



To: Communities and Neighbourhoods Scrutiny Board (4)

Date:

Subject: Average Speed Enforcement

1 Purpose of the Note.

- 1.1 To update the Communities and Neighbourhoods Scrutiny Board (4) on progress from the meeting of 6th March 2018.
- 1.2 To update the Scrutiny Board on the Go-Live date of Average Speed Enforcement (ASE).
- 1.3 To update the Scrutiny Board on how the ASE cameras work, and the benefits over traditional speed enforcement cameras.

2 Recommendations

- 2.1 The Communities and Neighbourhoods Board is recommended to:
 - 1) Note the progress of the ASE cameras in Coventry at locations that satisfy the criteria.
 - 2) Identify any further recommendations for the Cabinet Member

3 Why is ASE being installed on London Road and Anstey Road

- 3.1 As previously reported, in March 2018, Coventry City Council has a duty to investigate the causation factors associated with personal injury collisions. Following city-wide accident analysis, London Road and Ansty Road were highlighted as locations that required road safety intervention.
- 3.2 London Road experienced 22 accidents, resulting in 3 fatalities and 6 serious personal injuries over a three-year period. All 3 fatalities occurred near or at the junction with Abbey Road. One involved a pedestrian, one involved a motorcycle overtaking and the third involved a vehicle turning into Abbey Road. Overall, accidents on London Road appear to be occurring because of inappropriate vehicular speeds.
- 3.3 Ansty Road (A4600) has experienced 32 accidents, resulting in 2 fatal and 5 serious injuries over a three year period. The majority of road traffic accidents occurred at Ansty Road's junctions with side roads. The dominant accident trend suggests that a combination of excessive vehicular speeds on Ansty Road coupled with a lack of visibility (for drivers entering Ansty Road from the side roads) is resulting in high levels of personal injury.

4 What is the criteria for ASE implementation

4.1 The criteria for selecting a site is very similar to conventional 'fixed' camera enforcement sites and will include the following criteria:

- Existing fixed safety camera sites;
- Historical evidence of collisions and casualties at the camera site zones;
- Speed surveys which indicate that speeding vehicles are an issue; and
- Where there is no realistic and appropriate engineering solution that can be installed at the location to reduce collisions and vehicles exceeding the speed limit.

5 How does ASE work

5.1 ASE cameras is a relatively new speed enforcement technique. The cameras detect vehicles through Automatic Number Plate Recognition (ANPR) and calculate their average speed by measuring the time taken to travel between defined points of a known distance apart. A clear signing strategy is used to inform drivers that they are entering an average speed control zone.

5.2 Traditional safety cameras contain technology that is becoming obsolete. The old cameras used traditional "wet" camera film which has to be changed regularly and then developed for offence images to be viewed. This is very expensive and resource intensive. ASE uses new improved camera technology and provides the opportunity to enhance the enforcement deterrent, and achieve even greater compliance with the speed limit over a longer length of road, leading to an even greater reduction in casualties.

6 ASE effectiveness and costs

6.1 ASE has enormous potential in terms of speed management, as unlike traditional 'fixed' camera locations, ASE can cover entire road lengths and not just a short section of road. ASE was introduced on the A77 (Ayrshire) in 2005 and achieved a 77% reduction in fatalities and a 74% reduction in serious injuries.

6.2 The cost of ASE is approximately £70k per location, but this may be higher depending on the numbers of cameras installed. Coventry City Council is paying for the cameras as part of our commitment to improving road safety on the city's road network.

7 Residents Consultation

7.1 The ASE streetnews was distributed to residents in July/August and although we received a small response rate, residents supported the installation of ASE by the end of the year. In addition, the Council issued a press release in November, and on-street signage to inform drivers was installed on 5th November 2018. Permanent signs will be installed before Christmas in advance of the go-live' date of 2nd January 2019

8 When will ASE cameras go-live and how many penalties will be issued

8.1 The go-live date is 2nd January 2019.

8.2 The overall number of penalties being issued is limited by the capacity of the administration office to process offences. The aim is not to issue more penalties, instead the aim is to deter motorists from speeding and jumping red lights at

locations that had previously suffered a history of collisions. If however drivers ignore the warnings of enforcement and continue to commit offences, then they risk the possibility of being issued with a penalty.

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