Evaluation of the Dorset Road Safe Partnership Casualty Reduction Project “No Excuse”

Interim Report – March 2011

Robert Smith
Road Safety Manager
Dorset County Council
e-mail: r.smith@dorsetcc.gov.uk
Tel: 01305 224558
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For any other use of this material please contact:
Road Safety - Dorset County Council
County Hall, Dorchester, Dorset, DT1 1XJ
Tel: 01305 224558
e-mail: roadsafety@dorsetcc.gov.uk
This document is available via: http://www.dorsetforyou.com/noexcuse
Executive summary

This report is an interim evaluation of the additional enforcement and mass publicity undertaken as part of the year-long Dorset Road Safe Partnership project “no excuse”. Launched in mid January 2010, its goal was to contribute to improving Dorset County Council’s road casualty reduction performance, which was lagging behind that of other shire local highway authorities.

Through public consultation in 2009 it was clear that a significant proportion of residents felt that the existing level of traffic enforcement in Dorset was too low. Surveys also suggested that driver behaviour may be influenced by the presence or likely presence of police traffic patrols.

The “no excuse” project set out to try to influence certain driving behaviours that are known to contribute to serious and fatal injury collisions, including inappropriate or illegal speeding, being distracted whilst driving, driving under the influence of alcohol or drugs and not wearing a seatbelt. It aimed to do this by delivering an increased overt and covert police presence on Dorset’s roads and heavily publicising this activity and its outcomes on a regular basis. The publicity focused on giving the media details of the number and type of offences detected in each area together with examples of the excuses given by motorists after they had been stopped by the police in the form of short “snippets”. Wider public engagement was achieved through the delivery of additional one day mass enforcement and publicity events in selected towns. The additional daily enforcement and supporting mass publicity was sustained throughout 2010.

In terms of reaching its overarching goal, Dorset County Council’s provisional road casualty figures for 2010 show an 18% reduction in the number of people killed or seriously injured (KSI) compared to the previous year. In a single year, this represents more than half the 35% reduction in KSI’s achieved in the previous ten year period, based on the annual average for the period 1994-1998. Whilst this is a significant achievement, it is acknowledged that this cannot be solely attributable to the “no excuse” project. Other extraneous factors must be taken into account including the effects of the economic downturn on driving habits, higher fuel prices, the government’s car scrappage scheme, the severe winter weather experienced at the start and end of 2010 and the influence of other local and national road safety campaigns.

The evaluation suggests the project’s key strength has been the excellent partnership working arrangements that have enabled each partner to lead on the most appropriate interventions using their skills and experience but also lend support to others in theirs. Having well-defined roles and working to strengths has made project delivery very efficient.

The exceptionally high brand recognition figures and the public’s apparently good understanding of the road safety behaviours being targeted through “no excuse” have been very encouraging and suggest the communications strategy has worked well so far.

It is less easy to argue the project’s effectiveness in influencing driver behaviour. Although the interim results suggest a marked reduction in the number of offences being detected by the “no excuse” enforcement team, further work needs to be undertaken to ensure any comparison in monthly data is robust. Further evaluation using focus group discussions and one to one in-depth interviews needs to be carried out if we are to evidence a link between a perceived increased risk of being caught and actual changed attitude and behaviour. It is not clear yet whether the public in Dorset believe there is significantly more traffic enforcement on Dorset’s roads or whether they believe the likelihood of being caught is greater. Even less clear is whether their driving behaviour could be influenced by this increased awareness. It is, however, considered that “no excuse” has played an important role in raising awareness that road safety is every road user’s responsibility and that simply giving an “excuse” for committing a driving offence does not make it acceptable.

Note: This evaluation has been undertaken with the assistance of “E-Valu-It”, an on-line toolkit for road safety ETP practitioners. “E-Valu-It” is an interactive element of a new road safety evaluation website at http://www.roadsafetyevaluation.com which has been developed jointly by the DfT and RoSPA.
1. Introduction

“No excuse” is a multi-disciplinary project developed and delivered through “Dorset Road Safe”, the local road safety strategic partnership. It primarily consists of the deployment of additional overt and covert road enforcement focused on detecting driving offences that are known contributory factors in road crashes. It is supported by hi-profile mass advertising, publicity and education interventions. It was originally funded for 12 months starting in mid January 2010 but additional funds have been allocated to enable it to continue till December 31st 2011.

This interim report evaluates the effectiveness of the additional enforcement and advertising/publicity elements of the project for the period 18/1/2010 - 31/12/2010.

Between 2002 and 2006 the trend in KSI casualties in Dorset was downward and almost on course to meet government targets, but for reasons which are still unclear, the figures for 2007 and 2008 showed a disappointing upward trend. Even though the 2009 figures showed an improvement, the trend was still flat and it was decided that a major co-ordinated effort amongst partner agencies was required throughout 2010 if Dorset was to achieve its KSI reduction target.

“No excuse” has been developed to try to influence and change those driving behaviours that are known to contribute to serious and fatal injury collisions. Particular emphasis is placed on inappropriate or illegal speeding, being distracted whilst driving (particularly hand-held mobile phone use), driving under the influence of alcohol or drugs and not wearing a seatbelt.

The evidence that this road safety issue needed to be addressed was based on:
- Anecdotal and systematic observation
- Research and evaluation reports
- Complaints from the public
- Traffic speed data
- Recorded traffic offences
- Public consultation
- Road casualty data

National data points to a number of contributory factors in KSI crashes including drivers simply not being in control of their vehicle, driving under the influence of drink/drugs, being distracted or driving too fast for the conditions. Around a third of fatalities are believed to involve people not wearing seatbelts and recent research points to several key reasons why some people sometimes fail to belt up.

A comprehensive local strategic assessment was undertaken by the Dorset Road Safe partners prior to the project being developed, which included a detailed analysis of existing data. (See Appendix M Dorset Road Safe strategic assessment) Anecdotal and systematic observation locally suggested that the level of non compliance with seat belt legislation particularly by male drivers of vans, LGV’s or other vehicles for business use was an issue in Dorset. Non-compliance with mobile phone legislation was also a concern. Consultation prior to project development suggested the public wanted to see more on-road policing activity in order to detect and deter driving offences. (See Appendix B Dorset Citizen’s Panel Survey Oct 2009/Oct 2010) This collective evidence, intelligence and public opinion influenced the decision by Dorset Road Safe partners to focus on a “fatal four” set of behaviours:
- Inappropriate/illegal speed
- Not wearing a seatbelt
- Drink/drug driving
- Being distracted (mobile phones etc)

Evaluation of an existing mass enforcement/publicity and education project delivered by road safety partner agencies in Essex suggested that this strategy was a key factor in reducing their KSI casualties. Their successful partnership approach was to allow each partner to lead on the most appropriate interventions using their...
skills and experience but also lend support to others in theirs. Having well-defined roles and working to their strengths made co-ordinated delivery easier.

Funding for “no excuse” has been provided in cash and in kind by all Dorset Road Safe partners. Dorset County Council provided £200K towards revenue costs, which largely comprised publicity/advertising and project management. A “self-funding” process ensures continued delivery of the additional enforcement by utilising proceeds from the fees charged for attendance at referral education courses in lieu of points and a fine for certain offences.

1.1 The intervention

The intervention “no excuse” includes:
- Additional intelligence-led overt and covert road policing activity
- Publicity posters/signs
- Bus-back, telephone kiosk and bus stop advertising
- Radio advertising
- Website and on-line publicity
- Stands at public events or in public places
- E-learning
- Diversionary measure (e.g. Speed awareness)

The additional overt and covert enforcement activity is undertaken on a daily basis and repeated regularly at selected sites and along routes with a poor KSI casualty history or where local intelligence supports it. A dedicated team of 6 police officers working on rest days and overtime shifts, use both marked and unmarked vehicles and are supported by a dedicated mobile camera team provided by Dorset Road Safe enforcement. The 8 hour enforcement shifts are broken down into roughly 2 hour sessions at each site/route and deployed to several different sites each day on a rotational basis. On average, additional enforcement is undertaken on at least 5 different days per week.

The daily enforcement is supported by further one day mass enforcement in selected towns with supporting publicity and education. These separate partnership events, called “Surround a Town” (SaT) include the option for those detected not wearing a seatbelt on the day to attend a free stand alone course designed & approved by Dorset Police Chief Officers, instead of paying a fixed penalty for the offence. Within set criteria, many drivers who have been detected committing other offences are offered a referral option for attendance at an education/awareness course at a later date, instead of receiving the fixed penalty fine and points. The fee they pay for attendance on the course may be more than the penalty fine they would have paid, but successful completion means they would not have points added to their licence for the original offence. Not only does this option provide an opportunity to “educate” drivers but it also provides the income stream to fund the additional enforcement.

Results of the enforcement activity are publicised at least once a month in the local media together with examples of the excuses given by drivers when stopped. (See Appendix C “Snippets”) These “snippets” provide a “human interest” angle and are provided to encourage the media to retain interest in the project.

Mass advertising is used with all available media outlets to support the enforcement activity. This includes paid-for press advertising, bus-backs, large bill boards, posters, telephone kiosk and bus stop advertising.

A phased programme of radio commercials has been developed and aired to co-incide with all visual advertising. These range from 20 seconds to 50 seconds each in length and have been delivered in four phases over 12 months, airing on four of the main local commercial radio stations that broadcast across Dorset.

A dedicated website has been established where video and radio commercials can be viewed and heard together with all press releases and relevant statistics and downloadable publicity materials. The themed posters have been distributed widely for display and complement the themes aired on radio. The “no excuse” branding appears on all publicity materials and the words “no excuse” feature in all radio commercials and sponsored traffic and travel updates.

7 http://www.dorsetroadsafe.org/index.php?ref=54
The key public media messages of the project are:
- If you commit a driving offence anywhere in Dorset and at any time, you are likely to be caught and prosecuted
- We want Dorset's road users to be the safest in the region, so we need everyone's help to achieve this as road safety is everyone's responsibility

“No excuse” enforcement and supporting advertising began on 18 January 2010. The intervention was originally planned to end on 31 December 2010 but has now been extended to 31st December 2011.

The “no excuse” project aims to both influence and benefit the following specific road user groups:
- All car and van drivers and passengers
- All motor cyclists
- Business drivers (inc. LGV/HGV)
- Fleet managers
- Public service vehicle drivers
- Agricultural vehicle drivers
- Taxi drivers
- All road users aged 16-24
- Adults aged 25+

1.2 Goals, aims and objectives
The overall goal of the project is to contribute to a continued downward trend in KSI casualties. The specific casualty reduction target for 2010 for the Dorset County Council area was 196 KSI’s. The average for 2004/08 was 276 KSI’s.

Aims:
The project’s specific aims are to:
- Increase levels of public awareness of additional high profile overt and covert enforcement in order to positively influence driver attitude and behaviour
- Enhance levels of public knowledge about which specific road safety behaviours are being targeted through the additional enforcement and why
- Increase the proportion of Dorset residents who are satisfied with levels of on-road policing

- Increase the proportion of the driving public in Dorset who consider their driving behaviour is positively affected by the presence or likely presence of police traffic patrols
- Reduce the level of illegal mobile phone use by drivers
- Evidence a reduction in the average daily rate of driving offences detected by the dedicated “no excuse” enforcement team
- Increase seatbelt wearing rates, particularly amongst male drivers

Objectives:
The project’s key objectives by December 2010 are to:
- Increase from 0% to 75%, the proportion of the public consulted who recognise the “no excuse” brand and associate it with additional road policing
- Increase from 0% to 80% the proportion of the public consulted who understand which road safety behaviours are being targeted
- Increase from 45% to 60% the proportion of the public consulted, who consider road traffic enforcement levels to be at about the right level in Dorset
- Increase from 59% to 75%, the proportion of the driving public consulted, who consider their driving behaviour is always or usually affected by the presence or likely presence of police traffic patrols
- Report a 10% reduction in the average daily rate of officer issued tickets compared to the Feb 2010 figure

By May 2011 to:
- decrease the percentage of drivers observed using a hand-held mobile phone whilst driving from 0.33% to 0.2%
- increase from 92% to 98% the proportion of drivers observed wearing seatbelts
1.3 Logic Model
The logic model below sets out how and why the project team believes “no excuse” can achieve the anticipated positive outcomes.

## Inputs:
- Project Managers and support staff for administration and co-ordination of enforcement and publicity
- Police personnel and vehicles/equipment to undertake the enforcement
- Staff and resources to deliver education referrals
- Partner staff to support Surround a Town and other associated events
- Venue hire for events
- Funding and in-kind contributions for publicity and advertising materials
- Funding for additional police vehicles
- Funding for additional safety camera vehicle and team costs
- Hire of professional photographer for artwork
- Hire of specialist production company to produce DVD’s for distribution to partners
- Web company to design and host website
- Signs for display on SID posts

## Outputs:
- Organise media launch
- Design, launch and promote website
- Carry out enforcement on a planned rota basis using dedicated police officers working overtime and rest days. Average 8 hour shifts X 250 shifts
- Carry out 4 specific Surround a Town (SaT) events and 3 Route Enforcement Days (RED)
- Carry out public surveys at each event
- Commission a series of radio commercials to be broadcast on four radio stations. (Four phases of broadcast each lasting 5-6 weeks & each with a different theme)
- Book sponsorship of traffic and travel news on two commercial radio stations for 12 months
- Commission paid-for visual advertising to appear in four phases to co-incide with radio advertising schedule. To include advertisements in three local newspapers, bus backs, phone kiosks, bill boards and bus stop advertising at locations with highest foot-fall/traffic volumes
- Commission artwork to be used in four phases of visual advertising
- Enable all visual and radio adverts to appear on website in four stages
- Produce and deploy 125 “caught? no excuse” signs for display on all SID posts
- Carry out citizen’s panel survey pre intervention and 10 months into project
- Issue regular press releases to the media – at least one every month for the duration of the project
- Measure value of free publicity generated
- Provide committee reports on progress as required
- Carry out seatbelt wearing and mobile phone use surveys before, during and after intervention
- Collect and analyse data at regular intervals to inform press release content

## Outcomes:
**Short term**
- Increased awareness of “no excuse” branding amongst the public in Dorset
- Increased awareness of additional enforcement across Dorset
Intermediate
- The Dorset public increasingly associate “no excuse” branding with additional enforcement
- The public have a greater understanding of the consequences of not wearing a seatbelt/using a mobile phone/being distracted whilst driving
- The public support the increased enforcement approach across Dorset

Long term
- Increased awareness and understanding of association of “no excuse” branding with additional enforcement and specific road safety behaviours
- Seatbelt wearing rates amongst drivers increased (particularly males driving for business purposes)
- Rates of mobile phone use whilst driving, reduced
- More Dorset residents are satisfied with levels of on-road policing
- The daily rate of offences detected is reduced
- More drivers say their behaviour has been positively influenced as a result of the “no excuse” project
- The trend in the number of people killed or seriously injured continues downwards

Assumptions:
- Willingness of partners to fulfil their obligations to provide funds or cash in-kind towards project
- Police will continue to project manage enforcement elements for duration of project
- Police officers are prepared to work overtime and on rest days to carry out the additional enforcement
- Police staff, vehicles and safety camera vehicle/team are dedicated as a resource to the project and will always be available when required and not diverted to other duties
- Target audience will positively support the intervention
- Local media will support the intervention with positive and fair reporting
- Advertising space both visual and on radio will always be available at the required times
- Press releases will always be issued on time
- Press will not get bored with the story
- Data will always be accurately reported
- Data will always be available on time
- Public surveys will be undertaken in accordance with instructions
- The public will perceive an increase in enforcement and adjust their driving behaviour accordingly
- The publicity materials will not offend anyone
- The words “no excuse” or similar branding are not being used elsewhere locally

External factors:
- Severe weather may affect enforcement deployment levels
- Other local driving initiatives
- Changes in policing or other partner priorities
- Neighbouring authorities’ interventions may give mixed or confused messages or may complement the intervention
- Downturn in the economy may reduce the frequency and length of car trips
- Increased fuel prices affect journey length/frequency and reduce vehicle speeds to economise on fuel consumption
Cost:
The total financial cost of the ETP aspects of the intervention for the first 12 months is estimated at £300,000 and includes staff time. The additional enforcement costs are estimated at £250,000 but they are met from the referral fees paid by drivers attending Driver Awareness sessions. Pump priming funds for the initial enforcement costs totalling £40K were provided by two partner agencies, Bournemouth Borough Council and the Borough of Poole. No separate budget was originally set aside for evaluation of the project but the cost in terms of officer time, undertaking surveys and collecting and analysing the data is thought to be in the region of around 3-4% of the total revenue cost.
2. Evaluation methodology

For qualitative analysis purposes, specific data has been collected from various sources including self-reported knowledge, opinions, attitudes and behaviours from several thousand Dorset residents.

In order to show the effectiveness of the additional enforcement and supporting publicity, it was decided that public opinion base data was best collected through the existing Dorset Citizen’s Panel. The Panel comprises a cross-section of Dorset residents with a significant proportion being those who currently drive. The initial Panel consultation/questionnaire was undertaken in October 2009, 2 months before the official launch of “no excuse” with approximately two thirds of the 3,000 members responding. This questionnaire was repeated 12 months later in October 2010 using the same questions as in the original survey plus additional questions relating to brand awareness of “no excuse”.

Questionnaires were also used regularly throughout the first 12 months of the project to establish levels of brand awareness. These were used with small groups of up to 20 drivers who attended diversionary courses (driver awareness) throughout the year and also with those attending voluntary older driver “refresher” theory courses. Larger surveys using the same questionnaire were carried out at each of the “Surround A Town” (SaT) events. One of the SaT’s was repeated in the same town on the same day of the week, 6 months later.

The Citizen’s Panel participants were the only group of people to self-complete the question set. Those on the driver awareness/refresher courses were posed the questions about brand awareness by the facilitator/tutor face to face as a group. Surveys undertaken during the SaT events were conducted on a one to one, face to face basis, although in most cases the interviewers worked in pairs and posed the questions to couples as well as individuals.

Most of the questions posed in the Dorset Citizen’s Panel surveys were “closed” with set response options, e.g. “Yes or No” or “Always, Usually, Sometimes, Never, Don’t Know. Several questions had either multi-choice answers or an attitude scale.

A structured visual observation study was undertaken in October 2010 focused on driver’s seatbelt wearing and mobile phone use behaviour, which provided quantitative data. This took place at 25 sites across Dorset. Unfortunately, due to operational reasons this data was not collected pre intervention but will be collected again in May 2011 at the same times and locations to provide two mid intervention sets of data.

Police officers in the “no excuse” team have collected observations of interest relating to poor driver/rider behaviour in the form of verbal “excuses” given by those stopped and reported for driving offences. These “snippets” are regularly released to the media as part of the monthly press releases, which include the running total of offences detected to date. This is carried out to retain media interest and as a means of positively influencing driver attitude and behaviour by alerting the public to the fact that they could be “caught” anywhere, anytime and for any offence.

The driver referral/refresher sessions have provided a good opportunity to question groups of drivers in a semi-structured interview in order to provide some qualitative data. Focus groups have not been used during the first 12 month period of the intervention but this method is now being strongly considered for the future.

Police enforcement data has been used throughout the project and includes statistics on the number and type of offences detected and processed. It also includes offences detected by the dedicated mobile safety cameras that support the officers in their marked and unmarked vehicles on the daily operations. The police officer issued tickets (OIT) have also been analysed separately from the safety camera offences detected, as the OIT ticket data includes seatbelt, mobile phone and other driving offences, not just speed offences.

Type of evaluation
The purpose of the evaluation is to show the effectiveness of the additional enforcement and supporting publicity. Progress towards our aim is measured using a Monitoring Indicator.
The baseline data we used was as follows:

**Baseline 1**
- 45% of the Dorset citizen’s panel considered road traffic enforcement levels in the county to be at about the right level in October 2009
- 59% of the Dorset citizen’s panel who stated they were drivers, considered their driving behaviour to be always or usually affected by the presence or likely presence of police traffic patrols in October 2009
- An assumed 0% brand awareness level of “no excuse” prior to launch in January 2010
- An average 39 officer issued tickets per day for driving offences were reported by the “no excuse” team in the first full month of operations in February 2010

**Baseline 2**
- 92% of drivers were observed wearing seatbelts during a 30 minute period at 25 sites in one week in October 2010
- 0.33% of drivers were observed using hand-held mobile phones during a 30 minute period at 25 sites in one week in October 2010.

The amount of change we expected against Baseline 1 was:
- To increase to 60% the proportion of the citizen’s panel who consider road traffic enforcement levels to be at about the right level in Dorset
- To increase to 75% the proportion of the citizen’s panel who consider their driving behaviour is always or usually affected by the presence or likely presence of police traffic patrols in Dorset
- To increase brand awareness of “no excuse” to 75% by December 2010
- To evidence a reduction in the average number of officer issued tickets per day by 10% by December 2010, assuming the same level of resources are deployed

The amount of change we expect against Baseline 2 is:
- To increase the proportion of drivers observed wearing seatbelts to 98% by May 2011
- To reduce the proportion of drivers observed using a hand held mobile from 0.33% to 0.2% by May 2011

### 2.1 Evaluation design
The main evaluation design chosen is Pre and Post Test. The relative strength of this design is that it is fairly inexpensive to implement as only one group of participants (Dorset Citizen’s Panel) needs to be contacted, although at two time points, 12 months apart. No comparison group has been used as it was not deemed feasible to find a suitable comparison against such a large intended audience (the resident population of Dorset and those driving through). A pre-measurement is available in the form of the baseline data and the data collection method(s) chosen were:
- Questionnaire
- Observation
- Document Analysis
3. Results

3.1 Brand awareness
According to data from the Dorset Citizen’s Panel survey conducted in October 2010, public recognition of the “no excuse” brand has grown from 0% pre launch in Jan 2010 to 78.6%. Other smaller group surveys undertaken with different drivers at regular intervals throughout the year have shown brand awareness levels growing to 87% by November 2010. The highest figure recorded was 94% following public face to face surveys undertaken during the Dorchester Surround A Town Day (SaT) in November 2010. Percentages varied from District to District in the Dorset Citizen’s Panel (Oct 2010) and ranged from 70%-90%. A collation of all the survey responses shows awareness of the brand increased steadily throughout 2010 to an average 84% by the end of the year. (See figure 1)

![Figure 1 “No excuse” brand awareness percentage 2010](image)

When asked where they had seen or heard about “no excuse”, most respondents in the Citizen’s Panel mentioned roadside signs, which show the “no excuse” logo beneath the word “Caught?”. Least mentioned were radio commercials. (See figure 2) Again there were differences according to District location.

<table>
<thead>
<tr>
<th>Figure 2. Where have you seen or heard about “No Excuse”? (Countywide averages) (Citizen’s panel survey Oct 2010)</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadside adverts/signs</td>
<td>1287</td>
<td>87.0%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>364</td>
<td>24.6%</td>
</tr>
<tr>
<td>Bus back posters</td>
<td>335</td>
<td>22.6%</td>
</tr>
<tr>
<td>Posters</td>
<td>259</td>
<td>17.5%</td>
</tr>
<tr>
<td>Billboards</td>
<td>244</td>
<td>16.5%</td>
</tr>
<tr>
<td>TV</td>
<td>133</td>
<td>9.0%</td>
</tr>
<tr>
<td>Radio commercials</td>
<td>102</td>
<td>6.9%</td>
</tr>
<tr>
<td>Other</td>
<td>42</td>
<td>2.8%</td>
</tr>
<tr>
<td><strong>Total number of respondents</strong></td>
<td><strong>1480</strong></td>
<td></td>
</tr>
</tbody>
</table>

When asked what they thought the main themes of “no excuse” were, from a given list, the top three chosen by the public in order were; inappropriate speed, mobile phone use whilst driving and seatbelt wearing. (See figure 3)

<table>
<thead>
<tr>
<th>Figure 3. What do you think are the main themes of “No Excuse”? (Countywide averages) (Citizen’s panel survey Oct 2010)</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inappropriate speed</td>
<td>1243</td>
<td>84.3%</td>
</tr>
<tr>
<td>Mobile phone use whilst driving</td>
<td>1075</td>
<td>72.9%</td>
</tr>
<tr>
<td>Seatbelt wearing</td>
<td>861</td>
<td>58.4%</td>
</tr>
<tr>
<td>Drink/drug driving</td>
<td>764</td>
<td>51.8%</td>
</tr>
<tr>
<td>Bad or careless driving</td>
<td>731</td>
<td>49.6%</td>
</tr>
<tr>
<td>Driving distractions</td>
<td>478</td>
<td>32.4%</td>
</tr>
<tr>
<td>Other</td>
<td>54</td>
<td>3.7%</td>
</tr>
<tr>
<td><strong>Total number of respondents</strong></td>
<td><strong>1475</strong></td>
<td></td>
</tr>
</tbody>
</table>
3.2 Enforcement

Enforcement levels – public opinion
Results from the Dorset Citizen’s Panel surveys reveal the proportion of people who said they consider road traffic enforcement levels in Dorset to be at about the right level has increased by 6.7% from 44.6% in Oct 2009 to 51.3% in Oct 2010 (See Figure 4)

<table>
<thead>
<tr>
<th></th>
<th>2009 enforcement %</th>
<th>2010 enforcement %</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too many</td>
<td>4.5%</td>
<td>6.5%</td>
<td>2.0%</td>
</tr>
<tr>
<td>About right</td>
<td>44.6%</td>
<td>51.3%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Too few</td>
<td>39.2%</td>
<td>32.7%</td>
<td>-6.5%</td>
</tr>
<tr>
<td>Don’t know / no opinion</td>
<td>11.7%</td>
<td>9.5%</td>
<td>-2.2%</td>
</tr>
</tbody>
</table>

Enforcement – effect on driver behaviour – self reporting
As can be seen from Figure 5 below, the proportion of the Dorset citizen’s panel who said they consider their driving behaviour to be always or usually affected by the presence or likely presence of police traffic patrols has increased by 5.3% from 58.6% in 2009 to 63.9% in 2010.

<table>
<thead>
<tr>
<th></th>
<th>2009 %</th>
<th>2010 %</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>36.7%</td>
<td>41.2%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Usually</td>
<td>21.9%</td>
<td>22.7%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>19.7%</td>
<td>18.6%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Never</td>
<td>15.1%</td>
<td>15.8%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Don’t know / no opinion</td>
<td>6.6%</td>
<td>1.7%</td>
<td>-4.9%</td>
</tr>
</tbody>
</table>

Enforcement – Officer issued tickets and offences detected
Data provided by Dorset Police reveals the average number of officer issued tickets (OIT) per day has reduced by 18% comparing the February 2010 average figure with that for October 2010. There were 19 operational days in February generating an average 39 tickets per day, compared to 21 operational days in October where on average 32 tickets were issued every day.

Around 17,000 driving offences were detected by the “no excuse” additional enforcement team in the first full 10 months of the project. This does not include any offences detected by police officers and safety camera vehicles not assigned to “no excuse” duties. Almost half the OIT’s were for speed related offences but significantly, some 34% were issued for seatbelt offences and a further 14% for mobile phone offences. (See Appendix A)

The vast majority of the additional enforcement activity was carried out in Dorset County Council’s area (77%) with Poole (13%) and Bournemouth (10%) receiving just under a quarter of additional enforcement time between them.

Seatbelt wearing and mobile phone use rates
Changes in figures for seatbelt wearing rates and mobile phone use by drivers will not be known till May 2011.
4. Casualty reductions

There has been a significant reduction in the number of KSI casualties in the Dorset County Council area in 2010 compared to both the previous year and the 2004/08 average. Provisional figures reveal there has been a fall of 18% in KSI’s in 2010 compared to 2009 and a fall of 23% in KSI’s compared to the 2004/08 average.

The rolling annual average trend chart below (Figure 6) shows KSI performance over the past 3 years and indicates the point where “no excuse” was launched on 18 Jan 2010.

Figure 6. Rolling 12 monthly cumulative KSI casualties

Although the average annual number of fatal road casualties is relatively low in the Dorset County Council area, the figure for 2010 is 57% lower than the previous year and more than 65% lower than the 2004-08 average. Motorcyclist KSI’s in DCC’s area in 2010 fell more than 37% compared with the 2009 figure.

Summary of results

<table>
<thead>
<tr>
<th>Measure</th>
<th>Baseline</th>
<th>Target</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of the Dorset Citizen’s Panel who consider the current level of roads policing in Dorset is “about right”</td>
<td>45%</td>
<td>60%</td>
<td>51%</td>
</tr>
<tr>
<td>Percentage of the Dorset Citizen’s Panel who consider their driving behaviour is always or usually affected by the presence or likely presence of police traffic patrols</td>
<td>59%</td>
<td>75%</td>
<td>64%</td>
</tr>
<tr>
<td>Percentage of the public who recognize the “no excuse” brand</td>
<td>0%</td>
<td>75%</td>
<td>84%</td>
</tr>
<tr>
<td>Average daily number of Officer Issued Tickets given for driving offences by the dedicated “no excuse” team</td>
<td>39</td>
<td>35</td>
<td>32</td>
</tr>
<tr>
<td>Number of people killed or seriously injured comparing 2004/08 average with 2010 calendar year figures *Provisional</td>
<td>276</td>
<td>196</td>
<td>213*</td>
</tr>
</tbody>
</table>

*Provisional
5. Discussion

Although KSI reduction was originally a primary “aim” of the project, it is now agreed by Dorset Road Safe partners that it is more an overarching “goal” and that “no excuse” aims to contribute towards this goal. The provisional casualty statistics for 2010 reveal a significant reduction in KSI’s compared to 2009. To what degree we can attribute this encouraging result to the “no excuse” project must be considered in the light of other external factors such as:

- the effect of the government’s car scrappage scheme, which may have reduced the number of older vehicles on the road and replaced them with newer vehicles with additional safety features and better crash protection
- the effects of several periods of severe winter weather at the beginning and end of 2010 where KSI monthly figures were significantly lower than the average for the rest of the year, possibly due to fewer journeys being undertaken and the lower average speeds associated with snow and ice conditions
- the downturn in the economy in general resulting in fewer journeys as a result of higher fuel costs, possibly lower average speeds as drivers try to reduce fuel consumption and the lower exposure to risk as a result
- the effects of other national campaigns and long-running local road user education and training interventions and engineering improvements

Taking account of these extraneous factors, it would be difficult to argue that the “no excuse” project is the main reason for the fall in KSI casualties. Even so, we can more confidently say that a large proportion of the Dorset public is aware of the project and the main road safety behaviours it is trying to address.

The range and number of excuses given by the public in the form of “snippets” collected by the police officers has enabled the project team to give the media a steady flow of material that has maintained public interest. As the project has progressed, police officers have commented on the increasing number of drivers who acknowledge they have “no excuse” for committing their driving offence. This is encouraging anecdotal evidence as it suggests that fewer people may look to excuse their behaviour. The number of “snippets” being reported by officers has also reduced but the reasons for this are not yet clear.

Increasing support from local people is evident as the enforcement continues. In several cases refreshments have been offered by members of the public to the officers on “no excuse” duty.

One interesting and unplanned outcome of the additional enforcement is that the number of motoring offences detected by police officers not assigned to “no excuse” has increased significantly. There is as yet no clear indication why this has happened but it is a positive outcome in terms of increased roads policing as this is something that almost 40% of the Dorset Citizen’s Panel respondents wanted to see more of. Although almost a third of respondents still believe there is still too little roads policing in Dorset, the figure has fallen by almost 7% compared to the results in the survey undertaken before “no excuse” was launched. A good deal of the additional “no excuse” policing has been covert and this may be one of the reasons why public perceptions of the levels of enforcement have not changed as much as was hoped.

Although there has been a small (5.3%) increase in the proportion of the Dorset driving public who said their driving behaviour is “usually” or “always” affected by the presence or likely presence of police traffic patrols, it is now acknowledged that the wording of the question is ambiguous. Almost 16% of those questioned answered “never” to this question, which either suggests they don’t care about the presence of patrol cars or they believe they are law abiding motorists and don’t need to alter their driving...
behaviour when they see a police traffic patrol. The levels of brand awareness achieved have exceeded expectations. It is felt that the long-term deployment of 125 “Caught? no excuse” signs on all the Speed Indictor Device posts throughout the county has played a significant part in raising and retaining awareness of

The commercials that were produced and aired simultaneously on four of the six main radio stations covering Dorset appear to have been well received by those who heard them. Anecdotal comments suggested the “We haven’t met” commercials were the most thought provoking. These used the real voices of emergency services personnel recounting their experience of dealing with real incidents that had taken place in Dorset and included a paramedic, a police officer, a fire and rescue officer and an A&E consultant surgeon. (See Appendix K “We haven’t met” scripts) The cost of production and air time for commercial radio advertising compared to other advertising mediums does raise questions about value for money, as brand awareness levels achieved through radio were disappointingly low.

The number of visitor hits on the dedicated “no excuse” pages on the newly created Dorset Road Safe website8 www.dorsetroadsafe.org have been disappointing. Sadly, the data for the number of visitors to the site in the first few months were not captured due to technical problems and the person appointed to co-ordinate editorial on the site left in June 2010. A volunteer from within the Dorset Road Safe partners to take on this role was not found until the late autumn, which meant the site had largely been left dormant for several months. A further complication has been the decision by the Dorset Road Safe strategic partnership to rebrand the former Dorset Safety Camera Partnership (DSCP) as Dorset Road Safe - enforcement. It already had its own website and the decision has been taken to transfer all the content from the existing Dorset Road Safe website, which includes the dedicated “no excuse” pages, to a newly registered site: www.dorsetroadsafe.org.uk

As part of the communications plan, a professional DVD was commissioned that recreated one of the “We haven’t met” radio

Figure 7 “Caught? No excuse” sign deployed on each of the 125 Speed Indicator Device posts

Some 87% of the public recall seeing “no excuse” branding on these signs and anecdotal comments suggest they are supportive of this means of reminding drivers about the project. This element of the communications strategy has worked very well, however, great care still needs to be taken to ensure those who ask the brand awareness questions during the Surround A Town events do not give prompts or show a list of possible answers.

Radio advertising appears to have been less successful in terms of public recall of the brand with fewer than 7% of the public citing this as a medium where they had seen or heard about “no excuse”. The figures do however vary from District to District with the Weymouth & Portland Borough and West Dorset District Council areas recording the highest recall figures for radio. This may be due to the fact that the local commercial radio station in this area, Wessex FM, has little local competition and that “no excuse” was used to sponsor regular traffic and travel updates on

8 http://www.dorsetroadsafe.org/index.php
script scenarios and was posted on the website\(^9\) and via “youtube”. This was a high quality production, which in terms of value for money has yet to prove its worth. Although it has been made available by partners to all sixth forms and the wider community, there is no available feedback as yet on its effectiveness.

One of the key actions for the future of “no excuse” is to ensure better use is made of the web and social networking sites, where some of the high quality materials produced for “no excuse” can receive a greater public airing and be evaluated properly.

Newspaper coverage has been sustained throughout the year and a quarter of those asked said they recall having read about the project in the local press. Regularly feeding the press with examples of the more bizarre excuses given by drivers after they have been stopped by the police for committing motoring offences, together with an update on the running total of offences detected appears to have sustained press interest. As there is no “fee” for issuing a press release, any coverage in the newspapers is very good value. Use was made of reduced-cost advertising space on the front and inside pages of several local newspapers to supplement the “free” editorial generated by the press releases. Editors appeared to appreciate that some of the financial investment in “no excuse” advertising came their way. Regular positive reporting of the campaign may have had some influence on the public’s perception of the reasons for the additional enforcement. Newspaper website blog comments made by the public have generally been supportive of “no excuse”.

Bus-back, bill-board, phone kiosk and bus stop advertising appears to have been a modest success in terms of brand awareness in the areas where it was used, but as with radio advertising, it is very costly and seemingly not as effective in terms of public recall as the deployment of the “Caught? no excuse” roadside signs.

It is encouraging to note that the public appear to understand and recall what the main road safety messages are within “no excuse”. The increased level of association between poor driver behaviour and “no excuse” was evident during face to face surveys carried out during the later Surround A Town events. The reported level of mobile phone use is a common unprompted theme of discussion.

Although drink/drug driving is one of the “fatal four” themes within “no excuse”, it has not had as much press coverage as the mobile phone and seatbelt offences. This may be due to

\(^9\) http://www.dorsetroadsafe.org/index.php?ref=54
the fact that there are traditionally two major enforcement periods for drink/drive – July and December, and less attention was paid to this in the regular monthly press releases outside of these periods.

It is unfortunate that sufficient accurate baseline data for seatbelt wearing and mobile phone use rates was not available until October 2010. There was already local data available for child seatbelt wearing rates on the school run but wearing rates amongst male drivers and mobile phone use rates were not available locally. National survey data (DfT 2007) suggested a seatbelt wearing rate of 94% amongst drivers. The baseline data from the Dorset survey undertaken in Oct 2010 suggested a figure of 92%. A further survey will be undertaken in May 2011. One interesting set of results from the Dorset survey in October 2010 showed an exceptionally high non-wearing rate at two of the 25 locations. It later transpired that the recording technique used at these two locations was different to that used at other locations. A return visit to one of the sites using the agreed method of recording returned a figure that was around the average for all the sites, confirming how important it is to ensure data collection methods are robust.

A weakness of the evaluation design chosen has been that not all of the original respondents in the Dorset Citizen’s Panel were believed to be the same people who answered the survey a year later. It is understood that about a third of the members of the Citizen’s Panel are regularly replaced with new members each year.

With the benefit of hindsight it is clear that some of the wording used in the Dorset Citizen’s Panel surveys and the way the questions have been posed to the public at various events need to be reviewed so as to avoid ambiguity. Various improvements to the survey forms have been made (See Appendix E-H). This has included the addition of a made up logo as a “placebo”, to guage whether public responses are genuine. (See Appendix H)

Whether the Dorset public feel there is a greater traffic police presence on the roads or if they perceive a greater risk of being caught, has yet to be clearly established.

Having a dedicated project manager to oversee the delivery and co-ordination of the project has been crucial to its success. What worked particularly well in terms of project delivery was the regular feeding to the local media of the rolling total of traffic offence data supported by “excuse snippets”. There has been significant media coverage of the project at a local level but it has also achieved national TV exposure twice, via BBC Breakfast plus coverage in the International press10. The communications strategy and its emphasis on developing and maintaining a good open working relationship with the local media is a particular strength of the project.

More than a dozen other local authorities and police forces have enquired about the project and there has been a number of requests to replicate the “no excuse” logo and signing in their areas.

Other partner agencies have asked to be more involved in the project, which is extremely encouraging and shows how the partnership approach is being developed in Dorset.

Detecting seatbelt and mobile phone offences rely on police officers’ good vision and the use of covert vehicles. With impending cutbacks, Dorset Police is experimenting with newly acquired laser camera technology plus widening the use of VASCAR fitted to covert motorbikes to ensure detection rates for these offences are maintained.

10 http://www.nytimes.com/2010/02/19/world/europe/19weymouth.html?_r=1
6. Conclusion

It would be difficult to argue that the “no excuse” project is the main reason for the encouraging fall in KSI casualties in Dorset County Council’s area in 2010, but the project team considers that it has been a very positive intervention based on the interim outcomes. Its key strength has been the excellent partnership working arrangements that have enabled each partner to lead on the most appropriate interventions using their skills and experience but also lend support to others in theirs. Having well-defined roles and working to strengths has made project delivery efficient.

The exceptionally high brand recognition figures and the public’s apparently good understanding of the road safety behaviours being targeted through “no excuse” have been very encouraging and suggest the communications strategy has worked well so far.

It is less easy to argue the project’s effectiveness in influencing driver behaviour. Although the interim results suggest a marked reduction in the number of offences being detected by the “no excuse” enforcement team, further work needs to be undertaken to ensure any comparison in monthly data is robust. Further evaluation using focus group discussions and one to one in-depth interviews needs to be carried out if we are to evidence a link between a perceived increased risk of being caught and actual changed attitude and behaviour. The three questions that still remain are:

- do members of the public actually believe there is significantly more traffic enforcement on Dorset’s roads?
- do they believe the likelihood of being caught is greater?
- if so, have they altered their driving behaviour as a result?

Funding has provisionally been approved to extend the project till December 2011. This is an acknowledgement that the project has potential to achieve further positive outcomes and is an efficient and effective use of resources.

With the use of developing enforcement technology, it will be crucial to make the public believe that enforcement is being stepped up rather than scaled back and that they are even more likely to be caught anywhere, anytime.

Finally, it is felt that “no excuse” has played an important role in raising awareness that road safety is every road user’s responsibility and that simply giving an “excuse” for committing a driving offence does not make it acceptable.
7. Recommendations

Incorporate the “no excuse” enforcement model into mainstream roads policing in Dorset throughout 2011 so that this intervention is at less risk of being withdrawn due to lack of funds in the future.

Focus the additional enforcement on covert and overt policing on routes where local intelligence/evidence points to continued road user behaviour problems.

Develop the advertising/publicity elements of the project that are considered to have been the most cost-effective in terms of public recall.

Increase the frequency of press notices released to the media in order to influence the public perception that the project is continuing and that enforcement is being increased.

Continue to gather case studies and publicise examples of “excuses” given by the motoring public in order to positively influence the belief that road safety is everyone’s responsibility and that excuses will not be accepted.

Consider use of in-depth interviews and focus groups that can be used to better evaluate the effectiveness of the “no excuse” project, possibly through the development of a Dorset Road Safe public forum.

Review the wording of the questions in future surveys to ensure they are neither leading nor mis-leading to ensure the qualitative and quantitative data gathered is robust, accurate and meaningful.

Undertake an in-depth analysis of where the KSI reductions have been achieved (rural or urban areas) and for which specific road user groups.

Continue to share the knowledge gained from this interim evaluation with colleagues regionally and nationally.
8. References


Appendices

Appendix A
Summary of ‘No Excuse’ Officer Issued Tickets (OITs) by offence, gender, age group and post code. Jan 2010 - Jan 2011

Appendix B
Dorset Citizen’s Panel Results Oct 2009/Oct 2010

Appendix C
Paid-for ‘no excuse’ advertising schedule 2010

Appendix D
‘No Excuse’ Snippets

Appendix E
Brand awareness questions asked at driver awareness/refresher sessions (V.1) - Jan/Feb 2010

Appendix F
Brand awareness questions asked at driver awareness/refresher sessions (V.2) - March 2010

Appendix G
Survey questionnaire used for Surround A Town events (V.1) - May 2010

Appendix H
Survey Questionnaire used for Surround A Town events (V.2) - Nov 2010 Evaluation form for ‘no excuse’ campaign

Appendix I
Surround A Town event questionnaire - partner agency feedback form

Appendix J
Surround A Town event 19 May 2010 - summary of public comments

Appendix K
Radio scripts – “We haven’t met”

Appendix L
‘No excuse’ artwork examples

Appendix M
Dorset Road Safe Strategic Assessment - April 2009
Appendix A - Summary of ‘No Excuse’ Officer Issued Tickets (OITs) by offence, gender, age group and post code. Jan 2010 - Jan 2011

In the first 12 months of “no excuse” enforcement there were 7,381 Mobile Safety Camera Van offences processed and 9,249 Officer Issued Tickets (OIT’s) processed giving a total of 16,630 Traffic Offences processed. This report concentrates on the OIT’s.

Within this report the figures provided are those gained from the OIT’s issued for Project ‘no excuse’ (coded as PNE) and processed through the Central Ticket Office.

Offences committed across all PNE Sectors

**Offences Committed**

- Mobile phone: 14%
- Seatbelt: 34%
- Speed: 47%
- Other: 5%

The three main offences that have been detected by the no excuse enforcement team in percentage order are Speed, Seatbelt and Mobile Phone offences. Other offences include No MOT, Vehicle Excise Licence, Driving without Proper Control, Driving without Proper View etc.

Each of the four groups of offences above by gender.

**Who are committing offences in Dorset?**

As can be seen from the charts above and taking into account the general road user demographic male drivers commit the majority of offences.

**What age groups committed most offences?**

The chart above shows that those committing the most mobile phone offences are between 30 and 49 years of age with the 30 to 39 year old group committing 33% of all mobile phone offences.

The 40 to 49 year old age group show as committing most of the speeding offences.

It is interesting to note that whilst those in the youngest age group are committing the highest percentage of the seatbelt offences it is shown that as the age increases the number of seatbelt offences decreases.
Further analysis shows that males are committing the highest percentage of all of the seatbelt offences.

<table>
<thead>
<tr>
<th>Age group</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 - 29</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>30 - 39</td>
<td>11%</td>
<td>89%</td>
</tr>
<tr>
<td>40 - 49</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>50 - 59</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>60 - 69</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>70 +</td>
<td>22%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Where do those committing offences in Dorset originate? To give a general location for offenders the first two letters of the postcode have been used – more in-depth analysis is possible.

- **Speed**: 47% BH, 28% DT, 3% SP, 4% SO, 3% Other
- **Mobile phone**: 54% BH, 19% DT, 13% SP, 4% SO, 4% Other
- **Seatbelt**: 57% BH, 21% DT, 5% SP, 5% SO, 4% Other
Appendix B - Dorset Citizen’s Panel Results Oct 2009/Oct 2010

**B1. What is your view of the current level of road traffic enforcement in Dorset through Police Traffic Patrols?**
(All respondents Driver/Non-Driver) Survey undertaken Oct 2009 and repeated Oct 2010

<table>
<thead>
<tr>
<th></th>
<th>Driver 2009</th>
<th>Driver 2010</th>
<th>% change</th>
<th>Non Driver 2009</th>
<th>Non Driver 2010</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too many</td>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>70</td>
<td>4.5%</td>
<td>109</td>
<td>6.5%</td>
<td>5</td>
<td>2.0%</td>
</tr>
<tr>
<td></td>
<td>-3.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>About right</td>
<td>697</td>
<td>44.6%</td>
<td>854</td>
<td>51.3%</td>
<td>29</td>
<td>32.2%</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>75</td>
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<td></td>
<td>4.9%</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Too few</td>
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<td>39.2%</td>
<td>544</td>
<td>32.7%</td>
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<td></td>
<td>74</td>
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</tr>
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<td></td>
<td>-1.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know / no opinion</td>
<td>182</td>
<td>11.7%</td>
<td>158</td>
<td>9.5%</td>
<td>-2.2%</td>
<td>24</td>
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<tr>
<td>Total</td>
<td>1562</td>
<td>100%</td>
<td>1665</td>
<td>100%</td>
<td>90</td>
<td>100%</td>
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</table>

**B1.1 What is your view of the current level of road traffic enforcement in Dorset through Police Traffic Patrols? (By District Area)**
District figures available for Oct 2010 only

<table>
<thead>
<tr>
<th>District</th>
<th>Christchurch</th>
<th>East Dorset</th>
<th>North Dorset</th>
<th>Purbeck</th>
<th>West Dorset</th>
<th>Weymouth and Portland</th>
</tr>
</thead>
<tbody>
<tr>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
<td>f</td>
</tr>
<tr>
<td>Too many</td>
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<td>4.8%</td>
<td>21</td>
<td>6.9%</td>
<td>15</td>
<td>4.1%</td>
</tr>
<tr>
<td>About right</td>
<td>188</td>
<td>50.0%</td>
<td>152</td>
<td>49.8%</td>
<td>195</td>
<td>53.0%</td>
</tr>
<tr>
<td>Too few</td>
<td>128</td>
<td>34.0%</td>
<td>101</td>
<td>33.1%</td>
<td>127</td>
<td>34.5%</td>
</tr>
<tr>
<td>Don’t know / no opinion</td>
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<td>31</td>
<td>10.2%</td>
<td>31</td>
<td>8.4%</td>
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<tr>
<td>Total</td>
<td>376</td>
<td>100.0%</td>
<td>305</td>
<td>100.0%</td>
<td>368</td>
<td>100.0%</td>
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### B2. To what extent is your driving behaviour affected by the presence, or likely presence of Police Traffic Patrols? (All respondents Driver/Non-Driver) Survey undertaken Oct 2009 and repeated Oct 2010

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<thead>
<tr>
<th></th>
<th>Driver 2009</th>
<th>2010</th>
<th>% change</th>
<th>Driver 2009</th>
<th>2010</th>
<th>% change</th>
<th>Non Driver 2009</th>
<th>2010</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>574</td>
<td>36.7%</td>
<td>685</td>
<td>41.2%</td>
<td>4.5%</td>
<td>9</td>
<td>10.7%</td>
<td>24</td>
<td>12.7%</td>
</tr>
<tr>
<td>Usually</td>
<td>343</td>
<td>21.9%</td>
<td>378</td>
<td>22.7%</td>
<td>0.8%</td>
<td>4</td>
<td>4.8%</td>
<td>17</td>
<td>9.0%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>308</td>
<td>19.7%</td>
<td>309</td>
<td>18.6%</td>
<td>-1.1%</td>
<td>6</td>
<td>7.1%</td>
<td>14</td>
<td>7.4%</td>
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<td>Never</td>
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<td>15.1%</td>
<td>263</td>
<td>15.8%</td>
<td>0.7%</td>
<td>11</td>
<td>13.1%</td>
<td>16</td>
<td>8.5%</td>
</tr>
<tr>
<td>Don’t know / no opinion</td>
<td>104</td>
<td>6.6%</td>
<td>29</td>
<td>1.7%</td>
<td>-4.9%</td>
<td>54</td>
<td>64.3%</td>
<td>118</td>
<td>62.4%</td>
</tr>
<tr>
<td>Total</td>
<td>1565</td>
<td>100%</td>
<td>1664</td>
<td>100%</td>
<td></td>
<td>84</td>
<td>100%</td>
<td>189</td>
<td>100%</td>
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### B2.1 To what extent is your driving behaviour affected by the presence, or likely presence of Police Traffic Patrols? (By District Area) District figures available for Oct 2010 only

<table>
<thead>
<tr>
<th>District area</th>
<th>Christchurch</th>
<th>East Dorset</th>
<th>North Dorset</th>
<th>Purbeck</th>
<th>West Dorset</th>
<th>Weymouth and Portland</th>
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<tr>
<td>Always</td>
<td>150 40.1%</td>
<td>129 42.2%</td>
<td>143 39.3%</td>
<td>105 38.2%</td>
<td>103 38.6%</td>
<td>77 29.5%</td>
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<tr>
<td>Usually</td>
<td>72 19.3%</td>
<td>71 23.2%</td>
<td>80 22.0%</td>
<td>72 26.2%</td>
<td>58 21.7%</td>
<td>42 16.1%</td>
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<tr>
<td>Sometimes</td>
<td>56 15.0%</td>
<td>54 17.6%</td>
<td>69 19.0%</td>
<td>52 18.9%</td>
<td>42 15.7%</td>
<td>49 18.8%</td>
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<tr>
<td>Never</td>
<td>64 17.1%</td>
<td>40 13.1%</td>
<td>54 14.8%</td>
<td>30 10.9%</td>
<td>36 13.5%</td>
<td>50 19.2%</td>
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<tr>
<td>Don’t know / no opinion</td>
<td>32 8.6%</td>
<td>12 3.9%</td>
<td>18 4.9%</td>
<td>16 5.8%</td>
<td>28 10.5%</td>
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<td>Total</td>
<td>374 100.0%</td>
<td>306 100.0%</td>
<td>364 100.0%</td>
<td>275 100.0%</td>
<td>267 100.0%</td>
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B3. Have you seen or heard about the Dorset Road Safe “No Excuse” campaign? District figures available for Oct 2010 only

<table>
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<tr>
<th></th>
<th>Christchurch</th>
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<th>North Dorset</th>
<th>Purbeck</th>
<th>West Dorset</th>
<th>Weymouth and Portland</th>
</tr>
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<td>Yes</td>
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<tr>
<td>No</td>
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B3.1 If Yes, where have you seen or heard about “No Excuse”? (Tick all that apply) District figures available for Oct 2010 only

<table>
<thead>
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<th>East Dorset</th>
<th>North Dorset</th>
<th>Purbeck</th>
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<tr>
<td></td>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
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<tr>
<td>Roadside adverts/signs</td>
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<td>Bus back posters</td>
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<td>Billboards</td>
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<td>Newspapers</td>
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<td>TV</td>
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<td>Posters</td>
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<td>16.8%</td>
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<td>Purbeck</td>
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<td>Weymouth and Portland</td>
</tr>
<tr>
<td>--------------------------------</td>
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<td></td>
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<td>%</td>
<td>f</td>
<td>%</td>
<td>f</td>
<td>%</td>
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<td>Seatbelt wearing</td>
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<td>Mobile phone use whilst driving</td>
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<td>76.2%</td>
<td>175</td>
<td>69.2%</td>
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<tr>
<td>Inappropriate speed</td>
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<td>87.3%</td>
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<tr>
<td>Drink/drug driving</td>
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<td>50.4%</td>
<td>121</td>
<td>47.8%</td>
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<td>Bad or careless driving</td>
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<td>48.0%</td>
<td>100</td>
<td>39.5%</td>
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<td>52.9%</td>
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<tr>
<td>Driving distractions</td>
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<td>25.4%</td>
<td>75</td>
<td>29.6%</td>
<td>100</td>
<td>34.4%</td>
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<tr>
<td>Other</td>
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<td>2.9%</td>
<td>4</td>
<td>1.6%</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>244</td>
<td></td>
<td>253</td>
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</tr>
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</table>
## Appendix C - Paid-for ‘no excuse’ advertising schedule 2010

<table>
<thead>
<tr>
<th>Theme</th>
<th>Advertisement medium</th>
<th>Advertising medium</th>
<th>Advertising medium</th>
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<tbody>
<tr>
<td>Traffic/Travel sponsorship</td>
<td>Radio – Wessex, FM &amp; Fire FM</td>
<td>Radio – Heart FM</td>
<td>Radio – Wessex, FM &amp; Fire FM</td>
<td>Radio – Heart FM</td>
</tr>
<tr>
<td>Roadside billboards – various locations</td>
<td>Radio – Heart FM</td>
<td>Radio – Wessex, Fire, Mid West</td>
<td>Radio – Heart FM</td>
<td>Radio – Wessex, Fire, Mid West</td>
</tr>
<tr>
<td>Distractions - excuses</td>
<td>Radio ads on Wessex, Fire, Mid West</td>
<td>Radio – Heart FM</td>
<td>Roadside billboards, phone kiosks and bus stops various locations</td>
<td>Full page adverts in Dorset Echo/ Western Gazette/Blackmore Vale</td>
</tr>
<tr>
<td>Distractions - excuses</td>
<td>Radio &amp; Heart</td>
<td>Bus backs – various routes</td>
<td>Bus backs – various routes</td>
<td>Bus backs – various routes</td>
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<tr>
<td>Caught? No excuse</td>
<td>Deployment of roadside signs on 125 SID posts – rotated every 12 weeks</td>
<td>Radio - Heart FM</td>
<td>Bus backs – various routes</td>
<td>Bus backs – various routes</td>
</tr>
<tr>
<td>Caught? No excuse</td>
<td>A3/A4 posters</td>
<td>Radio adverts on Wessex, Fire, Mid West, Heart FM</td>
<td>Bus backs – various routes</td>
<td>Bus backs – various routes</td>
</tr>
<tr>
<td>Caught? No excuse</td>
<td>Radio adverts on Wessex, Fire, Mid West, Heart FM</td>
<td>Bus backs – various routes</td>
<td>Bus backs – various routes</td>
<td>Bus backs – various routes</td>
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<tr>
<td>Caught? Advert</td>
<td>Roadside billboards, phone kiosks and bus stops various locations</td>
<td>Full page adverts in Dorset Echo/ Western Gazette/Blackmore Vale</td>
<td>Phone kiosk adverts various locations</td>
<td>Phone kiosk adverts various locations</td>
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<tr>
<td>We haven’t met – emergency services</td>
<td>We haven’t met – emergency services</td>
<td>We haven’t met – emergency services</td>
<td>We haven’t met – emergency services</td>
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<td>We haven’t met – emergency services</td>
<td>We haven’t met – emergency services</td>
<td>We haven’t met – emergency services</td>
</tr>
<tr>
<td>Seat belt/Mobile phone offences</td>
<td>Seat belt/Mobile phone offences</td>
<td>Seat belt/Mobile phone offences</td>
<td>Seat belt/Mobile phone offences</td>
<td>Seat belt/Mobile phone offences</td>
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<tr>
<td>Real excuses</td>
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<td>Real excuses</td>
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Appendix D - “No Excuse” Snippets
(Examples of excuses for offences given by members of the public to Dorset Police
Traffic Officers involved in the “no excuse” project Jan – Dec 2010)

Mobile phones
One lady driver passed the team whilst on her phone; she didn’t see the officers or the flashing
lights as she continued down the road at just over 40 (in a 30). When she stopped she said that
she was rushing for the train and had to make a phone call to save time. She didn’t save any
time and had to wait for the next train one hour later. She took it very well and even asked if
she could help the officers for the hour she had to wait.

A driver referred to his outrage when watching TV programmes about people using mobile
phones whilst driving, but still answered his when it rang.

A JCB driver told officers that he should be let off for using his mobile phone – as he was
driving slowly. He wasn’t let off.

One driver caught for using his mobile phone while driving stated that he considered the offer
of a re-education course as too lenient for the offence. He took the offer and will hopefully
mend his ways.

A gentleman tried to make the excuse that he wasn’t on his mobile when officers thought he was.
After some prompting from the officers, he uttered the immortal words, “It’s a fair cop”, accepted
there was no excuse and produced the other mobile phone he had in fact used to make a call. The
gentleman will have the chance to benefit from taking part in a road safety awareness course.

A van driver passed us and I could clearly see a blue screen in front of him so he was stopped. I
asked is there any reason you were using your mobile phone. He replied, “I wasn’t on my phone
– I had the laptop open on my lap and was reading that.”

Seatbelts
A female driver caught for not wearing her seatbelt told officers, “I just had a spray-on tan
applied and I don’t want to smudge it.”

A driver was spotted not wearing a seatbelt so when the officer stopped him and said the usual,
“do you know why I have stopped you”, he replied, “yeah, I know I shouldn’t be texting whilst
driving, I’m an idiot”. He talked himself into 2 tickets.

A car was stopped as the female front seat passenger was not wearing a seatbelt. She told
officers that she didn’t wear a seatbelt as she didn’t want to pose any risk to her (very visible)
pregnancy…as she took a drag on a cigarette.

At 0900 hours a man was stopped for not wearing a seatbelt. It transpired he was wanted by
the Met Police for ‘Fraud by Misrepresentation’, so he was arrested. The male stated he was
a car dealer so his insurance company was contacted and they confirmed they had cancelled
his policy for non payment in June. He was therefore dealt with in custody for the outstanding
warrant and then had his car seized for no insurance. Not a happy chap!

A man behind the wheel of a Volkswagen horsebox said he was not wearing his seatbelt
because he was late – and it was stuck under his engine cover.
A man driving a white van said he wasn’t bothered being caught for not wearing his seatbelt as there were no points and the fine could be passed on to customers. Following his attendance on the seatbelt referral course, he blamed his failure to wear a seatbelt on a lack of advance warning by the police.

A lorry driver obviously couldn’t calculate distance as he was given a ticket for not wearing a seatbelt. He gave the excuse, “But I only travelled a short distance”. Or as recorded on the ticket, “over a mile”.

**Speed**

A man said he was speeding because he was a stranger to the county and was confused by the road signs. An unimpressed officer pointed out that speed limit signs are the same all over the country.

The ‘no excuse’ officers were giving a lady a speeding ticket for doing 39mph in a 30 zone when she grumpily complained that it was very sneaky that the officers were wearing blue uniforms and how did they expect her to see them? The officers pointed out that at the time they had stood outside the park they had not seen one child wearing fluorescent clothing, so how did she expect to see them? She got back in her car and said no more.

One young driver had a very good excuse for driving too fast, he was late for work. He was asked what time he was due to start his shift and he replied 6AM, as it was now 10.30AM a few minutes more really wasn’t going to make too much difference.

When stopped for speeding, a driver asked, “Are you the officer that just stopped me?” It transpired he’d only just be caught by another ‘no excuse’ officer further up the road!

Police officers driving an unmarked vehicle took no excuse when a gentleman driving his Ferrari overtook them at 80mph in a 50mph zone. The driver will soon be trying to explain to a magistrate why he thought this was acceptable – and also why he was missing his tax disc.

One lady was stopped for speeding and clearly had mental health issues. Her mother was contacted and was very pleased that officers had stopped her as she had been missing all morning.

A marked police motorcycle came upon a light goods vehicle exceeding the speed limit (travelling at 89mph rather than the 60mph his vehicle was limited to travel at). The officer tried to let the van driver know he wanted to talk to him by using his blue lights, then flashing his headlights. When that didn’t work, the siren was added and eventually the van pulled over. On approaching the driver, the officer realised what the problem was – the driver was on his mobile phone. The driver politely accepted there was no excuse for both offences.

One gentleman when stopped for exceeding the speed limit on his motorcycle accepted he was over the speed limit when the officers pointed it out but was not so happy when the officers also pointed out he had no tax and no MOT - an expensive Sunday trip out.

A young driver was stopped and stated he was “only doing 70” - the 70 was in fact 104.72 - he was left pondering what he was going to say to the Magistrate.

On stopping a taxi driver for speeding the driver stated the officer should have been stood on the roadside and not hiding round a corner – the officer had to point out two issues, one that he shouldn’t have been exceeding the speed limit whether the officer was visible or not and two at 6 foot 3 tall, wearing a fluorescent top and white hat the officer wasn’t easy to hide.
General

One gentleman was stopped whilst drinking from a can of special brew plus using his mobile and not wearing a seatbelt - his day was made when it also proved he was uninsured - a lot to explain to the Magistrate.

A bike rider took both hands off of the handlebars to give a double ‘thumbs up’ to his mate travelling in the opposite direction. He got a ‘thumbs down’ from the ‘no excuse’ officer watching him, and a ticket to go with it.

A gent was stopped driving a van whilst holding a coffee mug in both hands, so both were off the steering wheel. His excuse was “I was warming my hands because they were cold” – no excuse.

A lady driver tried to explain to the ‘no excuse’ officers that she was still fully in control of the vehicle despite having both hands waving wildly about in the car and out the windows as she tried to shoo a fly out of her car.

A lady was watched by amazed officers as she took both hands off the steering wheel to smooth her unruly, long, blonde hair while driving. Her in-car grooming is going to cost her a minimum of a £60 ticket.

A lady resorted to tears when she was caught speeding in the morning and not wearing her seatbelt in the afternoon. The waterworks didn’t work and she now has two tickets.

A driver thought he’d nip down a No Entry road. He had his mind changed for him and received a ticket from officers in the unmarked ‘no excuse’ car parked near the sign.

Two separate drivers learnt that there’s no excuse when they were both found to be driving without proper control of their vehicles. One was driving while using both hands to peel a banana and the other was driving while holding a bag of crisps in one hand and eating the crisps with the other.

A driver was caught steering the car with his elbows while using both hands to roll a cigarette.

One driver performed an impressive wheel spin whilst overtaking one of the patrol vehicles - he was not impressed when he was stopped - he was less impressed when he was then arrested for refusing to take a breath test - at the station he blew over 2.5 times the limit.

When a lady was stopped and told she would have to do an eye test by reading vehicle number plates she replied “Oh no, I won’t be able to read them as these are my reading glasses. My driving glasses are at home. She could read the number plate at 14.8 m with the legal limit being 20m for the newer plates. She was reported for driving with defective eyesight and the DVLA has been notified.

After making an arrest for a driver using a stolen tax disc - the officers noted he’d even written the wrong VRM on the disc – easy target.

A van driver was stopped for eating a banana whilst negotiating a roundabout and turning without indicating, proving he was not in proper control. He thanked me for being understanding and in his words “it’s a fair cop, I shouldn’t have been doing it”.

A council vehicle had stopped for traffic lights which had gone red. He paused for 3 seconds. He then decided to drive through the red light as the traffic joining from the right was some distance away. Unfortunately for him the car behind was an unmarked police vehicle! He disputed it but when shown the video he said, “There’s not much I can say to that other than I’m wrong”.

One motorist was caught driving her car to a garage to repair the faulty bonnet. The bonnet was wide open, with the windscreen almost entirely obscured, while the driver travelled along the road.
Appendix E - Brand awareness questions asked at driver awareness/refresher sessions (V.1) - Jan/Feb 2010

Date: 
Course: 

Tutor: How many people are in attendance? 

Tutor: “Please raise your hand if you have seen or heard this?” (Show the no excuse logo)

Tutor: Count the show of hands and record

Yes No

Tutor: “If you have seen or heard it, can you recall where?” (Count the show of hands and record)

Radio
TV
Newspaper
Road Sign
Other
Appendix F - Brand awareness questions asked at driver awareness/refresh sessions (V.2) - March 2010

Please take a couple of minutes to ask your course attendees the following questions in order that we can accurately evaluate brand recall rates for the ‘no excuse’ campaign. A copy of the logo for question 1 is available on page 2. All boxes must be completed and numbers given.

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes (state)</th>
<th>No (state)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have you <strong>seen</strong> the ‘no excuse’ logo?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. If yes then where?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
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<tr>
<td>Magazine advertising</td>
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<tr>
<td>Newspapers</td>
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<tr>
<td>Billboards</td>
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<td></td>
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<td>Posters</td>
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<td></td>
</tr>
<tr>
<td>Bus Back posters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please state and give numbers)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Have you <strong>heard</strong> the term ‘no excuse’ in relation to road safety?</td>
<td>Yes (state)</td>
<td>No (state)</td>
</tr>
<tr>
<td>4. If yes then where?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please state and give numbers)</td>
<td></td>
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</tr>
</tbody>
</table>

Thank you for taking the time to give this information. It will be used to evaluate the effectiveness of the ‘no excuse’ campaign.
# Appendix G - Survey questionnaire used for Surround A Town events (V.1) - May 2010

1. Do you live in Dorset? | Yes | No |
2. Have you seen or heard the term ‘no excuse’ anywhere in Dorset? (Show logo) | Yes | No |
2a. If yes, where have you seen or heard it? |  |
   - TV |
   - Road side adverts (static or electronic) |
   - Newspapers |
   - Radio |
   - Posters |
   - Road signs |
   - Other (please state where): |
2b (If “yes” answered to Q2), What do you think “no excuse” is mainly about? |  |
   - Road Safety (General) |
   - Bad/Careless driving (General) |
   - Mobile Phones |
   - Seat belts |
   - Drink/Drive |
   - Speed |
   - Other (give details) |
3. Have you noticed an increased police presence on Dorset roads this year? | Yes | No |
4. Are you satisfied with the current level of police enforcement on Dorset roads? | Yes | No |
4b. If not, do you want to see more or less of a police presence on the roads of Dorset? | More | Less |
5. Do you think that the individuals that are driving badly are more likely to be “caught” now that the ‘no excuse’ project is in place? | Yes | No |
6. Does your driving behaviour change in any way if you see a police traffic patrol vehicle whilst you are driving? | Always |
   - Usually |
   - Sometimes |
   - Never |
Appendix H - Survey Questionnaire used for Surround A Town events (V.2) Nov 2010 Evaluation form for ‘no excuse’ campaign

Please take a couple of minutes to answer the following questions in order that we can accurately evaluate brand recall for the ‘no excuse’ campaign.

A copy of the logo for question 1 can be found at the top of this form and around your training centre.

Please ✓ where appropriate.

<table>
<thead>
<tr>
<th>1. Have you seen the ‘no excuse’ logo before today?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. If yes, where have you seen the logo?</td>
<td>TV</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Road side adverts (static or electronic)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Newspapers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Billboards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bus Back posters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other (please state where):</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Have you heard the term ‘no excuse’ in relation to road safety?</th>
<th>Yes</th>
<th>No</th>
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<td>4. If yes then where have you heard it used?</td>
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<td>Other (please state where):</td>
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| 5. Have you seen this logo before? | Yes | No |

Thank you for taking the time to complete this evaluation.
Appendix I - Surround A Town event questionnaire - partner agency feedback form

We would like to take this opportunity to thank you for the support that you have given to the Surround a Town operation – Dorchester – on Wednesday 19th May 2010.

Please could we now ask that you provide us with some feedback so that we can review what happened on the day and tweak what we might do in the future.

| Q1.a) Do you feel that your participation was valued? |
| Q1.b) What makes you feel this way? |

| Q2. What do you feel the public thought of the S.A.T operation? |

| Q3. Do you feel that we met the targets of the day? |
| Q3.a) In what way? |

| Q4. Do you have any further suggestions or comments that you would like to make in relation to the S.A.T operation which we could consider when planning the next S.A.T operation? |
Appendix J - Surround A Town event  19 May 2010 - summary of public comments

**General Comments**

- Why are the events at the football stadium (Seat belt referral session) not being held in the evening, to enable work staff the opportunity to attend after hours?
- Advertise within the Hospital or other venue regarding the event to ensure maximum staff attendance.
- Wife attended a DAS (Driver Awareness Scheme) and thought it was worthwhile
- B3157 Concern about Coast Road more enforcement
- Problems with people not using lights or indicating. New drivers = no passengers for 6 months after test
- More presence needed between 7 – 9 on Yeovil Road
- More SID’s (Speed Indicator Device) less enforcement
- I have been overtaken quite often recently on the section of Dorchester Road where there is the run off to Wey Valley School. Needs more 30 signs to remind people it’s not 40 anymore.
- Keen to see improvements to the A35 Bere to Bakers.
- Target rat runs locally – Church Street, Watery Lane Upwey, Littlemoor Road, Monkton
- State of roads (pot holes) can make roads less safe, Particularly for cyclists, who may need to swerve to avoid pot holes & could cause an accident.
- Don’t agree with the way ‘no excuse’ is being managed, it is finger wagging – it should be collaborative positive engagement within the community
- Feel that the no excuse project is lecturing
- Want to see the end of speed cameras
- SID’s are very helpful
- No excuse signs are a distraction
- Police officers on the beat would be better
- Increased traffic overall = slower speeds
- Bike licence before car helps raise awareness of VRU’s
- SID signs are better
- Roundabouts loss of knowing what to do
- Speed on Herringston Road – really needs attention
- Awareness of cyclists – I don’t feel safe cycling

- Use of mobile phones
- More speed enforcement in Milborne St Andrew
- Would like safer roads for cyclists
- Major problems Top of Town roundabout – mobile phone users whilst driving
- Normandy Way – rat run and high speeds
- Greater emphasis on more serious traffic offences required & less on trivial offences
- Too much emphasis on traffic offences these days!
- More Police presence
- Live in Martinstown & the traffic is always speeding through village
- Winfrith Newburgh resident – concerned about speeding through village
- Delivery drivers on phone – see more of them today
- Look at older drivers ie. bad eyesight, not just young drivers. Also look at roads make them safer especially history of accidents
- Never see Police presence on A37!
- A31 Dangerous – too fast erratic driving!!
- More Police on beat
- Speed cameras definitely making people think twice
- Tricketts Cross sheds or cones in sight line need to be moved
- New stickers that state I am driving at the speed limit BACK OFF

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- New stickers that state I am driving at the speed limit BACK OFF
### Ashley: 37”+ 5” = 43"

**Transcript**

Ashley:

Umm let me tell you about an accident that I err..... went to a couple of years ago. Got a call, just getting dark, there’d been a head on - immediately left the station was confronted by carnage for want of a better word. Motorcyclist and 2 cars had been involved. We were trying to find out who the casualties were and everything else. I think we found or we had to mark areas of the field where we found bits of one of the casualties..and I think we had 22 markers in the field.

Of course my job didn’t stop then I had to go and find who this, who this chap was. I knocked on the door, a small child opened the door and .....I went in spoke to mum told her the bad news.

I’m Ashley a Traffic police officer with the Dorset police

43”

...We haven’t met...Let’s keep it that way.

**Fvo:**

There really is no excuse for bad and careless driving on Dorset’s Roads...No Excuse.

### Tracey: 40” + 6” = 46"

**Transcript**

Tracey:

It was a summer’s evening we got called to a crash - car on it’s roof. As we turned the corner it was like a scene out of a movie...there was people everywhere, there was bits of car everywhere...

We umm came to realise that a lot of people were screaming and there was one person who was not screaming which was the driver of the car - he was face down but he was actually in the parcel shelf. We got him out.... with that someone said the actual speed of the car was probably doing in excess of a hundred...and then someone else was found over a wall.

Then there was a young girl about 19 saying; “help me ! help me! I’m pregnant ” - it transpires that the person driving had a dislocated thumb, the guy that went over the wall has got a brain injury and the girl that was pregnant lost her baby...

I’m Tracey a paramedic with South Western Ambulance Service

46”

...We haven’t met...Let’s keep it that way.

**Fvo:**

Concentrate on your driving...Please! No Excuse.
Diane: 40” + 6” = 46

Transcript

Diane: I was at work when the bells went off. We had a road traffic collision persons trapped. It’s quite a funny feeling but I’m always hoping that it’s not going to be anyone I know.

We arrived on the scene and it was absolute carnage... there were 2 young lads one was the driver who was trapped and his passenger who was in such a bad way he was put onto a stretcher and he was taken away by helicopter... sadly he died in hospital. He was only 18.

The other lad that was driving was absolutely fine apart from cuts and scratches. But it’s actually the ongoing effect of it that sticks in your mind, 'cause he’s got to live with the fact that he killed his best friend. I’m Diane a firefighter with Dorset Fire and Rescue Service.

46” …We haven’t met... Let’s keep it that way.

Fvo: Concentrate on your driving... please! No Excuse.

Rob: ?

Transcript

Rob: I remember a young girl that came in, you know following a high speed crash they ended up colliding head-on both cars doing 60 miles an hour. One of the first things we do as we receive them from the ambulance crew is... take control of their neck and the way we do that is to hold the back of their head. And I can remember going to hold this teenager’s head and her skull was just like a smashed boiled egg... and unfortunately she’d suffered unsurvivable injuries..

I’m Doctor Torak an Emergency consultant at Dorset County Hospital.

39” …We haven’t met... Let’s keep it that way.

Fvo: 258 people were killed or seriously injured on Dorset’s roads last year. There really is no excuse for bad or careless driving... No Excuse.
Appendix L – ‘No excuse’ artwork examples

Mobile and CD: posters and telephone kiosk

Cracking down on bad and careless driving in Dorset.

www.dorsetroadsafe.org
‘We haven’t met’ campaign posters

I’m Diane, we haven’t met. Let’s keep it that way.

258 people were killed or seriously injured on Dorset’s roads last year. I hope you don’t need my help this year.

www.dorsetroadsafe.org

I’m Rob, we haven’t met. Let’s keep it that way.

258 people were killed or seriously injured on Dorset’s roads last year. I hope you don’t need my help this year.

www.dorsetroadsafe.org

I’m Ashley, we haven’t met. Let’s keep it that way.

258 people were killed or seriously injured on Dorset’s roads last year. I hope you don’t need my help this year.

www.dorsetroadsafe.org

I’m Tracey, we haven’t met. Let’s keep it that way.

258 people were killed or seriously injured on Dorset’s roads last year. I hope you don’t need my help this year.

www.dorsetroadsafe.org
We haven’t met. Let’s keep it that way.

258 people were killed or seriously injured on Dorset’s roads last year. We hope you don’t need our help this year.

www.dorsetroadsafe.org
258 people were killed or seriously injured on Dorset’s roads last year. I hope you don’t need my help this year.

‘We haven’t met’ campaign telephone kiosk and 6 sheet

I’m Diane, we haven’t met. Let’s keep it that way.

I’m Rob, we haven’t met. Let’s keep it that way.

258 people were killed or seriously injured on Dorset’s roads last year. I hope you don’t need my help this year.
Caught? no excuse - 48 sheet, 6 sheet and road signage

1 in 3 drivers caught were not wearing a seat belt or were using a mobile phone. That’s shocking. Mobile OFF Seat belt ON

www.dorsetroadsafe.org
Caught? no excuse - sign and banner
Dorset Road Safe Strategic Assessment
April 2009
Final Draft Version 1.2

Date of Production 7th May 2009
Version Number 1.2
Copy Number 1
Owner Pat Garrett / Chief Inspector Nichols
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1.0 Introduction

This document has been prepared within the framework of the National Intelligence Model for the assessment of the threats and opportunities to the county of Dorset. Within this document ‘Dorset’ includes the unitary Boroughs of Bournemouth and Poole.

1.1 Aim and Purpose

The aim of this Dorset Road Safe Strategic Assessment is to help reduce the number of persons killed or seriously injured on Dorset’s roads by giving an accurate overview of both current and long term issues. It will identify common issues derived from a range of accredited documents and data, identify issues of significant relevance to Dorset and assist the Dorset Strategic Road Safety Group with resource allocation decisions that will maximise performance.

This is an initial draft document and will be used as the basis for a more substantial strategic assessment which will be visited and updated every six months, as agreed by Dorset Road Safe members.

1.2 Scope and Coverage

To identify strategic priorities relevant to Dorset.

To predict and describe the emerging and future threats to road safety in Dorset.

To review any approaches taken by other authorities and partnerships regionally and nationally that have had an impact on any of the strategic priorities or emerging threats identified in this assessment.

To make recommendations, where possible, about future analysis, priorities or strategies for further consideration and identify any information gaps.

1.3 Methodology

Review of accredited national and local documents (see bibliography)

Data from AccsMap and local systems have been used to inform this assessment.

Dates used for statistics are for calendar years i.e 01 Jan – 31 Dec unless otherwise stated.

Specific references to individual details have been omitted due to the strategic nature of this document.
1.4 Information Sources Used

- Dorset Police Force Wide System (+CJS) and incident logs
- Buchanan AccsMap
- Open source information has been used as required and is sourced in footnotes or within the text.

1.5 Protective Marking

This document is not protectively marked. Ownership of the final document rests with the Head of Safety, Education and Enforcement Services on behalf of Dorset Road Safe and the Chief Inspector of Specialist Operations, Dorset Police.

2.0 Geographic / Demographic Overview

Dorset comprises of an area of approximately 1,647 square kilometres and has 5,468 kilometres of roads. The resident population currently stands at approximately 708,000 (mid-year estimates for 2007). Dorset is expected to experience a 2.2% growth in population between 2006 and the end of 2012, with an anticipated increase of 12.4% between 2006 and 2031.

The area served by the Force is both urban and rural, with only 6.3% of the county being classified as ‘urban’. Approximately half of Dorset’s 1,647 square kilometres is designated as Areas of Outstanding Natural Beauty and Sites of Special Interest with over 170 miles of coastline.\(^1\)

Dorset’s road infrastructure is made up of approximately 3484.7 kilometres of rural roads. That equates to almost 64% of all Dorset’s roads. (Two thirds of fatal and serious crashes on rural roads happen on 60 or 70mph speed limit roads.\(^2\))

Motorways and Dual Carriageways are recognised as the safest roads. Dorset has no motorways but has significant stretches of dual carriageway (approx 86 kilometres in total) along the main trunk routes of the A31, A35, A303 and A338.

3.0 Reducing Road Casualties by 2010

On average during 2007, 8 people were killed every day on the roads of Great Britain, with nearly ten times as many being seriously injured. The road traffic incidents, which cause these deaths, often occur as a result of a complex set of events and behaviours, many of which can be prevented.\(^3\)

In the year 2000, the Government set new targets for the reduction of road casualties. By the year 2010, the aim is to achieve the following reductions

\(^1\) Policing Plan 2009
\(^2\) www.iamtrust.org.uk/rural
\(^3\) National Road Policing Strategic Assessment 2009
against baselines of the average number of road casualties between 1994 and 1998.

- 40% reduction in the number of people killed or seriously injured (KSI)
- 50% reduction in the number of children killed or seriously injured
- 10% reduction in slight injury casualties

### 3.1 Dorset Overview

Dorset is not currently achieving the first two targets. By the end of 2008 Dorset experienced 4606 KSIs against the Governments target of 3922. In order to achieve this a 34% reduction for 2008 figures is required.

![Comparison of Actual KSI Casualties Against DfT 2010 Targets](image)

This trend is not mirrored for child KSIs. 323 children (15 years and under) were killed or seriously injured on Dorset’s roads between 2000 and 2008 against a Government target of 325. Although to date this target has been achieved it is imperative that the focus firmly remains on continuing to reduce child casualties.
The third target concerning less serious injuries is likely to be achieved and by definition is of less public significance than those involving fatalities or life changing injury.

4.0 National Priorities

The National Strategic Assessment 2009 identifies two key vulnerable road users:

- Young Drivers
- Motorcyclists

The National Road Policing Strategic Assessment also identifies the ‘Fatal Four Concept’ which consists of the following:

- Impaired Driving (drink & drugs)
- Speed
- Seatbelts
- Distraction

The trend in fatal road collisions has decreased nationally over the last ten years. However, a high number of such incidents are still attributed to driver behaviour and the lack of wearing a fitted seatbelt increases the degree of injury and the risk of fatality to those involved.

Whilst driver behaviour is invariably defined as driving too fast for the road conditions or under the influence of alcohol or drugs, it rarely defines the use of a mobile phone as being the actual problem.
Mobile phones usage, in car entertainment (ICE) systems and satellite navigation systems are a cause of distraction for drivers. Despite endurable fixed penalties being introduced in early 2007 for using a mobile phone whilst driving, this does not appear to have discouraged drivers from making, receiving calls and texting.

There has also been a great deal of engineering work undertaken throughout the county to improve Dorset’s roads and to support reduce casualty reduction. Multi-agency site visits follow all fatal collisions to review engineering opportunities and DfT supports the engineering approach which can offer ‘exceptional returns’.

4.1 Strategic Priorities for Dorset

Previous research and analysis has led to the initial identification of 4 Road safety strategic priorities listed below. These priorities have been set in order to achieve outcomes for road safety objectives. They are:-

- Young Drivers / Riders (aged 16 – 25 years)
- Motorcyclists
- ‘Fatal Four Concept’ – Impaired Driving, Speed, Seatbelts, Distraction
- ‘Bad Driving’

4.11 Young Drivers / Riders (aged 16 – 25 years)

This category is over represented in the casualty statistics. Between 2005 and 2008 there were 617 young people killed or seriously injured on Dorset’s roads in traffic collisions.

A third of fatal and serious injury casualties on rural roads are in cars driven by young drivers, twice as many as drivers over the age of 60.4

Male drivers / riders are more at risk than females. Females who were injured were more likely to be passengers in cars driven by males. Males are prone to take greater risks whilst driving and ‘show off’ to their peers. Drivers under 25 have an exceptionally high risk; the risk is greatest for drivers under 20, who are the most inexperienced. The risk of being in a crash peaks immediately after passing the driving test, and declines steadily over the following 12 months and beyond, as new drivers learn from their solo experience.5

Dorset Police community surveys (Policing Plan 2009/10) addressing public concerns show the highest ‘worry’ as speeding and reckless driving (66%). Many incidents are attributed to ‘boy racers’ some of which are motorcycle riders. Anti social driving is a recurring priority at Partners and Community Together (PACT) and equivalent meetings. By effectively targeting these groups of people not only could it impact upon speed reduction and general

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4 [www.iamtrust.org.uk/ruralroads](http://www.iamtrust.org.uk/ruralroads)
5 [www.iamtrust.org.uk/youngdrivers](http://www.iamtrust.org.uk/youngdrivers)
‘bad driving’, but may also contribute to a significant reduction in young people injured on motorcycles.

- In Dorset 26.2% of all drivers killed or seriously injured are apportioned to young drivers.
- Half the 16 – 25 year old casualties in Dorset are attributed to those under 20 years.
- 24.3% of young drivers killed or seriously injured are on motorcycles.
- Almost 60% of young motorcyclists are riding vehicles under a 125cc.

Hypothesis: By focussing on this group, a significant reduction in casualties can be achieved. Current interventions by Dorset Road Safe partners are making a difference and by converging expertise, sharing best practice and agreeing taskings, efficiencies in delivery can be made.

Intelligence Gaps – Further information required around travel patterns and social / cultural trends.

Problem profile be completed for 16 – 25 year olds identifying hotspots and including driver / rider patterns and behaviour.

Education / Training / Publicity – schools, colleges and Bournemouth University targeted for education campaigns.

Dying to Drive.

Safe Drive – Stay Alive.

Letters of road safety awareness to newly qualified young drivers

Enforcement – S165 seizures, S59 warnings and seizures.

Focus given to ‘6 points’ rule for new drivers.

Engineering –

4.12 Motorcyclists / Mopeds

Riders / passengers on more powerful motorcycles are the biggest group of rural road biker deaths and serious injuries.6

The motorcycle KSI rate per mile is 16 times higher than that of car drivers and twice that of pedal cyclists. The South West region has the highest motorcycle fatality rates in the country. The biggest contributory factor to a bikers injuries are speed at point of impact and any street furniture / trees etc that they hit when leaving the bike. 7

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6 www.iamtrust.org.uk/ruralroads
7 South West Public Health Observatory
This motorcycle category can be split into two areas, those who ride as a leisure activity and those who use their machines for commuting or work related purposes. Those who ride for solely leisure purposes are at the highest risk due to lack of practice/road craft and exposure to riding through inclement weather conditions.

Empirical evidence shows that recreational riders become active around April and remain so until October. Regional partners experience similar problems and the nature of our road network, popular bike routes and events mean that riders will cross borders onto unfamiliar roads and traffic conditions.

Recreational bikers tend to be in the 30 – 45 year age bracket and male. Some of them are very experienced bikers having ridden regularly since they were 17 or 18 and some are less experienced, having taken up biking as a new interest. The machines ridden by recreational riders tend to be more powerful than the average commuter rider.

Advanced motorcycle training is widely available and publicised in the motorcycling press. Completion of such training significantly reduces the risk of injury or death. A fact recognised by the Motor Insurance Industry through reduced premiums.

There are a significant number of younger male riders (under 25 years) killed or seriously injured whilst riding motorcycles or mopeds. This age group equate to 35.6% of all those killed or seriously injured on two wheeled vehicles.

With the absence of seatbelts and the secure protection offered from a car, motorcyclists are at greater risk of becoming seriously injured if involved in a road traffic collision. Different levels of protective clothing will also help to determine the extent of the injuries sustained by the rider.

The remaining riders at risk are the commuter riders travelling to either work, college or university. These collisions tend to occur in urban areas involving lower speeds and a significant proportion of these bikes are lower powered mopeds or scooters.

October 2008 saw an increase of 4% in new bike registrations. Motorcycles, moped or scooters will in the current economic climate be an attractive alternative to cars. They are cheaper to buy, insure, tax, maintain and have the advantage of avoiding traffic delays. This may be a contribution to the increase in KSI casualties amongst commuter bikes.

It is nationally recognised that in approximately 50% of two wheeled KSI’s a car driver is to blame. This is recognised in Department for Transport campaigns such as ‘Think Bike’.

---

8 DVLA
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8 DVLA
Hypothesis: An increase will be seen in killed and serious injury collisions involving motorcycles and mopeds.

- 92.3% of riders killed or seriously injured on Dorset’s roads are male.
- 39% of riders killed or seriously injured in Dorset are on bikes over a 500cc

Hypothesis: There is a significant under reporting of two wheeled KSI’s. \(^9\)

Intelligence Gaps – Further information required around commuter travel patterns and ‘hot routes’ identified.

Further research required around the blameworthy rider / driver involved in KSI collisions so that education can be targeted effectively.

Research is required to identify collisions involving students so that a profile can be created and education packages tailored accordingly.

Problem profile required for this road user identifying ‘hot routes’, ages, leisure / commuter rider etc.

Education / Training / Publicity – schools, colleges and Bournemouth University targeted for education campaigns for young riders. Poole Quay ‘Dream Machines’ on Tuesday evenings and ‘Clay Pigeon’ on Wednesday evenings targeted.

BikeSafe

Motorcycle retailers targeted for joined up safety education approach.

Enforcement – Poole Quay ‘Dream Machines’ on Tuesday evenings and ‘Clay Pigeon’ on Wednesday evenings targeted. Schools, colleges and Bournemouth University targeted.

Engineering – Advances in passive safety measures.

4.13 Fatal Four Concept

The ‘Fatal Four Concept’ consists of:

- Impaired Driving
- Speed
- Seatbelts
- Distraction

---

\(^9\) South West Public Health Authority ‘A Heavy Toll’: Road traffic Collisions in the South West
Impaired Driving

If you drive at twice the legal alcohol limit you are at least 30 times more likely to cause a road crash than a driver who hasn’t been drinking.\(^{10}\)

It is estimated that 6% (14,480) of all road casualties during 2007 occurred as a result of someone driving whilst over the legal alcohol limit. The provisional number of alcohol related KSIs during 2007 is 2,220, indicating a 12% (160 casualties) decrease when compared to 2006. Analysis of drink driving collision data for 2006 highlights that drivers under the age of 30 years had the most drink drive accidents. In addition, young drivers (aged 17 to 24) had more drink drive collisions per 100 thousand licence holders and per 100 million miles driven than any other age group.\(^{11}\)

During the 2008 December drink drive campaign 34% of drivers arrested for drink driving offences were under 25 years old. 9% (134) of drivers tested were arrested after a positive test result.\(^{12}\)

There is no immediate evidence to suggest that impaired driving is a significant problem for Dorset at this time despite the British Crime Survey 2005/6 report which states that the South west region has the highest level of illicit drug use in the UK covering an age group of 16 – 59 years. With this in mind, continuous monitoring is advised in order to ensure this does not become a problem on Dorset’s roads.

- 2.9% of breath tests for Dorset taken from KSI collisions between 2005 and 2008 were positive.
- 2.8% of KSI collisions in Dorset had alcohol entered as a contributory factor and 0.3% were drug related

Hypothesis: there are more fatal collisions resulting from impaired driving than currently being recorded due to T10 statistics (police accident report form) not being updated after receipt of a positive toxicology report.

Intelligence Gaps – subject profiles targeted for both summer and Christmas drink drive campaign

Education / Training / Publicity – Campaigns in conjunction with ACPO Enforcement Calendar

Enforcement – NIM compliant positive police enforcement

Engineering –

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\(^{10}\) Department for transport ‘THiNK’ campaign
\(^{11}\) National Strategic Assessment 2009
\(^{12}\) Dorset Police 2008 Christmas drink/drive campaign results
Speed

Analysis of collision causation factors identifies that speed, whether excessive or inappropriate, is a major factor in fatal collisions. Speeding is not an exceptional activity by British drivers and motorcyclists. In 2006, the incidence of any level of speed limit violation was around 50% for car drivers and motorcyclists on motorways, dual carriageways and in 30mph zones. It is respectively 28% and 39% on 40 mph roads and the lowest on non built up areas (11% and 27%.) Safety cameras do their job at the locations identified as high risk but it’s the other areas where the excessive speed is not specifically falling, which require more targeted enforcement. Analysis of excessive / inappropriate speed collisions is required to assist police officers to target the persistent offender.13

Part of the Department of Transport ‘Think’ campaign referred to speed and stated that if you hit a child at 30mph they have an 80% chance of living but if you hit them at 40mph there is an 80% chance they will die.

Safety Camera enforcement has been an effective measure by encouraging drivers to keep within the speed and have contributed to the reduction in KSI numbers. The importance of effective deployment of DSCP Cameras at [collision] ‘Hot Spot’ locations is essential to maintain casualty reductions.14

- 120,148 fixed penalties (including cameras) were issued in Dorset between 2005 and 2008. Most issued were for excess speed on roads with a 30mph speed limit.
- Vehicles travelling too fast for conditions accounts for 4.7% of all contributory factors to KSI collisions and vehicles exceeding speed limit accounts for 3%. Combined this equates to 7.7% in Dorset.

Intelligence Gaps – Problem profile required on roads with speed limits above 40mph.

Education / Training / Publicity – Driver Awareness Scheme

Enforcement – Intelligence led, targeted police enforcement both covert and overt

DSCP / SNT / Traffic have capabilities to cover the spectrum of speed enforcement

Engineering – Continue usage of SIDS, VAS and traffic calming measures

13 National Strategic Assessment 2009
14 DCC 2007
Seatbelts

Figures from the Department for Transport show that every year about 565 people killed in road accidents are not wearing seatbelts. It is estimated that more than 300 of them could be saved by using belts. Therefore it is reasonable to conclude a person is twice as likely to die in a crash if they are not wearing a seatbelt. Nationally seatbelts are a major contributory factor in respect of injury collisions and should be targeted.  

- 6580 fixed penalties were issued in Dorset between 2005 and 2008.
- 2.3% of these fixed penalties were given for children not wearing seat belts.

Intelligence Gaps – Problem profile required to identify offenders by age, sex, occupation, time of day and vehicle usage,

Education / Training / Publicity – Campaign around ‘Clunk-click’ every trip.

Enforcement – Police road checks both covert and overt

Engineering –

Distraction

Despite a widespread belief that a large number of collisions occur due to a distraction problem, there are two issues which make this group of contributory factors difficult to accurately report on:-

Initial Identification – distraction issues are difficult to identify at the scene of collisions due to the lack of physical evidence. Often the only way to recognise distraction as a contributory factor is to rely on witness statements or an admission by the driver.

The following statements are formulated using stats 19 statistics:

Distraction in vehicle was identified as a contributory factor in 3% (75) of fatal collisions during 2007; an increase of 1% when compared to 2006 statistics. Mobile phones were identified as a contributory factor in 1% (25) of fatal collisions during 2007. This is a similar figure to the previous year.

However, research indicates that the use of mobile phones whether talking or texting has shown that drivers will run a significant risk of:

- Being distracted
- Slower reaction times
- Inability to maintain a safe following distance
- Inability to hold lane position

15 National Strategic Assessment 2009
Steering control whilst texting is 91% worse than normal.\textsuperscript{16}

During 2008 Dorset Police dealt with a number of road deaths which were believed to be intrinsically linked to the use of mobile phones.

\textbf{Distraction outside of vehicle} was identified as a contributory factor in 1\% of fatal collisions during 2007. This is a similar figure to 2006.\textsuperscript{17}

All distraction whilst driving/riding (distractions include, in and out of the vehicle and mobile phone use) only equate to 1.4\% of all contributory factors recorded for this period. This adds weight to the argument that people are unlikely to admit to being distracted before a collision occurs.

Hypothesis: more collisions occur as a result of distraction than are recorded due to this often becoming apparent during an investigation, after T10 statistics have been submitted.

Hypothesis: Police investigations of KSI’s anecdotally indicate that a significant percentage of single occupant KSI collisions are a result of driver distraction. These are however difficult to prove as the type of distraction is varied and of course the sole witness is often the deceased or a seriously injured driver. Couple this with statistical data regarding driver error and we have a clear indication that driver distraction is a key area upon which Dorset Road Safe partners can focus through education and enforcement, particularly of mobile phone use.

\textbf{Intelligence Gaps} – information required for stats around distraction, i.e. – mobile phone connected, semi consumed sandwich discovered in foot well of vehicle etc

\textbf{Education / Training / Publicity} – 2 second rule

\textbf{Enforcement} – mobile phone enforcement in conjunction with enforcement calendar

\subsection*{4.14 Bad Driving}

There is no statutory definition of Bad driving but the road safety charity BRAKE defines ‘bad driving’ as: a standard of driving that fails to meet the legal requirements applicable to a holder of a driving licence, including compliance with the key safety document that drivers are required to learn to pass their test – the Highway Code.

All driving that is not conducted within the Highway Code with extreme care is risky and therefore ‘bad’.\textsuperscript{18}

\textsuperscript{16} Transport research laboratory
\textsuperscript{17} National Strategic Assessment 2009
\textsuperscript{18} www.brake.org.uk
Detecting and prosecuting incidents of bad driving (i.e. dangerous driving or careless and inconsiderate driving) where no collision occurs can prove problematic in terms of meeting exacting standards of proof. For most offenders education is a more effective disposal than prosecution.

- In 97.5% of all car crashes faulty driver behaviour or road users’ actions are a significant cause.
- In 88.5% of car crashes drivers’ actions are the sole cause.

The three main driving behaviour characteristics most likely to cause road traffic crashes are:

- Following too closely; causing nose to tail shunts
- Turning right unsafely, and hitting oncoming or emerging traffic
- Overtaking unsafely

Drivers owe a duty of care to other road users, including other drivers; motor cyclists; cyclists; pedestrians; their own and others’ passengers. Most drivers, for most of the time, probably want to drive well. Many, in a lifetime of driving, will make occasional mistakes through errors of judgement or loss of attention. Often, those mistakes may have little or no consequences. Sometimes, however, the slightest inadvertence may have tragic results.

Examples of bad driving seen every day on our roads include:

- Poor lane discipline
- Not indicating
- Undertaking
- Contravening road signs or markings
- Loss of concentration
- Increased risk taking
- Fatigue

78% of road traffic collisions in Dorset between 2005 and 2008 have been attributed to driver error.

In a sample taken between 01/03/09 and 30/04/09, approximately 27% of serious injury collisions in Dorset were caused by vehicles turning across the path of oncoming traffic.

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19 www.durf.org.uk
generally, population projections prepared by the Office of National Statistics suggest a Dorset population of over 788,000 by 2031.\textsuperscript{25}

Hypothesis: the number of elderly persons involved in KSI collisions will become a strategic priority for Dorset as the population for this particular road user continues to increase.

‘Drive 55 Plus’ is a course to refresh and update driving skills for the over 55s. It is a joint casualty reduction initiative, between the three local authorities in Dorset, to reduce the numbers of drivers aged 55 plus being injured on our roads.

A half day (3hour) Driver Refresher Course aims to help drivers update their knowledge and skills. No driving is involved. The group discussions include: new driving techniques; changes in the law and Highway Code; keeping fit to drive; motorways and roundabouts.

The courses are free to attend and are run at various locations around the county including Upton House, Kings Park Safety Centre and various Halls around rural Dorset.

A limited number of practical driver refresher courses are also available free of charge (usually £35).

6.0 PESTELO

Political

In a performance ‘league table’ produced by the Campaign to Protect Rural England, Forces across England and Wales are ranked in order of their performance against the Governments 2010 casualty reduction targets. In this table, Dorset shows an average position of 46 out of 50 for KSI reduction (average taken between 2000 and 2007).

In the last budget the chancellor Mr Alistair Darling announced a car scrappage scheme.

Vehicles over ten years old which owners have driven for more than twelve months will be worth £2,000 when traded in for a new car as part of the Government’s new scrappage scheme. It is estimated that 300,000 drivers could benefit from the scheme.

In a bid to offer a lifeline to the declining motor industry, the Government has allocated £300m to be matched by the manufacturer. The state will provide £1,000 and the car maker will be expected to produce the other half.\textsuperscript{26}

\textsuperscript{25} Force Strategic Assessment Appendix 1
\textsuperscript{26} http://www.telegraph.co.uk/finance/personalfinance/how-budget-affect-me/5200941/Care-drivers-in-the-Budget-2009.html
This suggests that despite environmental concerns car use will continue to increase.

**Economic**

Whilst it is only recently that a full blown recession is being experienced, people have been cautious with money for the last 18 months. This and the fact that Dorset has some of the highest house prices outside of London with the some of the lowest earnings (Dorset Databook, 2008) results in a reduced disposable income. Therefore cut backs may be made at the higher end of the vehicle market and car maintenance (e.g. new tyres) may be compromised. These cuts may result in older, less safe vehicles being driven which may account for an increase in the number of KSI collisions (an emerging threat as the recession continues). The ‘credit crunch’ may have further emerging threats if more people choose to holiday at home; Dorset being a tourist county will be susceptible to an increase in traffic and drivers unfamiliar with the rural roads may further increase casualties.

Due to money being spent in Weymouth as a result of pre-Olympic 2012 work, a number of engineering schemes have been pushed back to later dates.

Poole Port has large numbers of foreign lorries passing through every day. This increases the number of drivers in Dorset who are unfamiliar to our roads and perhaps unaccustomed to our national traffic legislation. Portland Port is seeking to increase its commercial traffic through its port.

**Social**

Out of all the shire counties, Dorset has the largest elderly population, with 27.4% of the population at retirement age (18.7% in England/Wales). This ageing population may go some way to explaining the increase in KSI causalities, as older people are more likely to be seriously or fatally injured in a collision due to their frailty. In 2008 16% of people involved in a KSI collision were aged 65+. Additionally, more people enter the county each year than leave (Dorset has the 9th highest population growth in the country).

Despite a growing elderly population Dorset needs to remain firmly focussed on continuing to reduce the number of children killed or seriously injured on our roads.

**Technological**

There are an increasing number of distractions in vehicles, including In Car Entertainment (ICE), satellite navigation systems, mobile phones and ipods. This issue has been highlighted by recent local campaigns for people to not use their phone whilst driving. However this message is not getting through. Accident data would needs to be analysed to determine whether driver distraction is attributed to in-vehicle technologies.
Environmental

Nationally climate change is an issue and in the last year Dorset has seen one of the coldest winters in the last decade and one the wettest summers on record, resulting in icy and wet roads respectively. These adverse driving conditions may result in collisions being more serious when they occur. Earlier this year we saw the heaviest snow falls in Dorset for 10 years and although the collision rate increased due to slippery roads and hazardous driving conditions, the extent of any injuries sustained were mild due to lower speeds and fewer impacts. However, collision data analysis is needed to establish the road conditions in recent KSI collisions. Additionally, due to climate change people are increasingly concerned about their ‘carbon footprint’ which may lead to more people walking and cycling and therefore an increased number of vulnerable road users who are likely to be more seriously hurt in the event of a collision.

Legal

As of April 2009 graduated fixed penalties will allow officers to issue penalty notices to commercial vehicles at varying levels depending on the offence committed. Dorset will shortly introduce this scheme although the impact is yet unknown.

Thousands more motorists may lose their licences under plans to give police the power to issue fixed penalty notices for careless driving without evidence being heard in court.

Police will be much less likely to give verbal warnings and will instead issue fixed-penalty notices for minor offences such as failing to signal, passing too close to a cyclist or not displaying lights at night. Drivers will pay an automatic £60 fine and have three penalty points added to their licences.27

The Department for Transport proposes to tackle the number of people killed or seriously injured on rural roads by revising their existing guidance to highway authorities, recommending that lower limits are adopted where risks are relatively high and there is evidence that a lower limit would reduce casualties. To support the review process they will – with the Road Safety Foundation – provide clear comparative information on the safety performance of rural ‘A’ roads.

Organisational

People are being increasingly encouraged to car share. A higher multi-occupancy vehicle may result in more casualties in the event of a crash. Since ‘Car share Dorset’ was launched 5 years ago approx. 2500 people are registered as car sharers across the county. In 2008 alone there were 738 new members (figures from Travel wise team at DCC).

27 http://www.timesonline.co.uk/tol/driving/article5769343.ece
7.0 Summary and Initial Recommendations

This Draft demonstrates that the single largest public protection issue challenging public agencies within Dorset is road safety. This is recognised both statistically and by the wider public through public consultation processes. Many agencies are focused upon reducing what is an appalling set of statistics, much of which often hides the human tragedy experienced by what is on the whole a law abiding road using public.

Much of the work carried out through the three E’s of Engineering, Education and Enforcement is dynamic and has led to reductions in casualties. The challenge is to focus upon the priorities outlined in this assessment, pull resources together and deploy them in an intelligent and coordinated manner. Dorset Road Safe has also commissioned an audit of educational resources which will assist with managing and delivering the most appropriate package for the identified target groups.

Significant analytical ability exists across the existing and potential Dorset Road Safe partnership and the individual members and agencies are experienced and dedicated to reducing the death and injury toll on our roads. However, this intelligence and activity is not always exploited and co-ordinated or sharing agreed terminology, for example definition of a ‘hot spot’. The value of the sum may well exceed that of the component parts.

Efficient management and strong leadership are the keys to success. This document is intended to assist Dorset Road Safe members acting in partnership and as independent agencies to develop targeted and co-ordinated activity to prevent crippling life changing injuries and save lives.

Initial Recommendations

1. Dorset Road Safe develops the concept of a Dorset Road Safe Intelligence Unit. This would establish the hub of all road safety activity, informing all partners from one central point and providing Dorset Road Safe with the intelligence products to effectively task and coordinate resources.

2. Adopt the DfT enforcement calendar to maximise publicity funding and opportunities

3. Develop one line messages to promote road safety based on best practice e.g., ‘Only a fool forgets the two second rule’

(Hypotheses have also been included throughout this document)
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Caught?

no excuse

www.dorsetroadsafe.org.uk