



Peterborough Surround A Town Event

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V1	29/06/2022	Ray McCappin	Partnership Board

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 high populated areas, child car seat and tyre checks, and education activity in local schools.

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

Outcomes from the day showed success, both in raising the profile of the partnership – with 600 local school pupils engaged – and in road safety outcomes – with 17.5 hours of visible speed enforcement resulting in 141 offences.

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 first event took place in Peterborough on Thursday 19th May 2022.

Project Aims and Objectives

The Surround A Town 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
- Improvement in knowledge of school pupils in relation to general road safety
- Engagement with local community groups

Project Delivery

Surround a Town

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/>

Location

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

Cathedral Square, Peterborough City Centre, was chosen as it has a high footfall during the day. The information and engagement stalls were stationed just outside the no cycle zone on Bridge Street to encourage those getting off bikes to use the Dr Bike and Bike Registering services.

Activity

The following activities were undertaken on the 19th May, 2022.

- Engagement and information activities in Peterborough between 8am and 2pm, including:
 - o HGV and blind-spot mats
 - o CCC Road Safety Education Team
 - o Sustrans information and Dr Bike
 - o British Horse Society
 - o Bike Marking ran by PCC
 - o Vision Zero Partnership information stand
- School visits ran by PCC Road Safety Team and Cambridgeshire Police
- Police enforcement/engagement activity around the town, including:
 - o 6 Special Constabulary officers undertaking speed checks, vehicle checks and other engagement or enforcement activity
 - o Three Safety Camera vans at specific locations on routes in and around the city
- Three Camera safety Vans deployed between 06:00 and 19:00
- Speedwatch groups operating in Alwalton, Newborough, Elton, and Dogsthorpe.
- Total speed enforcement offences for the day: 141

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. 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
- 4x Cambridgeshire County Council Officers
- 3x Peterborough City Council Officers
- 1x Fire and Rescue Service Officer
- 6x Special Constabulary Officers
- 3x Safety Camera vans and operators
- 1x Police staff
- 6x SpeedWatch groups
- 2x Officers from the Office of the Police and Crime Commissioner

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

- 2x Sustrans Staff
- 1x HGV Driver
- 1x British Horse Society Staff

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 Surround a Town event. These are listed below alongside relevant figures from the event itself.

Outcome measure	Data from Surround A Town event
Number of speed offences	141
Number of speed enforcement hours undertaken	17.5
Number of bikes services	10
Number of bikes registered	20
Total number of people receiving direct road safety education/training (inc. all ages)	700
Number of surround a town events	1

Safe Speeds

More than 17.5 hours of speed enforcement activity was undertaken through three shifts of 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. Overall, 141 speed offences were recorded. Compared to Ely, where 27 hours of speed enforcement was undertaken and 117 offences recorded, this number is considerably higher. Differences in the number of offences may be explored further as we build up more evidence from further days of action.

Community Speedwatch supported the event with groups out for 5 hours in Alwalton, Newborough, Elton, and Dogsthorpe.



Safe Vehicles – Bike Safety

Bike safety engagement activities took place. Sustrans provided bike servicing and Peterborough City Council provided bike registering marking.

Sustrans serviced 10 bikes between 9am and 2pm. Set up was later than expected, resulting in missing most of the rush-hour bike traffic which was when we expected to service the majority of bikes. Peterborough City Council registered 20 bikes. We were next to a no-cycle zone which meant that many cyclists were forced dismount when riding past us. However, this may have also meant that fewer cyclists went past the stand.



Safe Road Users – school activity

Date	School	Year Group	Number of children	Topic
16/05/2022	TDA	Year 13	122	Young driver
17/05/2022	Beeches	Year 6	87	Year 6 delivery
17/05/2022	Beeches	Year 3	58	Year 3 delivery
18/05/2022	Lime Academy	Year 2-4	240	Road safety
20/05/2022	Queens Drive West	Year 2	90	Year 2 delivery

Workshops, assemblies and class activities were given by Peterborough City Council Road Safety Team and Cambridgeshire Police to four schools across Peterborough. The sessions varied to be more relevant to the age group they targeted.

Safe Road Users – community engagement

Community Engagement on the day was successful. Sustrans had 4 children play on their Bike Safety Board and 30+ people visiting their stall. Cycle maps were particularly popular, both Sustrans and the Vision Zero Partnership stand ran out of maps during the event. The Vision Zero Partnership stand and British Horse Society stands were also well attended.

In addition to the public, two councillors and the Deputy Police and Crime Commissioner attended the event, all of whom took photos and shared them across their social media platforms. The Police and Crime Commissioner's office sent a PR officer along who took photos and videos for social media throughout the day.

The Surround a Town event itself was expected to provide a media platform to promote and showcase the work of the partnership across its workstreams. In advance of the event, social media was used to promote the activity. There was no media uptake and little social media engagement, suggesting more efforts should be taken to create a fuller social media plan in advance of the event.



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 5 more events following in June, July, September and November being planned in each of the 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.