



Cambridge Road Safety Day of Action

Version Control	Issue Date	Author	Reviewed by	Reason for Update
V1	29/06/2022	Ray McCappin	Partnership Board	-
V2	15/08/2022	Ray McCappin	Partnership Board	Bike recovery data from BikeRegister

Executive Summary

After the success of the Project EDWARD Surround a Town Event in Ely, 2021, the Vision Zero Partnership is running a series of events between May 2022 and November 2022. It was suggested that the partnership should aim for a minimum of six events per year (one in each district across Cambridgeshire and Peterborough) with at least two of these on a large scale, as was the case for Project EDWARD.

The events include a concentrated, visible enforcement presence in and around the city, combined with engagement and information activities in highly populated areas and child car seat checks.

In total, approximately 30 staff and volunteers were involved in running the Cambridge event on the day.

Outcomes from the day show that more efforts are needed to inform Cambridge City residents about road safety initiatives. 11 hours of visible speed enforcement resulted in 94 offences. We successfully delivered 10 bike checks in partnership with Outspoken and 8 children’s car seats were checked, with only 18% initially fitted correctly.

Introduction

Since launching the Vision Zero Partnership in July 2020, the Covid-19 pandemic has restricted the public engagement and promotion that the Partnership has been able to undertake. It was identified there was a need to provide a high-profile public event to highlight the work of the partnership and

increase public awareness of the importance of compliance with road traffic rules, particularly speeding, in the wake of the changes in travel associated with the pandemic. After the successful Project EDWARD event, the Vision Zero Partnership agreed to put on six more events in each of the districts across Cambridgeshire.

The second event took place in Cambridge City on Wednesday 8th June 2022, to coincide with Bike Week. The event itself was split across two locations across the City Centre, one targeting motorists and one targeting cyclists. The event series was renamed 'Road Safety Days of Action'.

Project Aims and Objectives

The Road Safety Day of Action event itself was expected to provide a media platform to promote and showcase the work of the partnership across its workstreams. Therefore, media and public engagement were two key outcome measures.

In addition, the following outputs/outcomes were measured:

- Number of offences detected
- Number of vehicles passing through speed watch checks
- Number of dedicated enforcement hours
- Number of child car seat checks – number correctly/incorrectly fitted – outcome of improving safety of children in vehicles
- Engagement with local community groups

Project Delivery

Surround a Town / Road Safety Days of Action

Surround a Town is a concept that has been trialled and delivered in Essex and combines overt and covert enforcement together with high profile targeted publicity to increase public levels of awareness of this additional policing and to enhance their knowledge about the fatal four and other road safety issues.

Surround a Town focuses a massive amount of resource in a very concentrated and geographically targeted area. This allows us to address a wide range of poor road using behaviours by appropriate use of engagement, education and enforcement that would otherwise be difficult to capture; each partner being able to contribute its own area of expertise.

Essex previously saw a very successful downward trajectory in Killed and Serious Injury casualties when the Surround a Town concept was trialled from 2007 to 2009. <https://saferessexroads.org/road-users/surround-a-town/>

The event series was renamed 'Road Safety Days of Action' to fit the different scale of each event and provide a clearer message.

Location

Cambridge was chosen as the location for our event in June, the second event in the series. According to data taken between November 2018 and October 2021, Cambridge has the highest number of KSI reports in June.

The Partnership was split across two sites: Tesco, Newmarket Road and outside boots, Sidney Street. Newmarket Road was chosen as a good place to target car drivers due to the large car park and retail park opposite. Sidney Street was chosen for pedestrians, cyclists, and Voi due to the number of cyclists using the road and the central location.

Activity

The following activities were undertaken on the 8th June, 2022.

- Engagement and information activities at Tesco, Newmarket Road between 10am and 2pm, including:
 - o Cambridgeshire County Council (CCC) Vision Zero Partnership
 - o CCC Road Safety Education Team
 - o Road Victims Trust
 - o Speedwatch
 - o Child car seat checking
- Engagement and information activities at Tesco, Newmarket Road between 10am and 2pm, including:
 - o Cambridge City Council Community Safety Partnership
 - o Camcycle
 - o Police presence
 - o VOI
 - o Outspoken – Dr Bike servicing
 - o Bike Register bike marking.
- Police enforcement/engagement activity around the town, including:
 - o Safety Camera vans at specific locations on routes in and around the city
 - o Special Constabulary officers undertaking speed checks, vehicle checks and other engagement or enforcement activity

Resources

The delivery of the event required considerable staff time investment both during the planning stages and on the day itself. Planning began approximately two months prior to the event. It is estimated approximately 70 hours of staff time across all partners were invested in the preparation for the event, with the largest proportion falling to Cambridgeshire County Council as Safe Road Users lead.

On the day, the following staff resources were used from partner organisations:

- Partnership Delivery Manager
- 3x Cambridgeshire County Council Officers
- 5x Cambridge City Council Officers
- 4x Special Constabulary Officers
- 2x Safety Camera vans and operators
- 2x Police Officers

- 1x SpeedWatch staff
- 2x Officers from the Office of the Police and Crime Commissioner
- 1x Road Victims' Trust staff

In addition, people from the following organisations also supported the event:

- 1x Event staff from Outspoken
- 2x Expert from the In-Car Safety Centre
- 2x Camcycle staff
- 3x Staff from Voi

In total, approximately 30 staff and volunteers were involved in running the event on the day.



Outcomes

As part of the Partnership's performance monitoring framework a number of specific outcome measures are relevant to the activities undertaken as part of the Road Safety Day of Action event. These are listed below alongside relevant figures from the event itself.

Outcome measure	Data from Road Safety Day of Action
Number of speed offences	94
Number of speed enforcement hours undertaken	11.5
Number of child car seats checked	11
% child car seats checked that are correctly fitted	18%
Number of bikes registered	8
Number of bikes serviced	10

Total number of people receiving direct road safety education/training (inc. all ages)	150
Number of Road Safety Day of Action events	1

Safe Speeds

More than 11 hours of speed enforcement activity was undertaken through camera vans and roadside checks by the special constabulary. The camera van locations were identified in advance using speed survey equipment to prioritise sites throughout the day, based on each location’s speed profile. There are no Speedwatch groups in Cambridge City that would have been relevant to support, although Speedwatch colleagues tell us that they are working on building these groups.

Overall, 94 speed offences were recorded in 11.5 hours. In comparison to the Ely this is quite high, with double the number of offences recorded per hour. However, this is similar to the number of offences per hour in Peterborough. This may provide evidence to the success of Community Speedwatch initiatives in Ely. It also demonstrates the success widely promoted and targeted event advertising.



Safe Vehicles – child car seats

The child car seat checks were undertaken in Tesco’s supermarket car park and shoppers were approached as they left the store to ask if they would like their child seat checked. In total 11 child seats were checked with no recorded refusals to the check. The seats checked fell into the following categories:

Group 0+	Group 1	Group 2/3
3	6	2

Of these, 82% were not fitted correctly: five had minor faults, three major faults and one was incompatible with the vehicle. Most of the minor faults were because of the harness not being tightened sufficiently, and with the major faults the seats were incorrectly installed, incorrect stage of seat for the child, or had incorrect harness height as the major factors. Two seats had the support leg in the wrong position. The majority of seats were not demonstrated at the point of sale, arrived uninstalled, or were purchased second hand.

These results demonstrate the need to educate parents on the importance of purchasing the right child car seat but also in how to fit them correctly. With many purchases now being made online, without advice from staff in-store, or second-hand, this is particularly important.

Safe Vehicles - Bike Safety

Bike safety engagement activities took place at the Sidney Street location. Camcycle, Voi and Cambridge Community Safety Partnership provided educational resources while Outspoken provided bike servicing and the Vision Zero Partnership provided bike marking for the national registry.

Outspoken on average service three bikes an hour. They worked with us for four hours, servicing 10 bikes meaning they serviced, on average, 2.5 bikes an hour. We can conclude that this was successful. It is likely Outspoken were able to service fewer bikes than usual because the location was an area where bikes cycle through at some speed. In future, locations where cyclists are forced to dismount and/or locations that are journey endpoints where cyclists are parked may be beneficial to increase engagement.

This is also likely to be the reason for low uptake on bike registry, as well as limited signage showcasing what was on offer. It is suggested that more signs are used for activities on offer, in addition to banners stating which partners have attended.

Bike Registry

Number of bikes marked at Cambridge event: 8

Since the Cambridge event bikes have been recovered by the national Bike Registry:

Bike Recovery Month	Location
August	Cambridge, CB3 0FY
July	Great Cambourne, Cambridgeshire, CB23 6BG

Safe Road Users – community engagement

The event itself was expected to provide a media platform to promote and showcase the work of the partnership across its workstreams. The event was successful in utilising local media exposure as outlined below:

Pre-event press activity:

- An article was published in the Cambridge Independent:
<https://www.cambridgeindependent.co.uk/news/road-safety-day-of-action-comes-to-cambridge-9258053/#:~:text=A%20chance%20to%20discuss%20road,get%20children%27s%20car%20seats%20checked.>
- Darryl Preston, Police and Crime Commissioner for Cambridgeshire and Peterborough, appeared on BBC Cambs Radio.
- Matt Staton, Road Safety Partnership Delivery Manager, appeared on Cambridge TV.



Future work

Feedback from those who attended the event has been positive, especially from our partners. Learnings from this event will be taken to improve future events, specifically marketing and communications, as these were a core part of the success in Ely 2021.

There are 4 more events following in July, September and November being planned in the remaining districts across Cambridgeshire. Future events will have different activities to match the area and themes of each event. We will continue to work closely with partners and stakeholders to successfully put on these events. Due to the amount of resource and capacity each event takes, future events will also be smaller than the original Ely 2021 event, except for the Project Edward event in March during September 2022.

We will also be working with Fenland District Council's Community Safety Partnership as part of their efforts to raise awareness for various aspects of community safety.

