

25 March 2011

News Release

## **SafeZone trial at Poole school proves a success**

**A six month trial to test a solution to reduce vehicle speeds in urban areas and improve road safety has produced very encouraging results. The new SafeZone average speed safety camera, developed by local company Siemens, was installed outside Springdale First School in Poole last September to improve road safety for school children and local residents.**

Prior to the trial an independent survey measured an average of 64 vehicles per hour travelling above 40mph past the school during peak hours. This has decreased to 16 vehicles per hour, although the results of the final independent survey confirm a slight rise in this number as the scheme is not currently being enforced. Given the success of the trial in improving safety and gaining the support of parents and local residents, SafeZone will remain in place on Springdale Road for the time being.

According to Martin Baker, Principal Road Safety Engineer, Borough of Poole, the SafeZone trial has been successful in more ways than one. 'The trial has had the continued support of the local community including the school, parents, local residents, Borough of Poole, Dorset County Council and Dorset Road Safe (formerly Dorset Safety Camera Partnership)', he said.

According to a survey conducted by Springdale First School, 93% of parents agree or strongly agree that the use of average speed cameras as part of the SafeZone trial is beneficial and 95% agree or strongly agree that involving the children in the SafeZone project by designing street signs, is a good thing. 78% of respondents noted that vehicle speed has decreased and there is an increased awareness of the need for safe speeds.

Ruth Leach, Headteacher, Springdale First School said: 'The school and parents are delighted that the trial seems to have been so successful. Parents have expressed the view that SafeZone has made a positive difference to road safety awareness on Springdale Road'.

Three SafeZone cameras were installed along Springdale Road with each single camera monitoring two lanes of traffic, in both directions. The SafeZone system uses 3G mobile communications to send both summary data and evidential images to the back-office system, hosted at Siemens' premises in Poole.

The trial included the installation of new eye-catching road signs that incorporate a 'slow down' message designed by a Springdale pupil. The children at the school also received new hi-visibility duffle bags from Siemens bearing the SafeZone symbol.

**Notes to editors:**

**About Siemens in the UK**

Siemens was established in the United Kingdom 168 years ago and now employs around 16,000 people in the UK. Last year's revenues were £4.1 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit [www.siemens.co.uk](http://www.siemens.co.uk)

For more information, contact: Siemens Mobility, Traffic Solutions,

**Head of Communications**

Peter Preston  
Tel: +44 (0) 1202 782390  
Email: [peter.preston@siemens.com](mailto:peter.preston@siemens.com)

**PR Account Manager**

Julian Gollogly  
Tel: 07770 924441  
Email: [julian.gollogly@ntlworld.com](mailto:julian.gollogly@ntlworld.com)

This press release can be found on the web at: [www.siemens.co.uk/traffic](http://www.siemens.co.uk/traffic)



[www.twitter.com/Siemens\\_Traffic](http://www.twitter.com/Siemens_Traffic)