

## Road Safety Publicity Campaign A1307 2010 Information Sheet

<b>Campaign title:</b>	<b>SLOW DOWN, STAY AWARE and STAY ALIVE ON THE A1307</b>															
<b>Campaign date(s):</b>	<ul style="list-style-type: none"> <li>• October 1st</li> <li>• October 18th – 14th November 2010 – Busback advertising (due to availability)</li> </ul>															
<b>Campaign budget:</b>	<p><b>£10,000</b> - Cambridgeshire &amp; Peterborough Road Safety Partnership</p> <ul style="list-style-type: none"> <li>• Busback adverts</li> <li>• Poster distribution – see enclosed</li> <li>• VMS Messages – zero cost</li> <li>• Heart radio Traffic &amp; Travel sponsorship message – zero cost (part of pre-paid annual sponsorship package)</li> <li>• Star Radio Phone Rangers sponsorship message – zero cost (part of pre-paid annual sponsorship package)</li> <li>• * Potentially Kiss Radio ‘Drive Time’ sponsorship message, tbc....works as above sponsorships – circa 8-10 word message</li> </ul>															
<b>Partner agencies:</b>	<ul style="list-style-type: none"> <li>• CPRSP</li> <li>• Suffolk County Council (Suffolk just distributing posters for us in there areas)</li> </ul>															
<b>Accident/casualty problem:</b>	<ul style="list-style-type: none"> <li>• Repeat run of the successful campaign in 2009 – see data table below:</li> </ul> <table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Year</th> <th style="width: 20%;">Total</th> <th style="width: 15%;">Fatal</th> <th style="width: 15%;">Serious</th> <th style="width: 15%;">Slight</th> </tr> </thead> <tbody> <tr> <td><b>2008</b></td> <td>118</td> <td>6</td> <td>14</td> <td>98</td> </tr> <tr> <td><b>2009</b></td> <td>68</td> <td>1</td> <td>12</td> <td>55</td> </tr> </tbody> </table> <p>2009 represents a 42% reduction in the number of accidents, an 83% reduction in fatal accidents, a 44% reduction in slight injuries, and a 14% reduction in serious injuries when compared to 2008.</p> <p><i>NB. The 2009 campaign has just received a ‘Commendation’ from the Prince Michael International Road Safety Awards 2010.</i></p>	Year	Total	Fatal	Serious	Slight	<b>2008</b>	118	6	14	98	<b>2009</b>	68	1	12	55
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	<ul style="list-style-type: none"> <li>• A1307 has suffered numerous fatal accidents over recent years....reductions in KSI's on the road are encouraging, and we are keen to continue these reductions, and prevent the risk of improvements being short-lived</li> <li>• Historically the road has been an issue, for example between 2002-2007 the section south of Linton village suffered 152 reported injury accidents: <ul style="list-style-type: none"> <li>- 14 fatal</li> <li>- 30 serious</li> <li>- 108 slight injuries</li> </ul> </li> <li>• Speed is considered a contributory accident factor, strongly linked with wider driver error (some engineering activities being carried out to assist safer driver behaviour): <ul style="list-style-type: none"> <li>- 50 mph limit commitment following public consultation</li> <li>- New static speed camera installed <b>(double check)</b></li> <li>- Specific signage installation 'Slow Down, Stay Aware, Stay Alive'</li> <li>- Engineering works at Cardinal's Green junction <b>(double check)</b></li> </ul> </li> </ul>
<p><b>Campaign aims &amp; objectives:</b></p>	<ul style="list-style-type: none"> <li>• Increase road user understanding that the road itself is not dangerous, it is the driving behaviour on it</li> <li>• To inform road user of safe driving essentials while travelling along the A1307 (e.g. slow down and stay aware)</li> <li>• To change driver attitude and hence behaviour on the A1307</li> <li>• To inform the public of the lowered speed limit and increased enforcement in place in the A1307, both the additional static camera and hi-vis enforcement period</li> <li>• To raise general awareness of the number of accidents on the A1307, and the general need for heightened concentration and lower speed</li> </ul>
<p><b>Target Audience:</b></p>	<ul style="list-style-type: none"> <li>• Regular users of the A1307 and surrounding areas</li> <li>• Residents and workplaces in and around the area and villages</li> <li>• Haverhill residents/drivers</li> <li>• Wider regional users of the A1307</li> </ul>

<p><b>Campaign messages/themes:</b></p>	<ul style="list-style-type: none"> <li>• <b>Slogan: <i>S'low Down And Stay Aware On The A1307'</i></b> – these precautions would impact across the majority of the reported contributory factors for accidents, which are, according to the most recent available data: <ul style="list-style-type: none"> <li>• Failed to look properly – A factor in <b>26%</b> of accidents</li> <li>• Careless, reckless and in a hurry – A factor in <b>25%</b> of accidents</li> <li>• Failed to judge other person's path or speed – A factor in <b>19%</b> of accidents</li> <li>• Poor turn or manoeuvre – A factor in <b>18%</b> of accidents</li> <li>• Loss of control – A factor in <b>17%</b> of accidents</li> </ul> </li> <li>• Address human factors outlined above where possible in press releases/media interviews</li> <li>• Driver/road user error is the main accident cause, however specific engineering works have been carried out to assist driver behaviour on the road</li> <li>• Subtle portrayal of 'there is no such thing as a dangerous road' via radio audio</li> <li>• Research on fatal accidents demonstrates that about a third of people dying in road accidents are not wearing their seatbelts (Tomorrow's Roads – Safer for Everyone: The second three-year review) – hence seatbelt message must be included where possible in media interviews</li> <li>• Review of any engineering works/speed camera installation etc</li> </ul>
<p><b>Campaign materials used:</b></p>	<ul style="list-style-type: none"> <li>• Specific busback artwork (clear road snapshot of superimposed road messages 'SLOW DOWN AND STAY AWARE ON THE A1307) plus road signage including Haverhill text</li> <li>• A3/A4 posters (to be distributed to surrounding villages, libraries and workplaces by CCC Distribution Service, targetting to follow later if possible via Mosaic) x 3000</li> <li>• A3/A4 posters distributed in Haverhill by Suffolk CCC x 3000</li> <li>• Heart radio Traffic &amp; Travel sponsorship message</li> <li>• Star Radio Phone Rangers sponsorship message</li> <li>• Police commentary (probably for radio interviews etc)</li> </ul>
<p><b>Campaign activities:</b></p>	<ul style="list-style-type: none"> <li>• Drive along with Police commentary (PC Tony Barrios) and the media as passengers</li> <li>• Busbacks for 4 weeks</li> <li>• Postering across surrounding A1307 and Haverhill</li> <li>• Facebook/Twitter messages</li> <li>• Heart radio Traffic &amp; Travel messages</li> <li>• Star Radio Phone Rangers sponsorship message</li> </ul>

**Monitoring & evaluation activities:**

- Number of posters mailed out
- Opportunities to hear Heart Radio Traffic & Travel messages
- Opportunities to see busback adverts
- Number of press articles and enquiries from wider media for interviews (radio / tv etc.)
- KSI figures assessment for traffic crashes on A1307, post campaign for up to 3 years



### CAMPAIGN TIMETABLE

<b>WEEK 1</b>	<b>WEEK 2</b>	<b>WEEK 3</b>	<b>WEEK 4</b>
<b>04/10/10</b>	<b>11/10/10</b>	<b>18/10/10</b>	<b>25/10/10</b>
<ul style="list-style-type: none"> <li>• Press release about the campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Internal comms e.g. ES News</li> <li>• Facebook/Twitter messaging</li> </ul>	<ul style="list-style-type: none"> <li>• Busback adverts along the route/in the area</li> </ul>	<ul style="list-style-type: none"> <li>• Busback adverts along the route/in the area (continues until Nov. 14<sup>th</sup>)</li> </ul>
<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>
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<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service along the route and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>
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\* A Kiss Radio 'Drive Time' sponsorship may be in the pipeline, and this would be used in this campaign also....