



StarTraq case study

North Yorkshire Police



How North Yorkshire Police overcame backlog issues and set up a self-funding speed enforcement programme which helped reduce speed-related collisions by 59% over 12 months

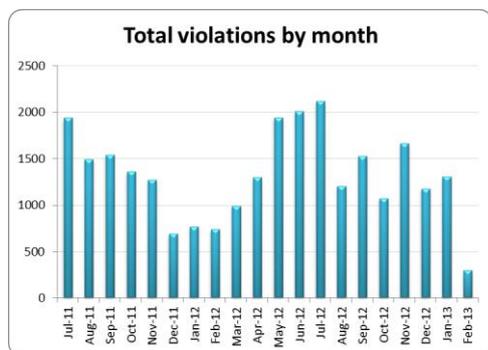
In early 2010, under the “95 Alive Strategic Road Safety Partnership” banner, North Yorkshire County Council (NYCC), City of York Council (NYC) and North Yorkshire Police (NYP) collaborated to assess the feasibility of Camera Enforcement in line with the Government Directive to reduce casualties.

Covering the area of 8,000m² comprising of 28 identified collision sites with only one camera van during the trial proved to be logistically challenging and only allowed for the van to be deployed once a day.



The pilot, which was originally planned for six months, was extended for the same period twice to allow for further assessment as to the impact on road traffic collisions at the test sites. The results after 18 months were impressive:

North Yorkshire experienced a high number of motorcycle deaths, between 50 and 60 per year.



NYP mobile safety camera pilot: 29 June 2011 - 08 February 2013

North Yorkshire Police captured more than 26,000 offences and reduced speed-related collisions at the test sites by up to 59%.

With still too many collisions happening in the area and following a business case submission NYP progressed to deploying three vans, twice a day, to increase the benefits in trying to reduce even further speed-related collisions. This potentially meant that NYP could capture up to six times the volume of offences that were captured during the pilot, which posed North Yorkshire Police with two main challenges:

The administration of the more than 26,000 offences from one van, which equates on average to 1,444 offences per month, proved very time consuming as the team had to manually fast forward to each offence on the film clip, grab the still image of the offence and validate the evidence. July 2012 proved to be the busiest month during the pilot programme and saw North Yorkshire Police’s 5-people strong Central Ticket Office (CTO) processing more than 2,100 traffic violations. An analysis of the pilot recorded a 50% reduction in speed related fatal collisions during 2011 and a 59% reduction in speed related fatal and serious injury collisions across the first 12 months of the pilot programme. The longer the speed enforcement pilot ran the more the impact on road safety became apparent.

How will NYP’s CTO cope with the number of violations generated by three vans in the future?

How to solve the bottle-neck situation within North Yorkshire Police’s Central Ticket Office (CTO)

The timely processing of all violations captured by only one van proved challenging and re-allocating some of the enforcement staff to the back office team was not an alternative, as Dave Brown, Safety Camera Manager



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at NYP explains, “In order to maximise the reduction in collisions, the enforcement team had to be out on the roads to provide a highly visible and effective deterrent for speeding offenders. With two more vans being deployed to provide the additional cover over the 8,000 m² force area and to achieve the casualty reduction benefits, the administration process had to become more efficient.”

The idea for an automated back office system was born

After comprehensive research and visits to other forces across the UK to obtain a better understanding of the capabilities of various systems, North Yorkshire Police completed their requirements document and issued the tender for an automated back office application. The decision to proceed with the StarTraq Dome was a direct result of the application’s convincing functionality:

- Simplicity of the software and the speed with that offences can be verified
- The ability to easily read offences from flash cards
- Fast forward functionality to spot violations quickly and easily
- Ability to process different vehicle classes and offence types
- The option to upload and/or verify offences directly from the patrol vans through the cloud

“The efficiencies achieved through the automated back office enforcement system are enormous and with the majority of offenders taking up a driver education course, NYP’s enforcement programme funds itself and enjoys positive public reaction.”

Dave Brown, Safety Camera Manager, North Yorkshire Police

Incorporating speed awareness courses makes North Yorkshire’s speed enforcement programme self-funding

“Since the implementation of the StarTraq Dome, NYP has been able to process four times the offence volume than before.”

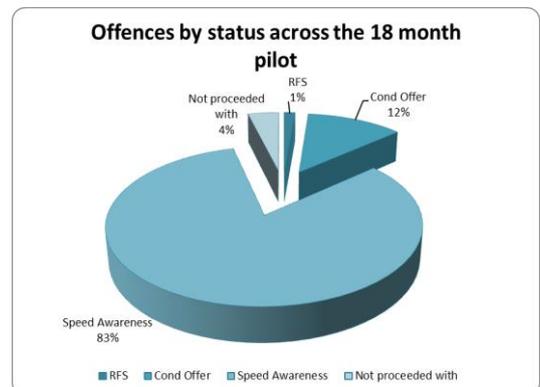
Dave Brown, Safety Camera Manager, North Yorkshire Police

Three months after the contract was awarded the StarTraq Dome was in operation at NYP, which saw the six administrators¹ process more than 2,760 offences in April and 3,900 in May. In June, NYP processed more than 5,000 traffic violations, which is more than double the volume of the busiest month during the pilot programme.

Still, NYP currently only operates at 60% - 70% of their overall capacity, providing extra bandwidth for further road safety projects as Dave Brown reveals,

“The efficiencies achieved through StarTraq’s automated back office enforcement system are enormous and with the majority of offenders opting for driver education courses, NYP’s enforcement programme fully funds itself.

We even have spare capacity and we will be looking at enforcing other offence types, such as mobile phone and seatbelt violations after the summer – all which can be processed by the StarTraq Dome.”



NYP mobile safety camera pilot: 83% opt for speed awareness course

North Yorkshire Police has already identified further areas that could be streamlined in the future, improving the productivity of its CTO even more.

¹ NYP administrators’ job roles includes the following tasks in addition to verifying offences: Opening post, sorting post, filing, dealing with and responding to all incoming communications, answering telephone, etc.