SURREY
COUNTY COUNCIL

THE 'Drive SMART' INITIATIVE

SURREY COUNTY COUNCIL
LOCAL COMMITTEE (GUILDFORD)

10th MARCH 2010

KEY ISSUE

Road safety is a key concern of the public. The launch of the 'Drive SMART' campaign in September 2009 has focused resources into the problems that communities have with the hazards created by road users.

SUMMARY

The report sets out the reasons for the launch of the 'Drive SMART' initiative and summarises activities undertaken to date. These include investment in new equipment and training , increased roads policing, Community Speedwatch and School Speedwatch and deployment of mobile Vehicle Activated Signs.

Report by	**Surrey Atlas Ref.**
SURREY POLICE	N/A

GUILDFORD B.C. WARD (S)	**COUNTY ELECTORAL DIVISION (S)**
N/A	N/A

OFFICER RECOMMENDATIONS

The Committee is asked to agree that the contents of this report be noted.

INTRODUCTION AND BACKGROUND

1   The 'Drive SMART' campaign was launched in September 2009 in response to public concern about anti-social driving. One million pounds has been pledged to address the issue. Surrey County Council and Surrey Police are driving the project together.

2   Anti-social driving includes speeding, bad parking, the use of mobile phones and not wearing a seat belt. The condition of the roads and road signs also plays a role in driver safety. A combination of police activity and engineering solutions are needed to address the concerns of the general public and increase road safety for all users.

ANALYSIS

3   The countywide 'Drive SMART' campaign was launched in Worplesdon Road in Guildford with a Roadside Education and Enforcement Day (REED) on 7 September 2009. The aim of the day was to change motorists' long-term behaviour.

4   Police officers, Surrey County Council (SCC) Safer and Smarter Travel officers and colleagues from partner agencies worked together to tackle anti-social drivers. In total, 104 interventions were made for various speed, seat belt, mobile phone and other vehicle offences. The next full REED is scheduled on Guildford Road, Normandy in summer 2010.

5   Throughout the year, all the Neighbourhood teams are organising targeted activities around the Borough as part of the 'Drive SMART' campaign. All Surrey Police activities that take place as part of the 'Drive SMART' campaign are being monitored; the results for Guildford can be seen in the **TABLE** below. These totals cover the time span since the launch of the 'Drive SMART' campaign (9 September 2009 - 15 February 2010).

Location	Interventions	Time Spent (hrs.)
Guildford Town	403	341
Ash Vale, Ash Wharf	39	24.75
Pirbright, Worplesdon, Jacobs Well, Stoughton, Normandy	592	213.25
Onslow & University	216	87.75
Merrow, Burpham, Slyfield, Bellfields	155	50.25
Send, Ripley, Wisley, Ockham, Horsleys, Clandons, Effingham	143	60.25
Albury, Shalford Compton, Holy Trinity, Shere, Gomshall, Peaslake, Farley Gn.	22	17.75
Park Barn, Westborough	31	15
Eashing, Hurtmore, Shackleford, Puttenham, Seale & Sands, Ash South & Tongham	8	11.5

INVESTMENT IN NEW EQUIPMENT AND TRAINING

6   One of the benefits of the 'Drive SMART' campaign has been the influx of much needed equipment throughout the force. The West Surrey Division Casualty Reduction Officer's new multi purpose van will have digital speed enforcement equipment and Automatic Number Plate Recognition (ANPR) capability. This will be a valuable tool in tackling speeding and anti-social drivers, as well as assisting in keeping criminals off the road.

7   Also our current vans are gradually being upgraded depending on their age or mileage. This will include upgrading the majority of the VHS Laser Speed equipment to digital.

8   All of our Neighbourhood teams are now trained in, and have the use of, a new hand held speed laser gun. The Police Community Support Officers (PCSOs) will soon be trained to use the device for reassurance and intelligence gathering, whilst the police officers have been trained to carry out enforcement.

ROADS POLICING IN GUILDFORD

9   This year has seen the much welcome return of high visibility regular patrols from the Road Policing Unit (RPU) in the borough of Guildford. Sgt John Clarke and his team are responsible for delivering roads policing in Guildford to tackle anti-social driving and they have been key in delivering many hours of patrol time since the 'Drive SMART' Campaign was launched. They not only carry out patrols in marked vehicles but also carry out patrols in covert vehicles and motorcycles.
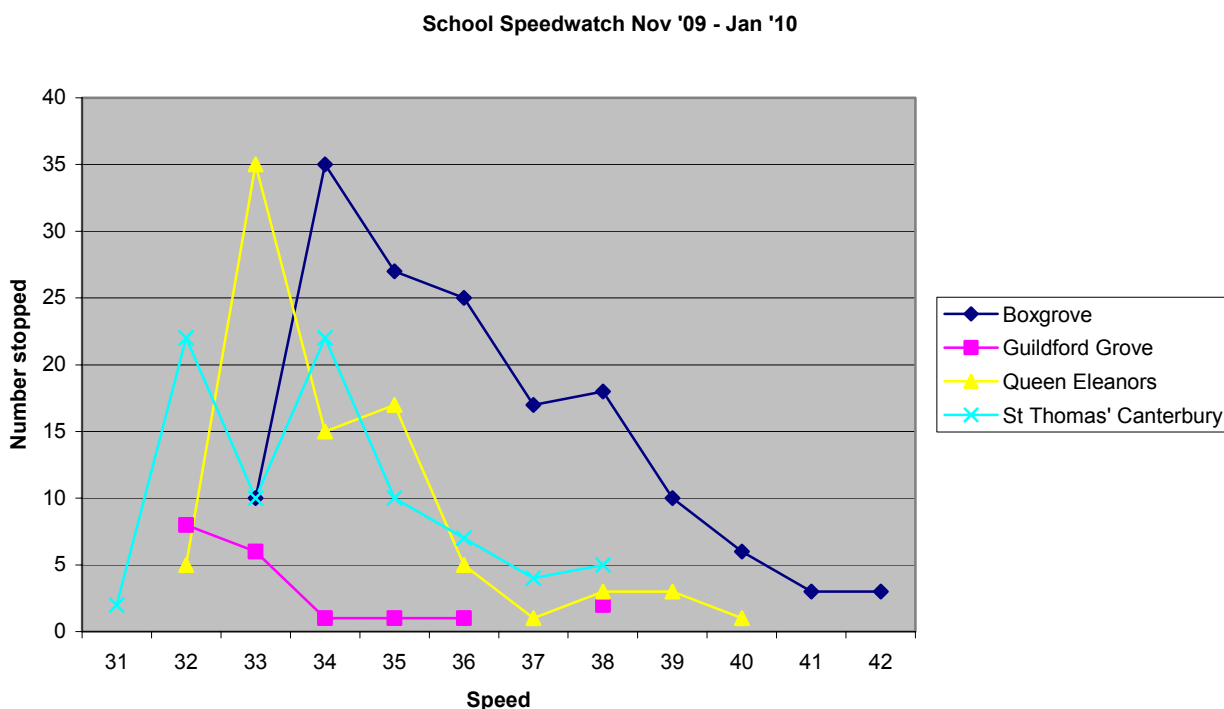
ROADS POLICE PCSO UNITS IN GUILDFORD

10   This year Guildford have had the added support of two new Roads Police Community Support Officers (RPCSOs) working with us on directed road traffic issues. They will be attached to the outlying stations at Ripley & Ash. They are trained to carry out speed checks and can issue certain fixed penalty tickets regarding obstruction offences.

COMMUNITY SPEEDWATCH (CSW)

11   The first Surrey CSW was launched in 2004; we now have 14 active CSWs in the borough of Guildford who undertake regular enforcement. This is the largest numbers in any of the boroughs in Surrey. Each team has at least 6 volunteers & we have approx 80 identified locations from which they work. A total 1623 advice letters were issued to drivers reported by Guildford Borough CSW volunteers in 2009.

12   In addition, the Pirbright CSW has recently been resurrected. It has new members that have just been trained. They are currently organising themselves to start work in the coming weeks. The Casualty Reduction Officer is working closely with a further six CSWs who wish to resurrect schemes in their communities. Surrey Police have a target of having 20 CSWs in the borough by the end of 2010.

SCHOOL SPEEDWATCH (SSW)

13   Due to the lack of a Casualty Reduction Officer for approximately a year there was only one SSW in 2008. It was decided before the 'Drive SMART' campaign that expanding the scheme should be a focus for the 2009/10 academic year. Since November 2009 we have completed four SSWs in the Borough (Boxgrove, Guildford Grove, Queen Eleanor's and St. Thomas's schools), with a further two (Ash Grange and Walsh) planned for March and one (St. Joseph's) for May 2010.

14   The four complete SSWs resulted in a total of 395 cars being stopped as a result of doing speeds of 32 mph or more, as shown on the chart below. We are looking to complete at least ten school speedwatches this academic year.

School Speedwatch Nov '09 - Jan '10

MOBILE VEHICLE ACTIVATED SIGNS (VASs)

15   We currently have access to six mobile Vehicle Activated Signs. Four of these signs have been in the Borough for about three years and are moved around to respond to local needs and to meet the priorities of local panel meetings. In addition we have two other signs that Pirbright Parish Council purchased and the Casualty Reduction Officer erects on their behalf.

16   They have been deployed throughout the Borough over the past year, and have proved very reliable, with only approximately six weeks being lost due to breakdowns and repairs.

17   The Casualty Reduction Officer is currently working with a number of Parish Councils who have expressed an interest in mobile VASs in their areas. The problems we are trying to resolve is who can erect them, replace batteries and maintain them, because this is a huge time resource on Surrey Police and there are implications for safety and public liability.

LIMOUSINE COMPANIES OPERATING ILLEGALLY

18   Last year the illegal activities of some limousine companies who operate around Guildford were highlighted to the Police. We are currently working in partnership with Guildford Borough Council's taxi licensing officer to educate pupils, students & their parents regarding the document these companies are required to have to operate legally. During the summer months Surrey Police and taxi licensing officers will work with other agencies like VOSA to attend summer balls and proms to check documentation & vehicle roadworthiness.

VEHICLE SEIZURES

19   We continue to seize vehicles from drivers without insurance or a driving licence. Guildford-specific figures for the 'Drive SMART' period are not available, but approximately 27 vehicles have been seized between 9 September and 21 November. The **TABLE** below shows force-wide data.

2009	No insurance	No Driving Licence	Offences related to both	Monthly Total
January	60	34	36	130
February	95	40	48	183
March	133	44	67	244
April	106	57	43	206
May	84	34	52	170
June	79	28	27	134
July	83	34	50	167
August	84	33	45	162
September	94	37	46	177
October	60	30	37	127
November	76	32	31	139
December	63	22	38	123
Totals	**1017**	**425**	**520**	**1962**

CASUALTY REDUCTION ROUTES IDENTIFIED FOR GUILDFORD

20   Each year the Safety Management Unit identifies two key casualty reduction routes in each Borough with the agreement of the Casualty Reduction Officers. To ensure that our activity is focused on areas with current problems, the most recent 12 months' personal injury collision data is used (up to end of November each year).

21   The two sites agreed for Guildford for 2009 were:

➢   A323 Ash Street   Shawfield Roundabout to Grange Road
➢   A322 Worplesdon Road   Aldershot Road to Cumberland Avenue

22   Recent assessment of these routes has resulted in the following roads being nominated for 2010:

> A322 Worplesdon Road   Aldershot Road to Cumberland Avenue
> A323 Guildford Road   Bailes Lane to Ash Hill Road

23   Both of these roads will be subject of continual enforcement and education throughout 2010 to reduce the amount of Injury Collisions.

EQUALITIES AND DIVERSITY IMPLICATIONS

24   This report is not believed to have any implications for equalities and diversity.

CRIME AND DISORDER IMPLICATIONS

25   The 'Drive SMART' initiative is intended to reduce vehicle-related crime and anti-social driving behaviour.

FINANCIAL & VALUE FOR MONEY IMPLICATIONS

26   Surrey County Council has provided a budget of £1 million to fund the 'Drive SMART' campaign in order to address one of Surrey residents' key priorities.

CONCLUSION AND REASON FOR RECOMMENDATIONS

27   Anti-social driving is a key concern of Surrey residents, Surrey Police and Surrey County Council.

WHAT HAPPENS NEXT

28   The 'Drive SMART' campaign will continue to address anti-social driving until August 2010.

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BACKGROUND PAPERS	None