

Norfolk County Council - A Speed Management Strategy for Norfolk

The Council's Speed Management Strategy is set out on the following pages.

The Strategy was agreed by the Council's Cabinet in 2001. It was reviewed by Cabinet in September 2007, following the publication of new guidance from the Department for Transport (called Circulate 1/2006). Although some changes to working practices were agreed in September 2007, no amendments to the Council's Strategy were needed to take account of these changes.

The Strategy will next be reviewed when new guidance is published by the Department for Transport - we are expecting new guidance to be published this year.

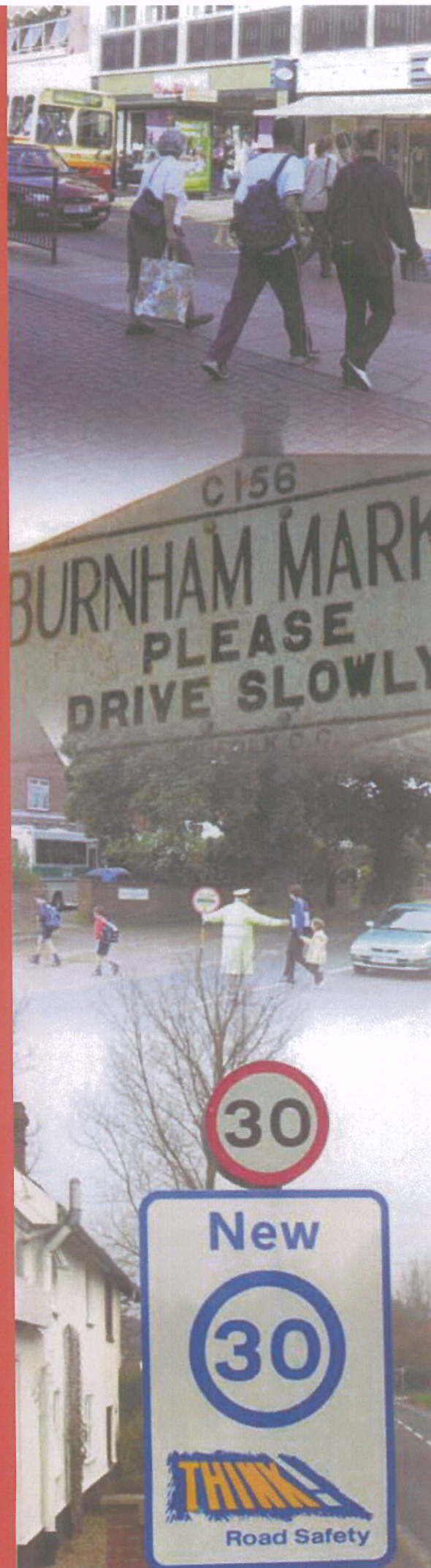
A SPEED MANAGEMENT STRATEGY FOR NORFOLK

Norfolk County Council

(in association with Norfolk Constabulary)

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SPEED AND SAFETY ISSUES

INTRODUCTION

The County Council has a speed management strategy developed in 1996. It is called 'Reaching the Limit'. This recommends integration of Education, Enforcement, Engineering and Development Planning to address the effects of speed on the quality of life in Norfolk. The County Council has also done much pioneering work on speed management such as the 'self explaining road', speed reactive signs and Quiet Lanes. The recently published Government Road Safety Strategy (Tomorrow's Roads - Safer for Everyone) says that the Government wishes to draw on the experience of innovative local authorities like Norfolk in developing new speed management policies.

NATIONAL CONTEXT

Since the introduction of Reaching the Limit there have been several changes in the national context for speed management. These include:



- Deregulation of 20 mph speed limits - which can now be decided by the County Council
- Speed Policy Review 'New Directions in Speed Management' - summarising recent evidence
- National Road Safety

Strategy - setting challenging targets to be achieved by 2010:

- 40% reduction in the number of people killed or seriously injured in road accidents;
- 50% reduction in the number of children killed or seriously injured; and
- 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

In reviewing Norfolk's Speed Strategy the County Council recognises that it is in some respects in advance of Central Government but we accept that a consistent approach is important when setting speed limits. We

therefore see this strategy as a 'living document' which can and will be amended to reflect new Government guidance and most recent evidence of what works.

ACCIDENTS



The relationship between speed and accidents is a complex one but there is overwhelming evidence that

lower speeds result in fewer collisions and less severe injuries.

Research also suggests that:

- the faster the average traffic speed, the more collisions there are;
- accident frequency rises disproportionately with increasing speed;
- inappropriate speed contributes to a significant percentage of all crashes and a high proportion of more serious collisions;
- about a fifth of rural collisions involve vehicles going too fast for a given situation with a further quarter likely to be associated with speed;
- in urban areas about 4% were directly related to excessive speed and another 21% due to speed related factors.

OTHER ISSUES

Apart from the effect on casualties other factors which need to be taken into account in developing the strategy include :-



• Residential Environment:

Speed management can help prevent communities being severed by traffic which can intimidate vulnerable road users. Slower speeds can also help encourage people to walk and cycle.

- **Town Centres** : Thriving town centres are encouraged by well planned speed management measures.
- **Emissions**: Both carbon dioxide (a greenhouse gas) and oxides of nitrogen increase with the speed of traffic. However, some pollutants such as particulates can

increase if there are frequent changes of speed.

- **Economy:** There are real benefits to business and ordinary motorists in being able to reach destinations reasonably quickly. In congested situations reducing the speed limit can actually speed up the overall flow but most of Norfolk is not sufficiently congested for this to be a factor.

THE NORFOLK STRATEGY

The strategy has therefore been developed taking the above issues into consideration. It also aims to achieve consistency with other County Council policies set out in:

- The Local Transport Plan;
- The Highway Corridor;
- The Norfolk Residential Design Guide.

With the Strategy in mind the current Local Transport Plan (2000 to 2005) contains a bid for £7.8 million to enable the introduction of Safety and Speed Reduction Schemes to reflect the County Council's commitment to achieving the following targets by 2005:

- reductions in the number of children killed or seriously injured by 20%
- reductions in the number of road users killed or seriously injured by 15%
- reductions in the number of road user sustaining slight injuries in crashes by 4% expressed as the number of people slightly injured per 100 million vehicles kilometres travelled;
- to provide a safe and secure environment for all types of traveller;

THE CONSULTATION PROCESS

The review, which has been undertaken in partnership with the Police, started with a series of Area Forum meetings to discuss the issues:

- Appropriate speed limits
- Measures to reduce speed
- Education and publicity
- Speed Enforcement

Having considered the views of the Forums we have outlined in this report a framework for the setting of appropriate speed limits and deciding how and under what circumstances action should be taken to reduce speeds. Whilst it is believed that this strategy goes a long way to achieving this aim, improvement is always possible and your views in respect of this strategy are always most welcome.



SPEED LIMITS

INTRODUCTION

Government has indicated in its 'New Directions in Speed Management' that it believes that a new road hierarchy needs to be developed for speed management purposes. It proposes a national framework for determining appropriate vehicle speeds on all roads and ensuring that measures are available to achieve them. A possible framework for Norfolk is set out below. The framework would set speed limits depending on the road purpose and environment. Action would be taken through publicity, enforcement and engineering/ environmental measures, to achieve reasonable levels of compliance. In addition, the suggested 'speed hierarchy' should for the most part relate to the County Route Hierarchy i.e. the network of appropriate routes by which service vehicles, HGVs, private vehicles and visitors are signed to their chosen destinations.



PRINCIPAL ROADS AND MAIN DISTRIBUTOR ROUTES

Not passing through settlements

Drivers on routes that link larger settlements will expect to be able to make progress at reasonably high speeds within the national speed limits. It is important from the business viewpoint that restrictions on speed should be kept to a minimum.

However, there may be circumstances where a lower limit than the national one would be appropriate such as where the collision rate is above the average for the type of road and no specific measures to address the problems can be identified. Such a lower limit should be set at a level appropriate to the geometric standard of the road and so that the need for it is self evident to motorists, or signing is used to explain that it is for accident reduction purposes.



Passing through settlements

The risk of collision increases within settlements and the selected speed limit should be appropriate to the potential dangers. The areas of concern within settlements will include junctions, private accesses, local facilities (shops, post office, schools, PHs, etc.), pedestrian activity (crossing the road, walking on footways, walking on the carriageways). In general, as the size of the settlement increases so too does the number of potential hazards and therefore a lower speed limit would be appropriate and the need for it is more likely to be understood and accepted by motorists. Speeding traffic also gives rise to severance and affects the quality of life in communities. Even so a balance also has to be struck between the interests of the community and the needs of motorists particularly where routes are the main traffic routes in the County. In order not to confront drivers with too many changes in speed limits is suggested that they should be of at least 800m in length, with reductions to 400m as buffer zones or if the settlement is too small and provided the exit terminal signs are not visible at the entry point.



Suggested criteria for speed limits on Principal and Main Distributor Roads

In deciding upon a speed limit the issues to be considered should include the following:

National Speed Limit Roads (60mph)

- no facilities - shops, schools etc.
- only limited frontage development
- individual houses/small group(s) not exceeding 400m overall length
- roads of suitable standard

50mph Speed Limit

- few facilities - shops, filling station, PH, etc.
- almost entirely frontage development exceeding 400m overall length

- few junctions
- limited pedestrian/cycle activity
- limited reasons to cross the road
- roads of suitable standard for 50mph, particularly forward visibility

40 mph Speed Limit

- settlement has shop(s), school(s), PH, filling station etc.
- significant development on both sides of road, but not necessarily continuous, with some development in depth, overall frontage exceeds 400m in length
- junctions
- some pedestrian/cycle activity throughout the day with possible peaks associated with schools etc.
- some provision for pedestrians/cyclists or acknowledged need and possible warning signs
- lengths of road that more closely fit the conditions for a 50 mph limit but where the standard of road/forward visibility is more appropriate to 40 mph

30 mph Speed Limit

- settlement has a clearly defined core - town centre shopping area, village green, etc.
- numerous facilities generating pedestrian/cycle activity - schools, shops, PH, play areas, etc.
- almost continuous frontage development exceeding 400m in length
- significant development in depth
- numerous junctions
- significant pedestrian activity throughout the day with provision of footways and or crossings
- refer to the Norfolk Residential Design Guide (7.0 Design Details) for application

20 mph Speed Limit

- these limits would be appropriate in areas of high concentrations of vulnerable road users, such as in busy shopping areas or some village centres and residential areas
- the Norfolk Residential Design Guide sets out the approach which aims at 20mph for Feeder and Access Roads. These design speeds should be an integral part of housing estate layouts (see below and Chapter 7 of the Design Guide for more details)

Part-time 20 mph Speed Limits

- Outside Schools

- consideration should be given to imposing 20mph restrictions at periods of high activity to avoid motorists being unnecessarily restricted
- mandatory part-time limits can currently only be implemented with prior approval from DETR and as such must be specified with timed variable message signs throughout. This makes such schemes very expensive. Advisory part-time 20 mph limits, however, do not require dispensation from DETR and rely on static signing rather than the use of expensive timed variable message signs
- such advisory speed limits would be appropriate in school zone areas in conjunction with other Safer and Healthier Routes to Schools measures. A list of candidate sites on which to trial this measure is currently being drafted

HGV ACCESS ROUTES, ACCESS ROUTES

Not passing through settlements

While the speed limit on these routes should normally be the national speed limit (60mph), there may be circumstances where a lower limit would be appropriate such as where the collision rate is above the average for the type of road and no specific measures to address the problems can be identified or where special policies apply (e.g. Norfolk Coast Transport Strategy). Where such a lower limit is introduced the limit should be appropriate to the geometric standard of the road so that the need for it is self evident to motorists, or signing is used to explain that it is for accident reduction purposes.

Passing through settlements

The issues here are similar to those for settlements on the Principal Roads and Main Distributor Routes network. However, in most cases the traffic flows are much lower and it is possible to give more priority to protecting local communities. The norm should be that these settlements are covered by a 30 mph limit; with the possibility of 20 mph limits in the immediate vicinity of schools or areas with concentrations of vulnerable road users.

OTHER ROADS



Town/City centre roads

The aim of any traffic management system in a town centre should be ensure that

pedestrians can move about with relative ease and safety and hence facilitate a vibrant town centre. In this context a Town Centre refers to street(s) which contain a predominance of commercial/retail premises with significant numbers of vulnerable road users. Measures must not be detrimental to the visual environment and where possible should make a positive contribution to it.

It is suggested that the existing national standard of 30 mph should be the norm with provision of sufficient pedestrian crossing facilities. 20 mph zones may also be considered for implementation in Town Centres. This means that Town Centres containing a Main Distributor or Access Road would be restricted by the 20 mph zone if one was present.

New Roads in Residential Areas

Current County Council guidance to potential developers (in the Norfolk Residential Design Guide) recommends that residential roads other than residential link roads within large developments be designed to 20 mph or lower speeds.

Existing Roads in Residential Areas

- **Spine Roads in Residential Areas**
These should be restricted to 30 mph, with a 20 mph limit considered outside schools or shopping parades and pedestrian crossings to local facilities or on routes to schools to address specific hazards.
- **Cul-de-sacs in Residential Areas**
The Norfolk Residential Design Guide suggests that such roads be designed to 12 mph though since no Traffic Order can be drafted to enforce such a speed such roads should certainly be restricted to 20 mph.

- **Other Roads in Residential Areas**

While these are included within the blanket 30 mph limit covering residential areas there are likely to be limited safety benefits arising from the introduction of a 20 mph limit.

However, such limits should be promoted as part of an area wide scheme to improve safety and/or reduce through traffic outside schools if supported by the police.

Home Zones

'Home zones' have been developed in a number of European countries to achieve traffic speeds as low as 10 mph, more pedestrianised areas and design features that emphasise priority to pedestrians and cyclists. They are a valuable tool in improving the places where people live and children play.

DETR is currently experimenting with 9 pilot Home Zone schemes throughout England and Wales. This approach has much to commend it and the County Council is currently identifying a list of candidate Home Zone sites prior to applying to DETR to join the current Home Zone trial.

Quiet Lanes

The Quiet Lanes project is a national pilot in north east Norfolk funded by Norfolk County Council and the Countryside Agency. The project is a radical approach to traffic management which depends upon strong local community involvement rather than the imposition and enforcement by outside agencies i.e. the police. There are no speed limits, no physical measures, no flashing signs and no speed cameras. The aim is to achieve less traffic, lower speeds, and more awareness of walkers, cyclists and horse riders on the selected country lanes because people will know where they are and drivers will behave appropriately when using these roads.



Close monitoring is currently being undertaken by the County Council, Countryside Agency and DETR. Preliminary findings show encouraging trends in terms of a reduction in traffic speeds and increased pedestrian movements. Only rigorous assessment over time will show whether this encouraging trend will continue.

ACTION AND INTERVENTION LEVELS

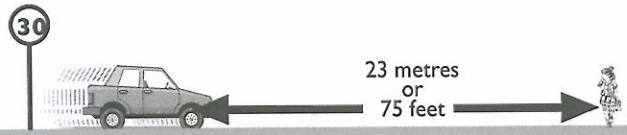
The basis of the Speed Management Strategy is to (a) set appropriate speed limits and (b) achieve a reasonable level of compliance with those limits. Both aspects are relevant in deciding what action may be needed.


Assessing potential or proposed changes to speed limits is currently based on 'accident cluster site' numbers. The new Strategy needs to include provision for monitoring speeds and resources should be directed toward sites where there is non-compliance with the speed limit and above average recorded casualties. It should also be noted that reducing speed limits in line with the criteria set out in this document may result in increased non-compliance.

Even if the speed limit is appropriate it will still be important to assess the level of non-compliance. Basic information will be required including the average and/or 85%ile speeds and the number of recorded road traffic collisions resulting from speed related non-compliance over the last 3 to 6 years.

The following diagram sets out a way of identifying the measures appropriate to each location taking account of both accidents and compliance. The suggested intervention levels can of course be moved. *Caution needs to be taken in the use of comparisons with national averages, particularly with regard to accidents on minor roads. In these cases the accident details over 6 years need to be considered to determine whether accident reduction potential exists.*

SPEED KILLS





CONSIDER THIS SITUATION ON A DRY ROAD..

IF YOU ARE TRAVELLING AT 30MPH YOU SHOULD BE ABLE TO STOP WITHOUT HITTING THE CHILD.

IF YOU ARE TRAVELLING ONLY 5MPH FASTER AT 35MPH YOU WILL COLLIDE WITH THE CHILD AT 20MPH* **CERTAINLY CAUSING SERIOUS INJURY.**

IF YOU ARE TRAVELLING 10MPH FASTER AT 40MPH YOU WILL COLLIDE WITH THE CHILD AT 30MPH* **PROBABLY KILLING THE CHILD.**

IF YOU ARE TRAVELLING 15MPH FASTER AT 45MPH YOU WILL COLLIDE WITH THE CHILD AT 38MPH* **CERTAINLY KILLING THE CHILD.**

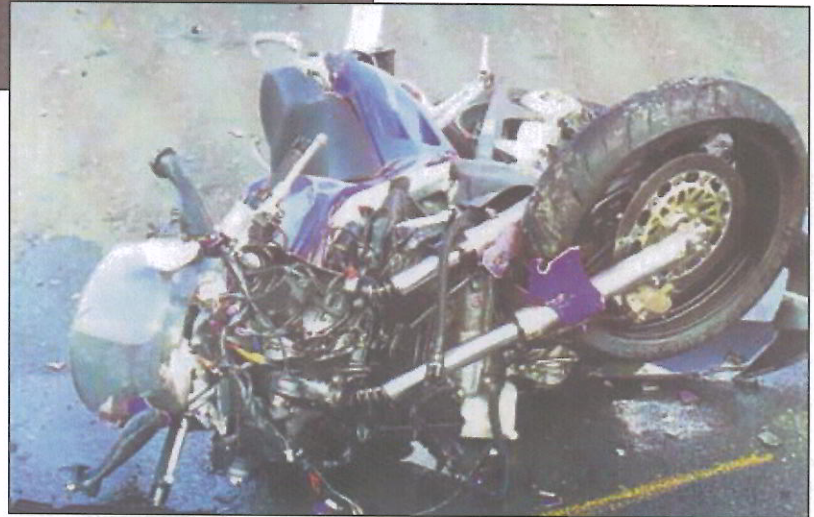
*THESE COLLISION SPEEDS WOULD BE HIGHER ON A WET OR ICY ROAD.

MEANS
30MPH
(OR LESS)

COULD YOU
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STOPPED?

If this approach is adopted the current method of assessing requests for traffic calming schemes will change. The method will enable officers to indicate to residents whether there is a likelihood of persuasion or physical traffic calming measures being introduced compared with the current system which simply ranks requests in order with no cut-off. There will of course still be a need to retain the current assessment method to determine the relative priorities if action is recommended.

It should be noted that in the above diagram the accident thresholds have been set to reflect current Norfolk County Council Best Value Performance Targets.



DESIGNING FOR SPEED MANAGEMENT MEASURES

The control of speed on the highway falls generally into two categories, they are:

Persuasion Measures

Techniques which seek to influence the driver's perception indirectly to bring about a reduction in speed.

and

Physical Measures

Techniques which directly influence the driver's behaviour to bring about a reduction in speed.

PERSUASION MEASURES

Speed Reactive Signs

The County Council have special dispensation from the DETR to use speed reactive signs on an experimental basis. This opportunity has been fully taken in Norfolk. Currently there are in excess of 60 of these signs throughout the County and more are planned for the coming years in a variety of places. Examples of their use can be seen at Wroxham, South Lopham and Hingham (30 mph limit), Constitution Hill, Norwich (20 mph limit), Horsford (20 and 30 mph limits), at Felbrigg Bend (hazard) and Felthorpe Junction (junction/speed warning sign).

While such signs should only be used where they will be effective i.e. where a reduction in speed can be expected, in Norfolk the signs perform very well and can assist in achieving better compliance with the speed limits or to control speeds at hazards such as bends and junctions. The signs are also particularly useful in environmentally sensitive areas.

Because speed reactive signs are still relatively new, their performance requires further monitoring and we must ensure that they are not so over-used such that their impact on motorists is diluted. Even so the benefits to

the local communities are such that a major programme of speed reactive signs is proposed. Further developments include assessing their application in school safety zones, residential roads and on principal routes. Where signs are located in rural areas power supply is often expensive. In such locations the solar powered versions of these signs are already in use at a number of locations. The current generation of solar powered signs are somewhat basic and unsightly. It is hoped that newer designs will result in greater efficiency and more aesthetically pleasing designs.

In order to extend the programme, part or whole funding of sign installations by Parish Councils will be welcomed. Currently the level of partnership funding provided by the County Council is related to predicted reductions in personal injury accidents.



Enforcement Cameras

Speed limit and traffic light enforcement cameras are an effective method of encouraging better compliance with speed limits and a strategy for their use is detailed in Chapter 5, Enforcement.

The County Council is very supportive of camera enforcement at the appropriate locations. We intend to promote jointly with the Police a more robust network of camera sites, to be funded by 'hypothecation' of fines, though this requires Government approval.

Publicity, Training and Education

A Strategy for the deployment of Publicity, Training and Educational campaigns is described in Chapter 4 of this document

PHYSICAL MEASURES

Speed Limits

Speed limits will be set in accordance with the policy detailed in Chapter 1 of this document.

Speed Limit Warning Signs

All signing on the highway must comply with the Traffic Signs Regulations and General Directions (TSRGD) 1994 but the dimensions and frequency of signs should be designed to suit the location.

Where existing speed limits are ignored by motorists there may be some merit in experimenting with temporary 'reminder signs' which could be erected in parishes if justified concerns about non-compliance were raised. Research has shown that larger speed limit signs are unlikely to have a lasting impact on drivers if the speed limit is inappropriate for the road.

The existing County Council policy document 'The Highway Corridor' recommends that sign proliferation (including speed limit signs) in rural areas must be minimised at all times to prevent urbanisation.

On Street Parking

When considering the need for waiting restrictions it is necessary to assess the potential impact on vehicle speeds. It is considered, therefore, that waiting restrictions should not be introduced where there is a likelihood that vehicle speeds would increase significantly or where the perceived traffic calming benefits would outweigh the increase in traffic speed creating a consequential reduction in the overall safety of vulnerable road users.

Gateway Schemes

Monitoring of gateway schemes to date suggests that these schemes have only a minimal impact in speed management terms, especially when used in isolation. As a consequence, it is considered that they would be acceptable only if used as an element in more comprehensive speed management scheme.

Gateways can be used to create an improved/enhanced entry to a village or town. In the future such schemes will be permitted as elements of speed reduction or traffic management scheme or in association with environmental improvements and provided they

do not substantially increase the highway maintenance liability.

Pinch Points/Chicanes

Many motorists appear to find pinch points/priority working/chicanes to be confusing. The pinch points often appear to look like 'after thoughts' to the design process. They are prone to vandalism and if not well maintained can look untidy. For these reasons it is considered that, in general, these measures should be avoided. Where they are necessary, however, they should be designed to complement the streetscape or surroundings in which they will be placed by the use of appropriate materials which are robust and generally vandal resistant.



Contrasting Colour Surfacing

In view of the very high environmental impact of this measure and subsequent maintenance costs it is considered that coloured surface treatment should not generally be used for traffic schemes except when:

- other accident remedial measures have been considered or tried or been unsuccessful;
 - used as part of a larger more comprehensive traffic management scheme;
 - on restricted sections of traffic lanes which require stronger visual designation/separation for specific purposes i.e. cycle lanes, advance stop areas or bus lanes;
- or
- in significant vehicle/vehicle conflict zones at junctions.

If, after further consideration and deliberation, a colour is considered necessary, for example

to emphasise School Zones, Village Zones (as in the self-explaining road, discussed later) then only coloured aggregate will be considered.

Coloured surface screeds will not be considered acceptable due to their poor performance, high initial cost and poor maintenance record.

In environmentally sensitive areas consideration must be given to their visual impact and the use of other materials may be permitted to achieve the change of colour.

Rumble Strips

Rumble strips are considered appropriate for use on the approaches to hazards such as sharp bends or on the termination of long straight sections of road approaching junctions, normally in association with signing for the hazard.

Generally, rumble strips are quite effective in alerting drivers to hazards in rural locations. Whilst these devices have been used in the County little is currently known about their performance in terms of speed reduction and noise pollution in urban areas. It is therefore, suggested that these measures are pursued on an experimental or trial basis with monitoring both before and after implementation.

Ramps, Humps and Cushions

Because of their physical presence on the highway these measures have proved very successful in reducing vehicle speeds and accidents for vulnerable road users. There are, however, a number of significant disbenefits that include:

- increased maintenance costs;
- possible increase in vehicular noise particularly HGVs; and
- can be uncomfortable to bus passengers
- 'urbanising' effect on villages

Whilst it is accepted that the above disbenefits will not affect all residential roads it is considered that the general presumption will be that these physical measures should not be used unless all other options and measures have been considered and are believed to be inappropriate.

If such measures are considered appropriate then the type chosen will depend largely on the needs of vulnerable road users and the type of traffic using the road in question. For example:

- Flat top road humps should only be used at locations where there are concentrations of vulnerable road users needing to cross the road. The road hump should provide a flush crossing thus offering benefits to the disabled. These will be at crossing points highlighted by residents or at intersections with Strategic Walking/Cycling Networks.
- On bus routes cushions should be used, except as indicated above, where the County Council Modal Hierarchy requires pedestrians and cyclists to be given priority over other modes.
- In all other locations where road humps are considered appropriate they should be of a round top profile with tapered edges.

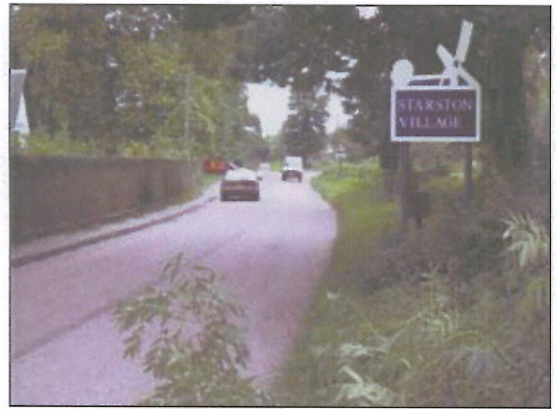
When considering construction of the above, the hierarchy of construction materials is as shown in the Highway Corridor document.

The 'Self-Explaining' Road (SER)

Some of the physical measures described above force the road user to reduce speed - but they may also re-inforce the idea of priority for motorists. Another approach is to re-design the road environment in order that drivers are persuaded to reduce speed voluntarily. This technique is called the 'Self Explaining' Road. In essence the 'Self Explaining' Roads (SERs) concept advocates a traffic environment that elicits safe behaviour simply by its design. By designing a road environment that accords with the actual speed limit drivers could be persuaded to choose that appropriate driving speed more or less automatically.

This represents a new approach to speed reduction and traffic management particularly within the village environment by influencing driver behaviour through 'softer' engineering options such as changing road surfacing and the removal of visually intrusive signs and lines. Such schemes are also significantly cheaper than schemes employing 'harder' engineering measures such as ramps, speed humps, and tables.

Where trialed in Norfolk at Starston, Stiffkey, Blakeney and Wiveton the results from these experiments are encouraging. It must be stressed that this approach is unorthodox and very much in its infancy. Much more research will be necessary before adopting the 'self explaining' road for large-scale traffic management schemes. However, the principle of self-enforcing driver behaviour as a result of an appropriately designed environment is an important aim of speed management policy.



EDUCATION, TRAINING AND PUBLICITY

THE CURRENT SITUATION

Primary and Secondary Schools

Currently pupils receive basic training in road safety skills at school as part of the National Curriculum. During lessons children discuss many aspects of road safety such as the different types of traffic on the road, the speed of traffic, the noise generated by traffic as vehicles approach them and the increase in perceived size of vehicles as they get closer. When taken out of the classroom on 'Safety Trails' school children discuss the different types of roads and different speeds of vehicles as well as pedestrian skills such as the identification of 'dangerous and safe' places to cross the road.

This in-house training by teachers can be further enhanced by the delivery of additional pedestrian training by County Council Road Safety Officers. This extra level of training is offered on a discretionary basis if Head Teachers consider it is necessary for their pupils. This approach has been one of the underpinning elements in the County Council's Safer and Healthier Journeys to School Initiative(S&HJtSI).

Parents are not ignored. At the commencement of the reception year they are given a DETR leaflet called 'Lesson for Life' which details the messages that a child can understand about traffic and road safety. In schools involved in the S&HJtSI it is likely that this leaflet will be included in a more comprehensive document called the School Travel Plan. This Plan will include information and advice on road safety practice in the

SPEED KILLS

30



23 metres
or
75 feet



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journey to/from school whether on foot or on bicycle and also when in school.

The County Council is able to offer 'Cyclist Training' for pupils of at least 9 years old. Apart from the acquisition of cycling skills this training gives the young cyclist insight into the use of judgement when on the highway i.e. in assessing the speed and distance of approaching vehicles.

Driving and Motorcycling Courses - Speed Limit Appreciation

The County Council facilitates a number of training courses for drivers/riders each year. The following deficiencies in driver technique and skill are considered to contribute to inappropriate or excess speed:

- One of the most common deficiencies noted by our Trainers is the inability of drivers/riders to keep to a consistent speed within a speed limit.
- It is also noted that trainees often fail to recognise/understand national/local speed limits.

Within the Driver Training Courses time is spent on identifying the above and to instruct the driver how to recognise and correct these faults.

As important as vehicle speed is the relationship between speed and vehicle braking distance which is often the cause of crashes. Following or stopping distances are often inappropriate for the speed of the vehicle, this is particularly the case for vehicles driven at excess speed. Our Training Course attempts to inform the driver of the benefits of correct speed-braking distance assessment.

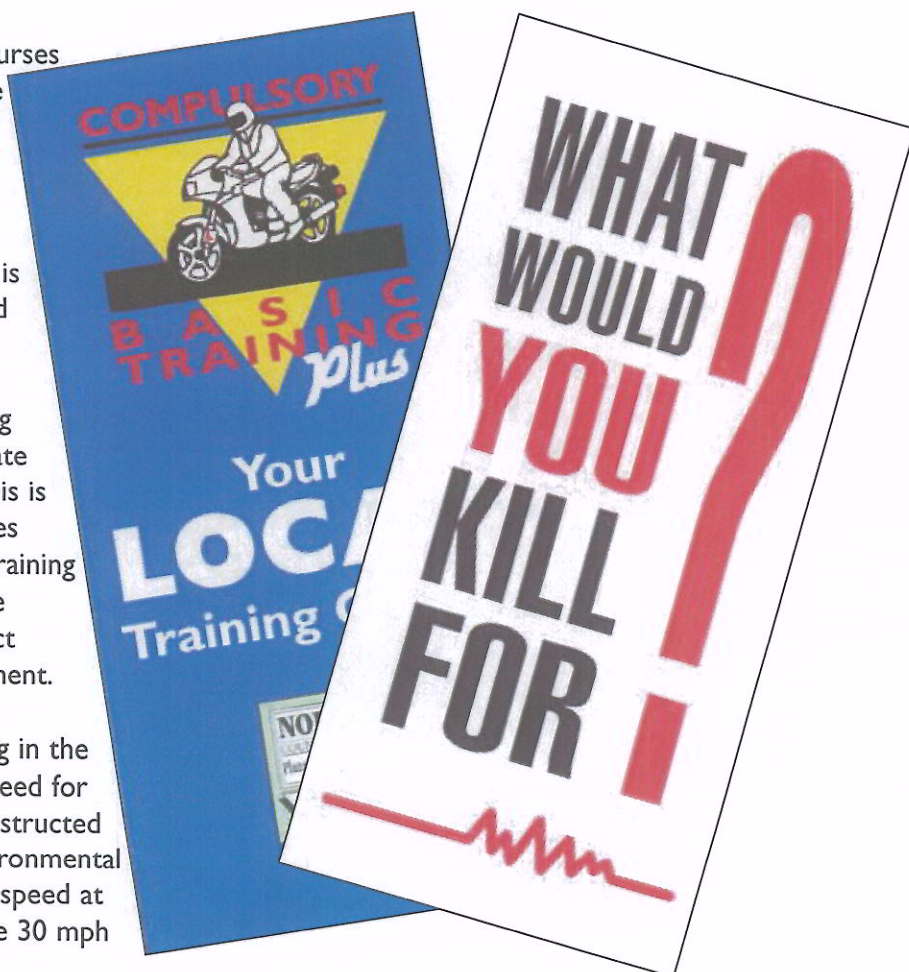
The course also covers training in the assessment of 'appropriate' speed for the conditions. Drivers are instructed to appreciate climatic and environmental conditions when choosing the speed at which they travel. For example 30 mph

maximum in the vicinity of schools may be too high when the children are entering/leaving.

Publicity Campaigns

The County Council supports improved road safety through speed management by the following :

- The inclusion of DETR publications regarding speed in all appropriate County Council Road Safety Information packs.
- Child seat and seat belt campaigns such as the 'Belt up in the back' campaign to encourage parents to consider the effect of speed and accidents on the safety of children in cars. It should be noted that child passenger injuries are currently recognised as one of the high risk areas to be targeted by the recently published DETR Road Safety Guidelines. Norfolk's accident figures show that 50% of car occupant injuries are child casualties.



- Surveys and publicity about the use of seat belts on the journey to/from school also contains messages for parents about speed related accidents on the journey to/from school.
- Eyesight checks to address the adverse effects of poor eye sight on driver behaviour.
- Road safety campaigns in partnership with Norfolk Constabulary.
- Road safety campaigns e.g. THINK ! Campaign in association with the Government Office for the Eastern Region.



THE FUTURE STRATEGY

Whilst we feel that we do a great deal to increase and maintain road safety awareness, we consider that we must strive to improve on our present standards. We propose to do this as follows :

Links to Parish Initiatives

The County Council is committed to support localised campaigns using ideas and initiatives from the Eastern Region e.g. 'Make the Commitment'. 'Self help' packs are currently

being designed to assist parishes to address their own excess speed problems. The County Council will employ Best Practice examples of these campaigns to spread the word to other groups with similar speed related problems.

Countywide Campaigns

As with the country as a whole Norfolk has a growing problem with a counter culture of 'risk takers' in performance cars and powerful motorcycles. This speed obsessed culture is often fed by a number of motor magazines published to encourage this type of escapism. To combat this the County Council must mount campaigns to put forward another more balanced and responsible viewpoint. The challenge is to make them attractive and acceptable. We want the motoring public to respond to them.

Our campaigns must seek to encourage the majority of law-abiding drivers that they are doing the right thing by obeying speed limits. We must try to create peer group pressure to make motorists want to drive correctly and safely. For example the 40-30-20 campaign and the current 'THINK!' campaign.

Publicity linked to speed reduction

When publicising new 20mph zones more could be made of their links to the school journey and the vulnerability of school children to speeding cars.

The targeting of speed reduction campaigns can be a slow process. There is a need to target a particular audience, for example motorcyclists, then start a dialogue. Only after you have their attention and respect will they act upon messages about speed and attitude to safety. We therefore need to create and maintain links with target groups in the community.

Links with Police speed enforcement campaigns

There have been various experiments around Britain with regard to Police speed enforcement. Especially interesting are those which are high profile and instant. They hold up the driver's journey, force them to reflect on their actions and the effects that their

driving may have on their passengers and other vulnerable road users. Such schemes may be resource intensive but they have a high media profile and would display a high level of joint commitment to solving a difficult problem.

Research and Development Opportunities

There are three Driving Test Centres in Norfolk. Norfolk County Council supports the concept of retrieving and interrogating information on L Test failures (Speed/ appropriate speed could be one of them).

Norfolk County Council supports the concept of a County wide Corporate Motor Policy for it's Staff. This can be used as an example of good practice in cost saving (i.e. accidents and insurance related to commercial outlay in the long term). The scheme (if successful) could be publicised to other businesses in Norfolk as a model of Good Practice.

Schemes to emphasise speed limits have been used with varying success elsewhere in the country. These schemes use large mounting

back boards which tend to be customised to the locale i.e. carrying Parish Council or village name. The boards are intended for short-term use and can be mounted on lamp posts. Typical legends are 'Remember this is a 30mph limit'. Before proceeding with this proposal it is suggested that further investigation is carried out to ascertain the level of success achieved on existing schemes elsewhere in the Country.

On national speed limit roads extra notices could (subject to DETR approval) be erected indicating the speed limit for each vehicle type. For example Minibuses, caravans, and HGV speeds are lower than for cars but many drivers are unaware of this. This could also be suitable as a link to Police speed enforcement as part of the follow up to the monitoring.

Where specific lengths of road have a high accident or mortality rate consideration should be given to the erection of information boards to inform road users of the statistics involved. They could be invited to help reduce these by reducing their speed and driving more carefully.

SPEED ENFORCEMENT

INTRODUCTION

Norfolk Constabulary supports the principles outlined in this document as part of their approach to collision and casualty reduction.

Many studies have indicated speed is a factor in up to 1/3rd of injury collisions. The findings have many similarities but their interpretation and any proposals vary. Whilst there is no single solution and no simple solution we need to, as far as possible, avoid complexities.

Speed enforcement depends upon continued development of effective partnerships with the County Council, Magistrate's courts, schools and other partners. This approach must ensure that all avenues for speed compliance are fully exploited and that there is not a sole reliance on sanctions.

WHAT IS EXCESS SPEED?

'Speeding' is not just exceeding a speed limit, but more commonly inappropriate speed. That is riding/driving within a legal limit but too fast for the prevailing conditions and circumstances, for example not allowing for the volume of traffic on the roads or adverse road and weather conditions.

Collisions involving excessive or inappropriate speed can often be attributed to a poor standard of driving.

POLICE APPROACH

Our prime commitment is towards casualty reduction.

Our strategy is focused upon:-

- specific Cluster Sites (where focus is upon manoeuvres and time/day)
- Core Routes (which change quarterly and are generally the main roads)
- Target Routes (small sections of road identified as a short-term site of interest).

Our approach is not to maximize the number of offenders we catch but to target collision locations with a balance of advice and education and as a final measure, enforcement.

The level at which a prosecution will be initiated is dependent on the circumstances at the time. The Police Officer dealing with the offence will use his/her discretion and judgement and the Constabulary's Speed Enforcement Guidelines as to the most appropriate course of action.



TARGETTING

The number of drivers/riders prosecuted is, in itself, meaningless.

We must all be satisfied that we are dealing with speeding where it really matters: where lives are being saved?

There is a need to gather management information on collisions, identify hotspots, and target speed reduction resources accordingly. In other words, it is quality, not quantity that counts.

Targeting means making sure that enforcement action is directed primarily on those whose behaviour gives rise to the most serious risks, often at identifiable locations or identifiable circumstances. Like all other speed management measures enforcement action must be focused and prioritised.

SPEED DETECTION

Prosecution of drivers for speeding is no longer solely reliant upon Road Policing officers providing the evidence.

The boom in technology has now not only enabled easier detection of speeding offences,

but also the remote detection of them. Camera enforcement is simple, but expensive.

Officers have a plethora of equipment at their disposal, hand-held laser radar guns, vascar and other mobile detection devices, including mobile cameras.



HYPOTHECATION

The Queen's Speech on Wednesday 6 December 2000 indicated there are to be extended opportunities to use the revenue gathered from Fixed Penalty Notices issued from fixed-site speed camera technology to fund further camera sites and the associated administrative costs.

The Police and County Council will continue, on a partnership basis, to extend the locations within the County that can benefit from automatic enforcement measures and the advent of hypothecation offers a way in which this partnership approach can be used to the benefit of all.

The selection of sites will be based upon securing public support for reducing injury collisions and not to maximise income from the penalties.

SPEEDING COMPLAINTS

The police will focus their visits on sites with a casualty history. When we receive a complaint in relation to excess speed at a particular location, it will be acknowledged and fully investigated.

The accident database for the site and surrounding area will be searched and further information gleaned by the use of data gathering equipment and/or site visits. Depending upon this analysis then officers may conduct speed checks.

In all cases the complainant will be kept informed of our activities and findings.

CHILD CASUALTIES

Our casualty rates for child pedestrians and child pedal cyclists are particularly poor.

Studies of the conflicts between children and moving motor vehicles have shown inappropriate speed and social deprivation as particular features. We will support child education initiatives, particularly those within schools.

We will support road engineering schemes and 20mph limits near to schools although we acknowledge that only approximately 20% of child casualties occur on the journey to or from school.

DRIVER IMPROVEMENT SCHEME

In 2001 Norfolk Constabulary hope to introduce a Driver Improvement Scheme, an initiative aimed at educating drivers/riders as to their error(s).

Depending upon circumstances it may be offered to those involved in a collision who have allegedly driven carelessly. Excess or inappropriate speed may be considered as contributing towards 'careless driving'.

CONCLUSION

Norfolk Constabulary is committed to work in partnership with the County Council and all partners towards reducing casualties on our roads.

We fully support the use of traffic management techniques and calming measures to reduce vehicle speeds.