

Speed Cameras

Serving Local People

Respect

- Respect for local communities
- Respect for speed limits
- Road traffic law in general
- Respect for the road safety professionals who work to reduce death and injury
- Responsibility not driving skills or arrogance



Road Safety

Environment
and Facilities

Skills to be
safe



Awareness of
road dangers
and
responsibilities

Behaviour

Whenever you or those you are or feel responsible for
are travelling - or else

Local Communities

People want :-

- Safer roads, slower speeds, less motor traffic
- Ability to walk and cycle in safety
- Free from the intimidation of high traffic volumes and speeds.

As a pedestrian or a cyclist how do you feel about vehicles exceeding the speed limit?

Local People Want Safety Cameras

- Modify behaviour
- Raise awareness and promote responsibility
- Supported by the majority of local people
- Postbag/website 200+ requests each year for cameras



Please send the mobile unit



Speed Awareness and Enforcement

- 2001 - 144 road deaths in West Yorkshire
- 2003 - 102 road deaths in West Yorkshire
- Lowest ever number of people killed and seriously injured
- Lowest ever number of pedestrians killed and seriously injured

Safety Cameras Give Us ...

- 24-hour enforcement and protection for local people.
- Visual signals that there have been road injuries
- Reductions in road injuries.

Government statistics published earlier this year confirmed that fatal and serious injuries at camera sites had fallen by 40% nationally, with a 33% reduction in overall collisions causing injury. Saving over 100 lives a year.

Most Importantly

- The safety camera initiative has given us the means to engage with our population



With

- a website, a weekly radio show, a newsletter, radio advertising, newspaper advertising, bus-backs, leaflets, posters, beer-mats and a succession of public events where we connect with major sporting occasions.
- We also have a training programme for use in schools and colleges to promote responsible road-craft and behaviour.
- We speak to organisations such as round-tables and other community groups to promote road safety and to debate the use of safety cameras.



Hadara Fox was run over in 1997, aged 12.

Speed Awareness

- Pilot scheme
- First time offenders
- 36 and 37 mph
- 18 to retired
- Very positive discussion
- And a change of attitude

We are promoting ...

- Informed public debate
- Changes of attitude to speed and safety cameras



Injury Savings



Location	Year	Before/yr	2003	% change
A616 Woodhead Road	2001	42	12	-71
A629 Wakefield Road	2001	29	6	-79
B6145 Thornton Road	2002	12	4	-67
A638 Dewsbury Road (1)	2002	11	3	-73
A638 Dewsbury Road (2)	2002	10	1	-90
B6154 Tong Road	2002	14	4	-71
A642 Horbury Road	2002	7	2	-71
A629 Calderdale Way	2002	6	2	-67

Cameras are about

- Responding to local needs
- Freeing people from the fear and intimidation of vehicles driven at speed
- Saving lives and injuries
- Providing 24 hours a day 7 days a week roads policing
- Raising awareness/promoting responsibility



Camera Critics

Road injuries are not reducing!

- They are on roads with safety cameras but we will not see substantial improvements in numbers everywhere until people drive on all roads as they do on those with cameras

Camera Critics

"Blood on their hands"

David Begg -
Commission for
Integrated
Transport



Ask yourself this question

Do I want people to exceed the speed limit?

- On the street where I live
- Where I go shopping
- On the roads where my children travel to school

Do you?