

Dorset Road Safe

Spring 2017 - Issue 2



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INTRODUCTION

Welcome to the second edition of the Dorset Road Safe newsletter. The newsletter seeks to raise awareness of partnership work that is taking place to improve road safety across the county, while encouraging Dorset residents to take advantage of the many courses Dorset Road Safe partners offer. Stay safe on our roads!

Message from... ACC Mark Cooper, Chair of Dorset Strategic Road Safety Partnership

Dorset Road Safe is an organisation made up of police and partner agencies who come together for the shared purpose of reducing the number of casualties on our roads.

Our efforts are informed by statistical data, best practice and lessons learned to ensure we have a sound evidence base for our work. We focus on targeting the most vulnerable groups on our roads and overcoming the greatest risks to road safety through collaborative initiatives. We are committed to making strides towards our shared target of bringing about a 40 per cent reduction in those killed and seriously injured on Dorset roads by 2020.

Working together is integral to developing innovative solutions that directly address the causal factors behind road fatalities. Our six strategic priorities are at the heart of all education, enforcement and engineering efforts carried out to improve safety on the roads.

Message from... Martin Baker, Chair of Dorset Road Safe Tactical Group

Around 200 people are injured on our local roads each month. Across Dorset, road casualties cost the local economy around £160 million a year, at least £5 million of which directly impacts on NHS resources. Crashes can have enormous consequences for those involved, their friends and families. The majority are almost entirely preventable.

Dorset Road Safe's vision is "to improve road safety" across the partnership area. Road deaths should not be an acceptable or inevitable consequence of travel on the local network and all road users must work together to address the problem.

6 Strategic Priorities

- Better road safety education and training for children, learner and young drivers
- Careless or dangerous road user behaviour
- Rural road KSIs
- Motorcycle casualties
- Pedestrian and cyclist casualties
- Illegal and inappropriate speed



CASUALTIES FOR DORSET

Fatal

	2012	2013	2014	2015	2016	Average 2012 to 2016
January	1	2	1	1	1	1.3
February	0	4	2	2	1	1.5
March	2	1	2	1	1	1.4
April	2	3	0	1	1	1.4
May	3	3	0	5	2	2.6
June	4	1	3	2	0	2.0
July	4	1	6	1	1	2.6
August	2	3	1	4	2	2.4
September	2	3	0	2	0	1.4
October	0	3	3	2	5	2.6
November	2	1	1	2	2	1.6
December	2	3	0	5	0	2.0
Total	24	28	19	28	16	23.0

Serious

	2012	2013	2014	2015	2016	Average 2012 to 2016
January	32	10	28	25	28	23.7
February	25	23	28	35	28	25.8
March	30	17	19	26	29	24.2
April	30	32	25	25	32	28.8
May	32	26	28	32	41	31.8
June	22	28	36	44	30	32.0
July	23	39	45	35	37	35.8
August	42	26	28	39	34	33.8
September	34	31	31	18	23	27.4
October	32	39	37	51	36	39.0
November	27	34	37	34	27	31.8
December	40	29	29	23	22	28.6
Total	369	334	371	387	367	365.6

Slight

	2012	2013	2014	2015	2016	Average 2012 to 2016
January	146	144	164	163	147	153.8
February	134	128	185	166	135	144.5
March	180	137	183	174	163	167.4
April	166	143	137	184	145	155.0
May	168	186	142	140	155	158.2
June	179	181	148	176	129	162.6
July	157	190	189	170	164	174.0
August	164	210	185	154	203	183.2
September	177	155	180	156	194	172.4
October	235	177	182	153	172	183.8
November	179	173	143	165	137	159.4
December	137	157	177	150	155	155.2
Total	2022	1981	2015	1951	1899	1691.0

Overall Total	2415	2343	2405	2366	2282	2362.2
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KSI

	2012	2013	2014	2015	2016	Average 2012 to 2016
January	33	12	29	26	29	25.0
February	25	27	30	37	29	29.6
March	32	18	21	27	30	25.6
April	32	35	25	26	33	30.2
May	35	29	28	37	43	34.4
June	26	29	39	46	30	34.0
July	27	40	51	36	38	38.4
August	44	29	29	43	36	36.2
September	36	34	31	20	23	28.8
October	32	42	40	53	41	41.6
November	29	35	38	36	29	33.4
December	42	32	29	28	22	30.6
Total	393	362	390	415	383	388.6

KSI: Killed or Seriously Injured



Mobile phone crackdown

Following an increase in the penalties for using a mobile phone at the wheel, Dorset Police has taken part in a week-long crackdown against people using their mobile phones while driving, with 92 fixed penalty notices being issued.



The campaign ran from Wednesday 1 March to Tuesday 7 March with offenders being handed six penalty points and a £200 fine. This has doubled under new rules introduced by Government on 1 March 2017 from three penalty points and a fine of £100. Drivers will also no longer be eligible for a driver awareness course and have to either accept the penalty or take their case to court.

The changes have a significant impact on new motorists who

will have to retake their test if caught within two years of obtaining their licence. More experienced drivers also risk going to court if caught twice, with a possible fine of up to £1,000 and at least a six-month driving ban.

During an average week in Dorset, 17 tickets are issued to motorists for using a mobile phone at the wheel and with 92 being issued during the campaign, this represents a 441 per cent increase.

Sergeant Joe Pardey, of the traffic unit, said: "We began the campaign week with a targeted operation involving a team of 12 traffic officers who caught 42 drivers in just six hours. This enforcement involved the use of both marked and unmarked vehicles, and spotters in plain clothes a distance away from our check point.



"As a result of using their phone at the wheel, several drivers will now be losing their licence and a few people will even lose their jobs.

"It is clear that we have seen a decline in the number of offences detected throughout the campaign week and this is likely, in part, due to drivers becoming increasingly aware of their actions which can have a significant impact on both drivers themselves and other road users.



During 2015 mobile phone use was a direct contributory factor in the death or serious injury of 97 people on our roads across the country.

It has been illegal to use a hand-held phone or similar device while driving or riding a motorcycle since December



NEWS

2003. However, many motorists still fail to see that it is not possible to use a phone and be in proper control of a vehicle.



A report published by the RAC in September 2016 stated that 31 per cent of drivers now admit to using a mobile phone when driving, up from eight per cent in 2014.

Sergeant Pardey continued: "As an officer who deals with the often tragic aftermath when a

driver is distracted at the wheel, I would like to make a personal plea to the driving public to think about their actions. You may think liking your friends Instagram post or Snapchatting your drive home is the most important thing at the time, but your priorities can change in a second.

"Nothing is more important than your safety and the safety of other road users and, while you think you can get away with it, it is vital that drivers realise they could kill someone.

"We are urging drivers to take responsibility for their actions and leave their phone alone. This enforcement week has been very high profile, but officers enforce mobile phone rules 24/7 and drivers shouldn't become complacent."



92 FPNs issued during week

Almost 4 million impressions on **Twitter**

Over **100** pieces of media coverage

Highest reaching **Facebook** post ever
1.1 million views

Over **45,000** emails sent via Dorset Alert with **73%** open rate

NEWS

Community Road Safe

Dorset Police successfully launched free Community Road Safe sessions for the public last September, in an attempt to improve road safety across the county.

The Dorset Police and Crime Commissioner pledged to expand road safety education to the wider driver population. The workshops form part of the Force's proactive efforts to 'reduce the number of people seriously harmed' in Dorset.



The Community Road Safe evenings are funded directly from Driver Awareness Scheme course fees paid by motorists who break the law and compromise the safety of all road users.

Kwik Fit demonstrate simple car checks, including checking tyre treads and spotting damage, topping up fluid levels and checking wiper blades.

Dorset & Wiltshire Fire and Rescue Service provide information about how to react when you see an emergency vehicle and what to do if you are first on scene at a collision.

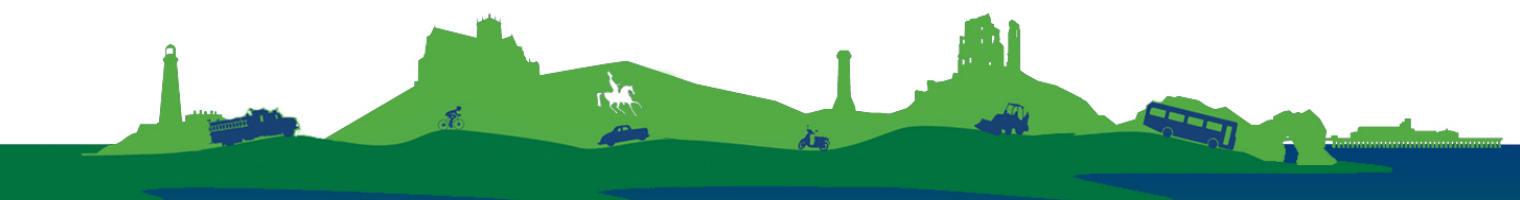
Dorset Police's Driver Education Tutors provide a road safety workshop covering general road user information, insights into the 'fatal 5' reasons why collisions happen and what you can do to prevent it happening to you.

One attendee commented: "Before attending, I would have said I was very confident on the roads. I'd now say I'm reasonably confident. The session was a real eye opener. There are so many hazards that I was completely unaware of. I'll definitely be far more aware and cautious than before."



Dorset Police and Crime Commissioner, Martyn Underhill, who opened the event, said: "I welcome how successfully the police and partners are working together to raise awareness of road safety to the general driving population.

"Irrespective of how long you have been driving, I would encourage all road users to attend the upcoming Community Road Safe evenings and be prepared on the roads."



Collaboration with University of Warwick

Dorset Police enlisted the help of academics at the University of Warwick to undertake extensive research into the causes of driver distraction. Research is being conducted on the effect of distraction on driving by collecting information from people attending Dorset Police's Driver Awareness Scheme courses.

A driver education demonstration has been developed to illustrate observational/attentional limitations and show people how poor their ability to see everything actually is. This demonstration has been incorporated into the Dorset Police Driver Awareness Scheme (DAS) course. This intervention is being evaluated, and has thus far reduced participants' over-confidence, which we believe will lead to more cautious driving behaviour.

Dorset Police officers on Jeremy Kyle

Dorset Police officers featured in an ITV documentary last month with Jeremy Kyle which was seen by a national audience of over 3.1 million people.

Kyle Files investigated high-profile issues that impact on people's lives across Britain, with the episode focusing on dangers at the wheel.

Jeremy joined officers from the No Excuse and Traffic teams back in October to film the 30 minute documentary covering a speeding motorcyclist, a drug driver, a person using a mobile phone at the wheel and Operation Dragoon – our approach to tackling the most dangerous road users.

Dorset Police asked members of the public to submit any questions in relation to the programme and road safety on social media, with questions answered during a LIVE Facebook Q&A video from the force Facebook account immediately after the programme. Inspector Stu Pitman, Police Constable Simon Hatch Special Constable Paul Barber and Special Constable Kier Dagnall who are all featured in the show took part in the Facebook video which has now been seen by over 1 million people – the highest reaching Facebook post for Dorset Police ever.

Speaking during filming, Jeremy Kyle, said: "I think it goes to show that certainly here in Dorset, this force is doing everything in a proactive way to prevent and try and end death and injury on their roads. Thumbs up to them - fascinating."

Inspector Stuart Pitman, of Dorset Police, said: "This provided a great opportunity to promote the hard work of Dorset officers in reducing road casualties to a national audience.

"I am pleased we are able to demonstrate our strategy in both targeting high-risk road issues and addressing community concerns, which has successfully contributed to the reduction of the number of people killed and seriously injured on Dorset roads during 2016."



Is your child's car seat correctly fitted?

Come along to the next FREE car seat check days in Bournemouth between 10am and 3pm!

Location: Littledown Centre, BH7 7DX

Wed 10 May 2017

Thu 13 Jul 2017

Tue 5 Sep 2017

Mon 6 Nov 2017

Fri 26 Jan 2018

Wed 7 Mar 2018

Location: Poole Park, BH15 2SF

Wed 25 Oct 2017



Dorset Police operation targets agricultural vehicles

In October, Dorset Police 'No Excuse' and Safety Camera Van teams conducted an operation in North Dorset in response to public concerns regarding the operation of tractors by young drivers who do not possess a license and the dangerous driving of agricultural vehicles.

C&O Tractors provided the team with a tractor for the day, which was situated outside of Tesco's in Blandford, alongside Dorset Police's off-road vehicle. The 'No Excuse' team and the Blandford Neighbourhood Policing Team gave out road safety advice to local shoppers, including leaflets containing key winter and rural driving tips.

Police Constable Heidi Moxam, Road Casualty Reduction Officer for Dorset, said: "Throughout the day, the team carried out stop checks on several agricultural vehicles. I would like to praise our local Community Speed Watch teams who supported the operation. This activity will be repeated at regular intervals to keep our rural roads safe."



AFC Bournemouth visit

Scholars get road safety tips from Dorset Police!



CCTV outside schools

In the interests of safety, Bournemouth Borough Council have identified three schools where CCTV cameras will be used to tackle dangerous parking.

Drivers outside Malmesbury Park, Winton and St Clement's and St John's primary schools risk penalty charge notices if they stop on yellow 'keep clear' markings when dropping off or collecting their children.

Two cameras will be placed outside each of the schools. Number Plate Recognition (ANPR) will be used and fines will be issued to offenders in a year-long pilot scheme.



The scheme could be rolled out to other schools in Bournemouth and surrounding local authority areas should the trial prove successful. The high-tech cameras are likely to be placed on lampposts and will capture drivers who are in defined areas and exceed a set time limit.

Cllr Mike Greene, Cabinet Member for Transport, Sustainability & Carbon Management said: "The zig zag lines provided outside our schools are there to protect our children, making the road safer to cross. We request parents and carers work with us, leave enough time to park further away from school gates and walk the last part of their journey."

"We have in the past tried using camera cars but it is hoped that using fixed CCTV cameras will prove to be more effective in changing the anti-social behaviour of those who drop off and pick up their children in restricted areas."

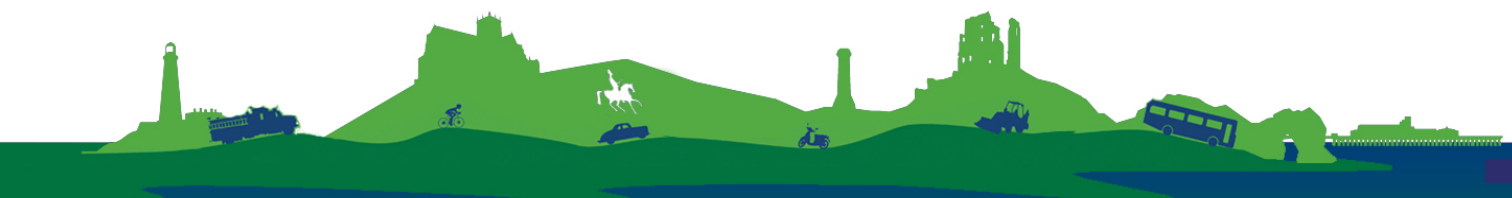


Paint your thumb red on Thursday 11 May!

The My Red Thumb campaign aims to support the reduction of road traffic casualties by encouraging as many people as possible to stop using their mobile phone whilst driving. Over the last five years, Dorset Police has given fixed penalty notices to over 7,000 motorists for using their phone at the wheel with driver distractions being one of the top five causes of accidents.

You might be thinking, "Really? Why would anyone ever try and use their phone whilst driving, it's such a dangerous thing to do!" If this is you, great! Help to encourage others to think like you by pledging your support and painting your thumb red. When people ask you about your single digit paint job tell them all about the campaign and encourage them to do the same.

National My Red Thumb day takes place on Thursday 11 May and we would encourage you to share pictures of your red thumb on social media, tagging @DorsetPolice into any tweets.



Bournemouth to install its first tiger crossing

Work on Bournemouth's first tiger crossing will be getting underway next week on Poole Lane. Linking a well-used footway and cycle path, the tiger crossing will make it safer for both pedestrians and cyclists to cross the road.

The tiger crossing, which was approved for use in Britain in April 2016, is also known as a parallel crossing and comprises a standard zebra crossing with a separate parallel strip. This strip formally permits cyclists to use the crossing alongside pedestrians, with both being given the right of way to cross. The crossing also incorporates ramps to force traffic to slow down around the area.



Work is expected to take 12 weeks to complete, with a road closure over Easter to enable carriageway works to be carried out. We would like to thank road users for their patience at this time. This scheme is part of the Borough's wider efforts to promote walking and cycling in Bournemouth.

Richard Pearson, Road Safety Manager, said:

"I am very pleased that we are introducing this newly approved crossing type in Bournemouth. It will give more priority to both pedestrians and cyclists on this busy road, and hopefully will enhance the current footway and cycle route to make it an even more attractive route. We also hope that this crossing will reduce the traffic speed in this section of Poole Lane."

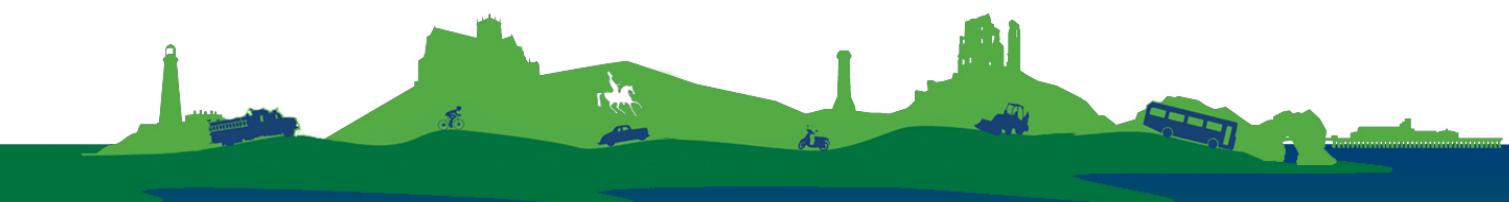


Op Close Pass – Targeting drivers overtaking cyclists

During March, traffic officers from Dorset and Devon and Cornwall went on a fact finding visit to West Midlands Police to understand how they run their close pass cycling initiative.

The Birmingham officers ran a close pass enforcement morning for our officers to observe. This involved an officer wearing plain clothes and cycling along a main cycling route with a camera fitted to the front and rear of the bicycle. The officer then radioed information of vehicles not overtaking correctly to officers further down the road who pull the driver into a check point to provide roadside education. The 15-minute input involves officers illustrating the dangers of close passing to drivers on a full-scale floor (pictured).

This enforcement and education approach is being adopted across Dorset and Devon and Cornwall with campaigns expected in the next few months.



Anniversary of the Introduction of the Dorset Way 50mph Speed Limit: Analysis shows scheme significantly contributed to reduced road casualties

We recently carried out an analysis of the injury accident records for the A3049 Dorset Way to check changes in accidents numbers since we lowered the speed limit from national speed limit to 50mph in January 2011.

We compared the records for the six-years before and after we reduced the speed limit. The study shows there are now (on average) 10 fewer injury accidents and 20 fewer casualties per year compared with the period before we lowered the limit on this road – this figure includes three fewer people being killed or seriously injured. Even taking into account the fact there were 16% fewer accidents in Poole over the same period, this still means a net 43% reduction in accidents on Dorset Way.

Based on Department for Transport estimates of accident costs, the speed limit reduction saved the local economy up to £800,000 a year. As the scheme only cost around £15,000 to implement, the return on this investment is some 5,400 per cent.

In addition to accident savings, before and after speed surveys show that there is very good compliance with the lower limit. 24-hour recorded speeds on both the Oakdale and Tower Park sections average 49.5mph. The analysis suggests that for each 1mph reduction in average speeds there has been a 4% reduction in accidents a year.



Drew Mellor, Portfolio Holder for Transportation, said “I am very pleased that one of the major routes through Poole is now significantly safer since the speed limit was reduced 6 years ago. These reductions represent a significant saving, not only to the number of people being injured on this road but also to the wider economy”.



ENFORCEMENT UPDATE

Christmas anti-drink and drug drive campaign

A total of 554 breath tests were carried out by officers during the Christmas campaign, which ran between 1 December 2016 and 1 January 2017.

Motorists were tested during routine stop checks and breath tests were requested from all drivers involved in road traffic collisions. Field Impairment Tests (FIT) were also conducted on drivers suspected of being unfit to drive through drugs.

In total, Dorset Police recorded 78 arrests during the campaign – 13 of which were for driving under the influence of drugs and four for refusing to provide a sample. During the same period the previous year, 105 people were arrested.

In all, 54 people have so far been charged with a drink or drug driving-related offence as a result of the campaign, compared to 44 during the 2015 campaign. Of those charged, 44 were men and 10 were women.

Our survey into Dorset residents' attitudes to drink and drug driving found that 74 per cent of people (162 people) would not have a drink before driving. However, 23 per cent of respondents (51 people) said they would have one drink before driving. Almost three per cent of respondents (six people) said they would have two or more drinks before driving.

Officers would like to thank members of the public who supported the campaign by submitting their own messages to drink and drug drivers:

“The ‘No Excuse’ team is in operation 24 hours a day, seven days a week. We are dedicated to reducing numbers killed and seriously injured on our roads, and recently won the prestigious Prince Michael International Road Safety Award.”

- T/Inspector Stu Pitman



TWO WHEELED AT RISK GROUPS

Protecting cyclists

The mornings and evenings are slowly getting brighter, but it's still important to be bright and be seen.

Cyclists: When cycling in darkness, cycles must have a white front light and red back light. Wear high visibility clothing to make yourself visible to other road users.

Be bright, be seen!

Drivers: Winter weather driving conditions make it all the more important to look out for vulnerable road users. When overtaking cyclists, allow at least as much room as you would when overtaking a car.

Cyclists and pedestrians can make themselves more visible by remembering:

- Lights on bikes
- Bright clothing



BikerDown

We are running BikerDown courses throughout the winter to promote biker safety, emergency scene management, first aid and biker care.

This is being run with the help of local dealers and SafeWise, whose sites we will be using. Dorset Police is the first force to take on the BikerDown mantle and Doc Bike is again helping to drive this educational scheme in the county.

Dorset Police's PC Chris Smith, who runs BikerDown events to teach life-saving skills, was recently awarded the prestigious Queen's Police Medal for years of work on road safety. PC Chris Smith is currently a police driving and motorcycle instructor, an Institute of Advanced Motorists Examiner and Mentor and sits on the National Strategy Group, helping the community to be safer on the roads.



For Biker Down! training course updates, follow [@BikerDownDorset](#) and [@BikerDownUK](#).



Dorset ROAD SAFE

Safer Together

Dying to Drive & Dying to Ride
for **teens** keen to get on
the road **[DP]**



50/50 Car

aimed at **15+** age groups and
demonstrates what to look for and what to
avoid when buying vehicles **[DP]**



Bikeability

teaches **young** and **adult** cyclists how to
safely navigate the roads
[DCC, BOP, BBC]



Safe Drive Stay Alive

presentations to the **15+** age group to make
drivers aware of their responsibilities **[DWFR]**



Young Farmers

education relating to agricultural vehicles, machinery
and road safety for the **16+** age group **[DP]**



Life Drive

gives new drivers aged **17 - 25** confidence on
the roads with an incentive £50 Amazon voucher
[SW, BBC]

£50

RoadWise & Safety Village Tours

pedestrian, cycle, bus and in-car education
for **5 - 14** year olds in unique and interactive
life-sized streets **[SW]**



Car Seat Clinics

Good-Egg experts check children's car seats
are fitted correctly. **[BBC]**



Safety Training & Education for Pedestrians (STEPS)

Roadside training for **year one & year four** pupils,
teaching skills to empower children to make safe travel
choices **[BBC, BOP]**



Dorset Driver Gold

theory and practical sessions aimed at road
users aged **65+** to refresh skills, increase
confidence and safety **[SW]**



Schools Road Safety

road safety education for **3 - 14** year olds in line with
schools' Social, Emotional and Behavioural Skills
[DP, BOP]



DP - Dorset Police
road-safety-education@dorset.pnn.police.uk
01202 573168

BBC - Bournemouth Borough Council
highways@bournemouth.gov.uk
01202 454896

SW - SafeWise
info@safewise.org
01202 591330

BOP - Borough of Poole
transportation@poole.gov.uk
01202 262000

DCC - Dorset County Council
dorsetdirect@dorsetcc.gov.uk
01305 221000

DWFS - Dorset & Wiltshire Fire and Rescue
enquiries@dwfire.org.uk
01722 691000



CONTACT US



Dorset Police:

dorsetroadsafe@dorset.pnn.police.uk

Website: www.dorset.police.uk

Non Emergency Telephone: 101 calling from Dorset



Website: www.safewise.org

SafeWise Bournemouth (formerly

LV=Streetwise): bournemouth@safewise.org

Telephone: 01202 591330

SafeWise Weymouth: weymouth@safewise.org

Telephone: 01722 691507



Dorset County Council:

dorsetdirect@dorsetcc.gov.uk

Website: www.dorsetforyou.com/travel-dorset/roads-and-driving/road-information

Telephone: 01305 221000



Bournemouth Borough Council:

Road.Safety@bournemouth.gov.uk

Website: <http://bournemouth.gov.uk/travelandtransport/RoadSafety/RoadSafetyInBournemouth.aspx>

Telephone: 01202 454654



Borough of Poole: transportation@poole.gov.uk

Website: www.poole.gov.uk/roadsafety

Telephone: 01202 262000



**DORSET & WILTSHIRE
FIRE AND RESCUE**

Dorset & Wiltshire Fire and Rescue

Service: enquiries@dwfire.org.uk

Website: www.dwfire.org.uk/road-safety

Telephone: 01722 691000



Highways Agency: ha_info@highways.gsi.gov.uk

Telephone: 08457 504030



South Western Ambulance Service:

Website: www.swast.nhs.uk/



Office of the Police and Crime Commissioner

Website: www.dorset.pcc.police.uk

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www.dorsetroadsafe.org.uk

Download the Guide to Safe Roads booklet [here](#).



www.dorsetroadsafe.org.uk