

## Project EDWARD: Surround a Town Pilot Event

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## Executive Summary

For Project EDWARD, the Vision Zero Partnership undertook to trial the delivery of a Surround a Town event in the city of Ely, in East Cambridgeshire. The event included a concentrated, visible enforcement presence in and around the city, combined with engagement and information activities on Ely Market Place, child car seat and tyre checks at Sainsbury's Ely, and education activity in local schools. In total, approximately 60 staff and volunteers were involved in running the event on the day.

Outcomes from the day showed it was a huge success, both in raising the profile of the partnership – with over 97k online impressions and nearly 1000 local school pupils engaged – and in road safety outcomes – with 27 hours of visible speed enforcement resulting in 117 offences, and more than 40 vehicles being checked either by police or a local technician.

The intensive resource requirements to put on an event of this size make it difficult for the partnership to deliver more than 2-3 events of this type per year, also recognising that weather will be an important factor in engagement so more appropriate for them to be focused on the April – September timeframe. However, this does not preclude smaller events to take place more regularly, particularly with the establishment of the Safer Speeds Special Constabulary team.

It is 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.

## 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. With restrictions easing, an opportunity to showcase the work of the partnership was presented in supporting the international Project EDWARD week of action 13<sup>th</sup>-17<sup>th</sup> September 2021. Project EDWARD is a high-profile, international event which was already part of the NPCC Tier 1 campaigns, and the 2021 event was focused on “fit for the road” enabling some focus on safe vehicles and driver fitness to drive in addition to other key issues such as speeding and vulnerable road user safety.

## 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
- Number of vehicle tyre checks – number safe/unsafe – outcome of improving roadworthiness of vehicles
- 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

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. Operating in this way also provides a significant media platform, enhanced further by the Project EDWARD team planning to start their roadshow with us on the first day of their week of action.

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

Ely was chosen as the trial location due to the engagement of the local specials and speedwatch groups, the proximity of high casualty routes (A10, A142) which are also well used by motorcyclists and the nature of the city allowing for a concentrated effort on a few key routes into the city. If the trial is successful then other towns/cities across the county will be included in future events, which could become a regular operation.

Previous delivery of Op Astragal across the whole of Cambridgeshire using a similar approach highlighted the positive media and public reception to this type of event locally.

### Activity

The following activities were undertaken on the 13<sup>th</sup> September 2021.

- Engagement and information activities on Ely Market Place between 10am and 2pm, including:
  - o CF&RS Fire Engine and cycle mats
  - o Hertfordshire Fire bike
  - o Police motorcyclist
  - o Cambridgeshire County Council (CCC) Mock Play Street



- CCC Road Safety Education Team
- Peterborough and Cambridgeshire Advanced Motorcyclists (PECAM) and Blood Bike
- Outspoken Cycling Activities x 4
- Road Victims Trust
- Police E scooters information stand
- British Horse Society



- Child car seat checks with the In Car Safety Centre and vehicle safety inspections by National Highways and ATS Euromaster at Sainsbury's, Lisle Lane between 10am and 2pm.
- Primary school visits at Ely St Mary and Spring Meadow by the CCC Road Safety Team and a competition for pupils to design a road safety banner.
- Secondary school sessions at Ely College for year 7s on pedestrian and cycle safety by the Fire and Rescue Service, Police and Road Haulage Association.
- Special school session at Highfields by the Fire and Rescue Service.
- Police enforcement/engagement activity around the town, including:
  - Two Roads Policing vehicles patrolling the main routes
  - Safety Camera vans at specific locations on routes in and around the city – two shifts, am and pm
  - 6 Special Constabulary officers undertaking speed checks, vehicle checks and other engagement or enforcement activity
- Speedwatch groups operating at the following locations:

- Ely Road, Littleport 08.30-09.30
- Cambridge Road, Ely 11.00-12.00
- Cam Drive, Ely 14.30-15.30
- Haddenham Road, Wilburton 15.45-16.45
- The America, Sutton 16.30-17.30

Additional speed activity through Speedwatch and enforcement was undertaken on Wednesday 15<sup>th</sup> September 2021 as part of the national day of action on speed linked to Project EDWARD.



## Resources

The delivery of the event required considerable staff time investment both during the planning stages and on the day itself. Planning began approximately six months prior to the event in terms of preparing the proposal with the more detailed work being undertaken June-August 2021, with some elements, such as engagement with schools required by early-July due to the summer holiday period. It is estimated approximately 200 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



- 8x Cambridgeshire County Council Officers
- 1x Peterborough City Council Officer
- 3x Fire and Rescue Service Officers (+ Ely Fire and Rescue Service Watch)
- 3x Fire and Rescue Service Community Champions
- 9x Police Officers (Cambridgeshire Constabulary)
- 6x Special Constabulary Officers
- 2x double-crew Roads Policing Vehicles
- 4x Safety Camera vans and operators – 2x AM shift and 2x PM shift
- 1x Police staff
- 5x SpeedWatch groups
- 1x Police Comms
- 2x Officers from the Office of the Police and Crime Commissioner
- 2x Road Victims' Trust staff
- 1x National Highways officer



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

- Volunteers from Peterborough and Cambridgeshire Advanced Motorcyclists
- Staff from the British Horse Society
- A technician from ATS Euromaster
- Event staff from Outspoken
- An expert from the In-Car Safety Centre

In total, approximately 60 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 Project EDWARD event
Number of speed offences	117
Number of speed enforcement hours undertaken	27
Community Speedwatch – number of vehicles checked	6106
Community Speedwatch – % vehicles exceeding enforcement threshold	6.86%
Number of child car seats checked	15
% child car seats checked that are correctly fitted	27%
Number of vehicle tyre checks undertaken	44
% of vehicles checked that have safe tyres	93%
Number of construction and use checks (Police and DVSA)	20
Total number of people receiving direct road safety education/training (inc. all ages)	970
Total reach of all campaign messages combined	97k
Number of surround a town events	1

### Safe Speeds

More than 27 hours of speed enforcement activity was undertaken through two 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, 117 speed offences were recorded which was considered lower than expected based on the speed profile of the locations identified. This potentially supports the success of the wide promotion of the event, and large, visible police presence around the town in encouraging compliance.

Community Speedwatch supported the event with groups out on 13th September for 5 hours in Ely, Littleport, Sutton, and Wilburton. These groups checked more than 1600 vehicles. Then on the national day of action as part of Project EDWARD (15th September), Speedwatch groups undertook approximately 30 hours of Speedwatch sessions operating in Comberton, Holme, Alconbury Weald, Peakirk, Wilburton, Hardwick, Oldhurst, Littleport, Ely, Wisbech St Mary, Madingley, Fowlmere, Helpston, Grafham, Barnack, Harlton, Fenstanton, Cambridge, Huntingdon, Barton, Barrington, Alconbury, Linton, Ickleton and Warboys. These groups checked nearly 4500 vehicles.

The Community Speedwatch groups were very grateful for the support of Police and other partner officers in visiting them as part of the event, demonstrating the value of the volunteers to the wider partnership activity.

#### Safe Vehicles – child car seats

The child car seat checks were undertaken in Sainsbury'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 15 child seats were checked with a further eight customers with child seats refusing the check. The seats checked fell into the following categories:

<b>Group 0+</b>	<b>Group 0+/1</b>	<b>Group 1</b>	<b>Group 2/3</b>	<b>Group 3</b>
<b>2</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>1</b>

Of these, 60% were not fitted correctly: three had minor faults, four major faults and two were 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 or had incorrect harness height as the major factors. Four of the seats did not have a child in them so other than checking the installation the technician could not judge if the seat was correct for the child – of those seats two were fitted correctly.

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

#### Safe Vehicles – construction and use

In total 44 vehicles were checked either by an ATS Euromaster technician at Sainsbury's (24) or by Special Constables at a stop check outside Ely Station (20).

The ATS technician identified a couple of vehicles with slow punctures, others with light bulbs that needed replacing and a considerable number with low fluid levels, e.g. coolant, brake fluid, screenwash. Most customers were advised to rectify these as soon as possible, with some fluid levels able to be topped up by the technician on site.

At the Police stop check outside Ely Station, two Traffic Offence Reports for not wearing seatbelts were issued in addition to one Vehicle Defect Rectification Scheme notice for worn tyres (where the owner must rectify the fault and provide the vehicle for inspection within 14 days). Another five motorists were provided with words of advice.

Overall, 41 of the 44 vehicles inspected (93%) had safe tyres.

#### Safe Road Users – school activity

Prior to the event all primary school pupils in Ely were given the chance to take part in a competition to design a banner to promote road safety outside their school. The winning entry by Edie from Ely St



Mary's was presented as part of the event. Assemblies were held at both Ely St Mary's and Spring Common as part of the event, presenting road safety information to over 600 pupils.

At Ely College 270 pupils were delivered workshops showing them the visibility issues around large vehicles as well as advice on pedestrian and cycle safety. Next door at Highfields special school a bespoke workshop was delivered to 100 pupils.



Safe Road Users – community engagement

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. The event was successful in utilising local and national media exposure as outlined below:

Pre-event press activity:

<https://www.spottedinely.com/ely-to-host-national-road-safety-day/>

#ProjectEDWARD live broadcasts on the day:

AM - <https://youtu.be/CZyxiBCWZvA>

PM - [https://youtu.be/dBZ5op\\_GokI](https://youtu.be/dBZ5op_GokI)

Post-event press activity:

<https://www.elystandard.co.uk/news/international-road-safety-campaign-comes-to-camb-8323492>

## Social media:

Social media activity was shared across the partner and partnership accounts with a total reach of over 97k.

In addition, other influential attendees shared information about the day, including the Mayor of the Cambridgeshire and Peterborough Combined Authority and the Project EDWARD team.



## Future work

Feedback from those who attended the event has been excellent, with positive public engagement, inter-agency networking and engagement from a wide range of new and existing stakeholders. The media activity shows it has also been an important event to raise the profile of the work of the partnership.

The intensive resource requirements to put on an event of this size make it difficult for the partnership to deliver more than 2-3 events of this type per year, also recognising that weather will be an important factor in engagement so more appropriate for them to be focused on the April – September timeframe. However, this does not preclude smaller events to take place more regularly, particularly with the establishment of the Safer Speeds Special Constabulary team.

It is 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.