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******PRESS RELEASE******

Trial of average speed cameras to commence near Poole primary school in September

A new solution for speed enforcement will be trialled on Springdale Road in September for six months. The trial will be conducted by Siemens with the support of Borough of Poole council, Dorset County Council, the Dorset Safety Camera Partnership and Springdale First School.

The new SafeZone cameras, which measure the average speed of vehicles travelling between points, have been developed by Siemens and are being installed to test the viability of using this solution to reduce speeds near a school. The data collected by the cameras during this trial will not be used for enforcement purposes and nobody will be prosecuted as a result.

Johnny Stephens, Head of Fixed Penalties for the Dorset Safety Camera Partnership, said: "The aim of the SafeZone cameras is to reduce the speed vehicles travel along Springdale Road and near the primary school, in order to reduce the risk of a serious collision. It is hoped the cameras will provide a safe environment for local residents as well as the pupils, parents and staff at Springdale First School."

Cllr Mike White, Portfolio Holder for Transportation, Borough of Poole said: "The Borough of Poole is delighted to be working with a local company and our road safety partners on what is an innovative safety scheme. We understand this ground-breaking scheme aims to provide a safe environment for the children at one of our first schools by reducing the speed of vehicles on Springdale Road through the use of technology. It will also benefit the residents of the area during the trial period. The Borough of Poole supports schemes which help people to travel about in safety."

Springdale Road was chosen for the trial due to its proximity to a school and because measurements have shown that despite the inclusion of a speed indicator device, vehicles are still being driven in excess of the speed limit. The site is also close to the Siemens offices in Sopers Lane which will enable them to monitor and maintain the cameras during the trial.

Borough of Poole council, Dorset County Council and the Dorset Safety Camera Partnership will be working with Springdale First School and the local community to inform them about the trial and ensure they are engaged with it. This includes running a competition in the school giving the pupils a chance to design the road sign which will be used to alert traffic to the new cameras.

All the costs for this trial, relating to equipment, civil works, installation, commission and maintenance, will be borne by Siemens.

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