Jul-02	MOBILE	3	33	30
	Shaftesbury Rd					
TOTAL ADDITIONAL MOBILE CAMERAS			19	88	1075	
TOTAL ALL ADDITIONAL CAMERAS			26	137	1469	
INCREASED ENFORCEMENT OF EXISTING CAMERAS		Actual live date	Camera type			Speed limit
A563 Glenhills Way,		Nov-93	RED LIGHT	4	16	30
A426 Aylestone Rd,		Jun-97	FIXED	2	52	30
TOTAL CASUALTIES EXISTING CAMERAS				6	68	
TOTAL CASUALTIES				143	1537	

Appendix C - PR and Publicity Strategy

General Principles

The Safety Camera Scheme Steering Group recognises the importance of publicity and public acceptance of the Scheme and proposes to employ a full time PR Manager to ensure that the PR strategy is carried through. This person will provide a single point of contact for the press and media and will proactively promote the scheme.

We intend to adopt an open, high profile policy, emphasising the advantages of casualty reduction. The Group recognises the advantages of expanding on the successful and proven campaigns of pilot areas. For example, we intend to develop the 'Red Route' publicity material generated by Northamptonshire, which will have the additional advantage of promulgating a common message in both areas. We shall be happy to work with the national PR co-ordinator to ensure that our local message ties in with national publicity.

Objectives

1. To emphasise the fact that additional camera enforcement is to reduce casualties, not to generate revenue.
2. To promote the scheme as a means of reducing road casualties and collisions on routes where exceeding the speed limit and red light running are known to be occurring.
3. To encourage a more positive attitude amongst drivers and, thereby, influence driver behaviour beyond the targeted sites.
4. To gain and retain the support of local people for the Safety Camera Scheme.
5. To encourage drivers to accept a responsible attitude towards other road users, especially vulnerable road users.
6. To publicise the link between violation and collision potential.

Method

The means to achieve these Objectives could include:

1. Undertake market research to determine public opinion before and during the campaign.
2. Direct marketing to include:
 - a) explanatory leaflet included with every Conditional Offer for speeding or red light running.

- b) radio advertising campaigns
 - c) bus back advertising and colourbus advertising
 - d) utilising and extending the Leicestershire Driver's Guide to include information on the Safety Camera Scheme
 - e) production and dissemination of leaflets and posters publicising Red Route High Risk Roads in the area.
3. Media campaign. Experience from the pilot areas has shown significant amounts of free publicity has been derived from a close working relationship with local media. This could include:
- a) newspapers
 - b) partnership members' publications
 - c) local radio and regional television

This publicity will be linked directly to the Scheme, for example regular broadcasts on the locations of mobile camera sites and updates of recorded speeds at Red Route sites.

4. Ongoing use of existing strategy such as the Speed Trailer and 'Kill Your Speed' posters.
5. Project Launch. We intend to organise a high profile launch of the Scheme through the local media. This will be during the first two weeks in April 2002 to avoid the Easter holiday. (April 1st is Easter Monday) The objective will be to highlight the potential for reducing casualties by reducing vehicle speeds and consequently the police will be taking a 'back seat'. The Project Manager has contacted the Director of Public Health, Leicestershire Health Authority who has indicated a willingness to involve someone from the Accident and Emergency Department.

There will be further opportunities to organise high profile media events when the mobile cameras and some fixed sites become operational (June / July) and when further fixed site cameras come on line (September / October).

6. Internal Communications. The Group recognises the importance of ensuring that members of Partner's organisations are aware of the Scheme and committed to the principles behind it. We shall use internal communication media to keep staff up to date with developments. It is particularly important that staff who are in contact with the public, either formally or informally, support the Scheme and the ethos behind it.
7. Logo and Slogan. Leicestershire County Council is developing a suitable logo and slogan to be used by the Scheme. These will be incorporated into letter heads, posters and publicity material. Where possible they will be used on the Scheme's vehicles.

Evaluation

The success of the PR Strategy will be largely reflected in the overall success of the

Scheme and will be indicated by the ongoing evaluation required by the DTLR. This includes monitoring public perception in the following ways:

1. Public surveys. Before and after surveys to include the four standard questions included in the Handbook.
2. Media coverage. Column inches neutral, for or against the scheme in local press.
3. Public enquiries. Analysis of letters and telephone calls from offenders and the general public.