

CASE STUDY

SAFETY CAM MAKES A 'HUGE IMPACT' ON DIVERSION ROUTE TRAFFIC



TRAFFIC MANAGEMENT EXPERTS

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INTRODUCTION

HW Martin (Traffic Management) Ltd commissioned Carnell to help meet the expectations of customers on the A595 Moresby Hall Improvement Scheme.

Carnell provided two SafetyCam Vans to monitor and deter speeding in the area surrounding the scheme and on the diversion route. This complimented

two additional mitigation methods, localized weight restrictions and an ANPR Camera from The VPS Group, that aimed to deter 'rat running' and HGVs exploiting local diversions around Whitehaven.

Affected customers reported that the van made a "huge impact" on driver behaviour, particularly on the diversion route.

-  Phase 2 Start date: December 2022
-  End date: July 2023
-  Value of traffic management: c.£2 million
-  Location: Whitehaven, Cumbria

QUICK FACTS

IDENTIFYING THE NEEDS OF THE LOCAL COMMUNITY

Extensive ECI (Early Contractor Involvement) revealed that most residents living around the closure were elderly and relied on local bus services to get around.

They did not want their daily routines disrupted or excessive noise to be created

by excessive vehicular use of the local diversion routes by non-residents and freight traffic bypassing the closed A595.

In addition, legacy information determined that the route proposed for the diversion - the A5086 - was prone to high incidents of



speeding. The route is lined with small communities who expressed concern about an increase in speeding during times the diversion route was

in operation. This could cause noise disturbance and had the potential to cause accidents that would result in delays to customer journeys. ▶

EXCELLENCE IN OPERATION



EXCELLENCE IN OPERATION



MEETING THE CUSTOMER NEED

Two key areas of concern for customers were:

Speeding along the A5086 diversion route



HGVs exploiting local diversions around Whitehaven

Three mitigation measures were put in place as a result:

1. Localised weight restrictions, monitored by;
2. An ANPR camera from VPS Group; and
3. Two SafetyCam Vans from Carnell to monitor and deter speeding

Whitehaven

A5086

ABOUT THE A595 MORESBY HALL IMPROVEMENT SCHEME



Working alongside AE Yates Ltd, HW Martin (Traffic Management) Ltd played a pivotal role in delivering innovative traffic management solutions for the A595 Moresby Hall Improvement Scheme.

The £16 million project was commissioned by National Highways under the Scheme Delivery Framework (SDF).

The scheme focused on enhancing the A595 a crucial arterial route connecting Whitehaven and Egremont in the Northwest of England. The extensive renovation efforts involved reconstructing a century-old embankment that supports the road, alongside comprehensive drainage improvements to safeguard the structure's future.

The project unfolded in two distinct phases, with phase two commencing in December 2022, culminating in 10 consecutive weekends of full-road closures in and around Whitehaven. These closures presented several challenges, the most significant being to ensure that the local community remained connected throughout.

The solution was a customer-centric traffic management design that achieved the National Highways performance goal of **meeting the needs of all users**.

ABOUT THE CARNELL SAFETYCAM VAN



The SafetyCam Van from Carnell uses speed cameras (front and rear facing), ANPR (Automatic Number Plate Recognition) and video technology to continuously monitor driver behaviour within a pre-determined area.

It was chosen as a speeding deterrent for this project because of its proven track record as an effective speeding deterrent, both visually and in terms of changing behaviours.

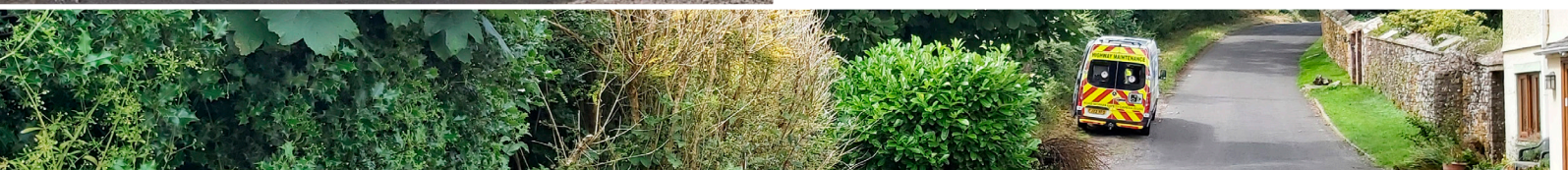
It is particularly effective as a visual deterrent on remote sites, like the A595, diversion routes like the A5086 and in residential areas where drivers, feeling less observed, are more likely to exhibit poor behaviours.

But it is more than just a visual deterrent, the

SafetyCam can provide evidence for follow up investigations.

It was felt that the methodology was ideally suited to the remote scheme and long diversion route, to help monitor and maintain good driving practices. It was also felt that it would provide tangible reassurance for customers affected by the scheme, whether they lived along the diversion route or local to the scheme epicentre.

The SafetyCam van was used to monitor the main diversion route, the A5086, and local diversion routes associated with the A595 closure.



MONITORING THE MAIN DIVERSION ROUTE

The main diversion route for the A595 during the 10 consecutive weekend closures was the A5086 between Egremont and Cockermouth - a 16-mile route (pictured right).

It was the only route deemed capable of coping with the weight of traffic that needed to be diverted from the A595 during the weekend closures, including over 500 HGVs.

Initial traffic modelling estimated the diversion would be a comparable journey-time to the usual route via the A66 and A595 (a distance of 16.9 miles), meeting the National Highways performance goal of reliable journey times. But, the route was rural and a

known accident hotspot with high incidences of speeding reported.

To deter speeding on this crucial route, HW Martin (Traffic Management) Ltd incorporated two SafetyCam Vans into the traffic management solution. The mobile nature of this asset prevents road users from becoming accustomed to the location of the camera, encouraging a change in behaviour to one of overall caution.

Out of 17,022 vehicles captured on the first weekend only 1.54% (262 vehicles) were caught above the speed limit.



LOCAL DIVERSION ROUTES



- Local diversion routes**
- Extent of closure
 - - - - - Diversion Route A (3.5t)
 - Diversion Route B (3.5t)
 - Diversion Route C (3.5t)
 - - - - - Access for emergency vehicles and permit holders
 - Local access and egress to Parton



Five local diversion routes were incorporated into the traffic management plan, including one for emergency vehicles and permit holders, and one providing local access and egress to the conurbations of Parton and Lowca.

To ensure they did not become 'rat runs', the SafetyCam Van was deployed

as a deterrent against speeding. This supplemented the localized weight restrictions and ANPR that encouraged freight operators to make use of the A5086 rather than try to detour around the closure on local roads that were unsuitable for HGVs.



THE CARNELL SAFETYCAM WAS A HIT WITH THE LOCALS

Those affected by the closures and diversion route were impressed with the SafetyCam van from Carnell.

Local resident Terry Tyson said: *"There's a notable reduction in speeding because of the van..."*.

Resident, Julie Smith agreed stating: *"[the van] has made a huge impact on the passing traffic which [is] now sticking to or going below the speed limit..."*

Ian France from a town on the A5086 said: *"[It's] fantastic to see the safety cam in our village calming the traffic along the diversion route - keep up the good work."*

Judith Briggs from Frizington said: *"I've lived... On the Main Street for 23 years and today was the first time that traffic was behaving in a proper manner."*

CONTRIBUTION TO CUSTOMER SATISFACTION

The Carnell SafetyCam Vans made a major contribution to the customer perception of the A595 Moresby Hall Improvement Scheme. It helped to reduce the number of complaints received during the 10-weekend closures by 86%. Nearly 40% of compliments received throughout the closure period were attributable to the SafetyCam Van.



Mick Carr from HW Martin (Traffic Management) Ltd was the project lead for the A595 Moresby Hall Improvement Scheme. He said:

"We engaged Carnell because of the SafetyCam van's track record of making a tangible difference to driver behaviours especially when used on diversion routes. We needed something that would deter speeding effectively and ensure communities

affected by the diversion on the A5086 felt safe. We have found that just having it on our sites works. It is a conspicuous visual deterrent to speeders.

"A significant part of the decision to work with Carnell was that the SafetyCam van can operate without the engine running reducing emissions. We will be using the SafetyCam Van on future HW Martin projects."

