

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Campsall Owen Limited	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Road Safety	Activity field
Country	United Kingdom	Of the organization
Website	www.campsallowen.co.uk	Organization website
Contact person	Richard Owen	For the follow-up of the application
Contact person's position	Director	
Contact person's email address	richard@campsallowen.co.uk	
Contact person's phone	+44 1295 731815	
Partners in the initiative	Department for Transport (data suppliers, no funding)	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	September 2011 - present	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Richard Owen – Project manager Dan Campsall – Communications management	In the case of persons, indicate their positions
Geographical scope of the activities	Great Britain (England, Scotland, Wales)	Indicate where the activities were implemented
Summary of the initiative	Until the launch of CrashMap in September 2011 there was no national, searchable map of all collisions on Great Britain’s roads. Without access to this vital data source community leaders, concerned parents and parish councils have struggled to understand the impact of reported traffic crashes on their local roads, or indeed, what they can do about it. CrashMap has become the definitive source of mapped collision data in the UK and receives over 100,000 visitors per year.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	In something of a postcode lottery individual local authorities have made varied and independent choices in regards to publishing information about collisions occurring on their roads. In the UK’s current political context, of aiming to focus attention on local accountability and decision making, this lack of transparency with public data was harmful to the many local groups and elected members who regularly seek to promote safety within their communities. Launched in September 2011 CrashMap created the very first national, searchable map of all reported road traffic collisions on Great Britain’s roads with detailed reporting of circumstances and casualties.	If applies, describe to what extent the proposed initiative will lead to new approaches and practices Max: 100 words

<p>Issues that are addressed with the initiative</p>	<p>There was a lack of clear information about where crashes were happening on the roads in the UK which led to conflict between authorities who were responsible for safety, and members of the public who wanted new interventions on their local roads. By allowing the public free access to millions of records CrashMap has informed UK road safety debates, both in the media and in communities. Rather than requesting paper copies of reports from councils, members of the public can now gain instant access to the data they need. Academic institutions and commercial developers have also been helped.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>The main activity is the website itself. It was created by the company using its own funds with support from the UK Department for Transport who supply the data. Access to a fully searchable map of the collision data, with filters for collision types and date ranges, is provided free of charge to everyone. Detailed reports can then be readily accessed for a small click charge (less than £1GBP per report) to any interested parties. Free access to detailed reports is provided to charities, campaign groups, and local councils.</p> <p>The map is used as a source of information for journalists and Campsall Owen have provided a high level of support to help them understand the data when using it to address stories in the news.</p> <p>The development of CrashMap has created a platform for further projects that assist in accessing and utilizing road casualty data for public benefit, including RiskMap which analyses crash density along routes, and SpeedMap which uses some of the information to identify maximum speeds on roads.</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>

<p>Genesis</p>	<p>The UK has seen a change in government attitudes to public datasets over the last decade with an increasing desire to make information more transparent. Unfortunately the collision dataset is very large and members of the public would struggle to make any sense of it without database and GIS skills. We wanted to provide a simple way for everyone to access the data via any web browser.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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Transferability and multiplier effect	<p>CrashMap is a simple idea and can easily be transferred to other countries if the data is made available. Campsall Owen have already contacted a number of European countries to request information which will be included on country-specific sites free of charge. There may be some data protection issues depending on different national legislation but the dataset can be changed to reflect these laws. The domain www.crashmap.com has already been procured and can be used worldwide.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>The project has already received a lot of attention nationally, featuring on national websites and it is regularly quoted in local newspapers. Local journalists now recognise CrashMap as the definitive source of data about collisions on local roads and use it as evidence in news stories. Several local authorities have adopted CrashMap for use on their own websites e.g. www.saferroads.org/my-roads</p> <p>CrashMap has become part of the toolkit used by academic institutions and commercial training providers to develop professional understanding around the uses of road casualty data.</p> <p>Dissemination was further helped when CrashMap was awarded a Prince Michael award in 2013.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>CrashMap has been running successfully for over four years due to the low maintenance costs and fees paid by those wanting full access to the reports. The mapping engine is also used on other websites to embed the data. Further improvements will take place in the next year with the option for members of the public to add their own data.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>In 2015 CrashMap received over 150,000 page views per year and has 13,000 registered users. Current search numbers exceed 480,000 over the lifetime of the project. This shows that the resource is well used with thousands of users coming back again and again.</p> <p>In Shropshire the maps have been used by local campaign groups to put their case for lower speed limits in certain places; CrashMap is also promoted by campaign group 20's Plenty as a tool for communities examining the case for 20mph limits.</p>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>

<p>Other important aspect that you want to underline</p>	<p>The project is a great example of how government data opened up to the public and private businesses can be re-used for public good. Although no direct link can be made between the website and collision reduction, many other education schemes would not be able to prove a link either. The impressive reach of the project is a testimony to its success.</p>	<p>Any information that could help the jury to choose your initiative</p> <p>Max: 100 words</p>
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