SARA model

Op Pasture

Scanning
Analysis
Response
Assessment

POPS

police and communities together
The Lune Valley

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Local agriculture

Productivity and farms increased by 20% over past 5 years

Two tiers of farming:
- Family
- Niche
  Corn Maize—used for cattle feed

Local agriculture accounts for 38% of North Lancashire food revenue
Scanning

Partner Concerns

48 Highway disruption incidents

9 Serious & slight injury RTC’s
Scanning

Public Dissatisfaction

23 Recorded complaints

Continued calls for service

Increase in collisions
Operation Pasture
To Prevent Further Tragedy
The Lune Valley

Location
Victim

Local residents

Farmers

Road Users
Consultation Survey

70 local motorcyclists

*Number 1 Hazard*

Mud deposits and no Warning Signs
Partner concerns

Damage only claims linked to mud / limited visibility

76% collisions involving farmers

Euro-Rap

The A683 cited as UK’s third most dangerous road for collisions in 2006
Calls for Service - 2006

Police
48 calls for service / officer deployments

Environmental Management
County Council
48 Highway engineer / Road Sweeper call-outs

Total calls for service = 250 hours / £14,270
Offender

Farmers

Attitude and responses

Open meetings with farmers

Forums for discussion

Interrogation of main-frame data

Consultation Survey
Offender

Farmers

219 Survey responses (82% return)

Hard working indigenous citizens.

98% male, ranging from 29 - 81 years.

Farmed between 4-56 years - average 28 years.

Suspicious of law-enforcement and anti-regulation.
Farmers survey responses

**Negative narrative**

98% of respondents did not understand their legal obligations to remove debris from roads.

Respondents believed leaving mud on roads was not irresponsible.

Only 2% admitted understanding road-traffic regulations.
Offender
Impact Factor

Climate change

375mm of rainfall in 2007, set against 198mm in 2006

Wettest summer since UK precipitation records began in 1766
Impact Factor

Independent research corroborates analysis

Agricultural Scientist

Agronomist

Climate change causal factor
Who is Responsible?

- Farmers
- Attitude
- Service Calls
- Concerns
- Increasing Rainfall
- Mud Deposits
- Collisions
- Complaints
- Lack of Signage
- Farmers' Attitude
- Partner Concerns
Objectives

- Partnership Response
- Reduce number of road collisions
- Changing farmers attitudes to road safety
- Develop non-statutory working practices
- Reduce number of incidents and calls for service
- Community reassurance
Response

- Partnerships
- Awareness
- Education
Temporary Warning Sign

MUD ON ROAD

Partnerships

Lancashire Constabulary
police and communities together

Lancashire County Council

Lancashire Highways
Information leaflets and flyers

**‘FARMING FLYER’**

During the summer months there is increased agricultural traffic on the roads, especially in rural areas where the roads were not built to take large volumes of traffic, which can lead to increased crashes with many visitors to the area, particularly motorcyclists, some of which are at high speed.

Regrettably, a number of these crashes involve slow moving farm vehicles whilst they are turning into or from the main carriageway. In some instances, other road users have not seen a clear signal, and attempted to overtake, into the path of the turning vehicle.

We ask special care is taken when entering or emerging from fields & other concealed entrances. Consider other motorists when you make unexpected manoeuvres on the road, by making clear signals in good time and checking indicators and lights are in working order.

When agricultural vehicles are working in fields adjacent to main roads we encourage the use of temporary warning signs placed near field entrances, and taking extra care in ensuring mud from fields and other debris is not left on the road. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the road, then the Police can arrange for the road to be cleaned and costs may be recovered from the culprit.

**‘MUD-SLIDER FLYER’**

**INFORMATION TO MOTORCYLISTS**

The past few years have seen an increase in the number of motorists riding high performance machines, coupled with a disproportionate increase in the number of fatal and serious crashes in the Lune Valley and Trough of Bowland.

Regrettably, a number of these crashes involve slow moving farm vehicles, often whilst the farm vehicle is turning into, or emerging onto the main carriageway. In some instances, motorcyclists have not seen a signal, or attempted to overtake into the path of a turning farm vehicle with disastrous consequences.

We ask special care is taken when entering or exiting from fields & other concealed entrances where tractors may be entering or exiting at slow speed, and consider other motorists if you make quick or unexpected manoeuvres on the road, by making clear signals in good time.

Also, take extra care where mud from fields and other debris is occasionally left on the roads. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the mud and other debris may be evident, please pay heed to the signs if you spot them, they are there for your and other road users benefit.

Over the last few years we have devoted a lot of time and resources to the education of motorcyclists, and other road users, to ensure that our roads are safe, and we will continue with our efforts in this area to further reduce casualties.

**Mud on the Road**

**‘Mud on the Road’**

**INFORMATION TO MOTORCYLISTS**

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Also, take extra care where mud from fields and other debris is occasionally left on the roads. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the road, then the Police can arrange for the road to be cleaned and costs may be recovered from the culprit.

**‘Mud-Slider Flier’**

**INFORMATION TO MOTORCYLISTS**

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We ask special care is taken when entering or exiting from fields & other concealed entrances where tractors may be entering or exiting at slow speed, and consider other motorists if you make quick or unexpected manoeuvres on the road, by making clear signals in good time.

Also, take extra care where mud from fields and other debris is occasionally left on the roads. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the road, then the Police can arrange for the road to be cleaned and costs may be recovered from the culprit.
‘FARMING FLYER’

During the summer months there is increased agricultural traffic on the roads, especially in rural areas where the roads were not built to take large volumes of traffic, which can lead to increased crashes with many visitors to the area, particularly motorcyclists, some of which travel at high speed.

Regrettably, a number of these crashes involve slow moving farm vehicles whilst they are turning into or from the main carriageway. In some instances, other road users have not seen a clear signal, and attempted to overtake, into the path of the turning vehicle.

We ask special care to taken when entering or emerging from fields & other concealed entrances. Consider other motorists when you make unexpected manoeuvres on the road, by making clear signals in good time and checking indicators and lights are in working order.

When agricultural vehicles are working in fields adjacent to main roads we encourage the use of temporary warning signs placed near field entrances, and taking extra care in ensuring mud from fields and other debris is not left on the road. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the road, then the Police can arrange for the road to be cleaned and costs may be recovered from the culprit.

Share the Roads, Share the responsibility

PC Keith Gillins, Caton Police Station, Tel/Fax 01524 771894

‘MUD-SLIDER FLYER’

INFORMATION TO MOTORCYLISTS

The last few years have seen an increase in the number of motorcyclists riding high performance machines, coupled with a disproportionate increase in the number of fatal and serious crashes in the Lake District and rural areas.

Regrettably, a number of these crashes involve slow moving farm vehicles, often whilst the farm vehicle is turning into, or emerging onto the main carriageway. In some instances, motorcyclists have not seen a signal, or attempted to overtake into the path of a turning farm vehicle with unforeseen consequences.

We ask special care to taken when entering or exiting concealed entrances where tractors may be entering or exiting at slow speed, and consider other motorists if you make quick or unexpected manoeuvres on the road, by making clear signals in good time.

Also, take extra care where mud from fields and other debris is occasionally left on the road. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the road, then the Police can arrange for the road to be cleaned and costs may be recovered from the culprit.

Share the Roads, Share the responsibility

Mud on the Road

Lancashire Constabulary
police and communities together
Awareness

‘MUD-SLIDER FLYER’

INFORMATION TO MOTORCYCLISTS

The past few years have seen an increase in the number of motorcyclists riding high performance machines, coupled with a disproportionate increase in the number of fatal and serious crashes in the Lune Valley and Trout of Bowland.

Regrettably, a number of these crashes involve slow moving farm-vehicles, often whilst the farm-vehicle is turning into, or emerging onto the main carriageway. In some instances, motorcyclists have not seen a signal, or attempted to overtake into the path of a turning farm-vehicle with disastrous consequences.

We ask special care is taken when passing fields & other concealed entrances where tractors may be entering or exiting at slow speed. Consider other motorists if you make quick or unexpected manoeuvres on the road, by making clear signals in good time.

Also, take extra care where mud from fields and other debris is occasionally left on the roads. Responsible farmers, contractors and landowners clear up such debris straight away, but unfortunately there is a small minority who do not. We have actively supported the use of temporary warning signs for the farming community to place near field entrances where patches of mud and other debris may be evident, please pay heed to the signs if you spot them, they are there for your, and other road users benefit.

Over the last few years we have devoted a lot of time and resources to the education of motorcyclists, and other road users, to ensure that our roads are safe, and we will continue with our efforts in this area to further reduce casualties.

Share the Roads, Share the responsibility
Awareness

**FARMING FLYER**

During the summer months there is increased agricultural traffic on the roads, especially in rural areas where the roads were not built to take large volumes of traffic, which can lead to increased crashes with many casualties in the area, particularly motorcycles, some of which travel at high-speeds.

Recently, a number of these crashes involve slow moving farm vehicles whilst they are turning into or from the main carriageway. In some instances, other road users have not seen a clear signal and attempted to overtake these farm vehicles into the path of the turning vehicles.

We ask special care is taken when entering or emerging from fields & other designated entrances. Consider other motorists when you make unexpected manoeuvres on the road, by making clear signals in good time and checking indicators and lights are in working order.

When agricultural vehicles are working in fields adjacent to main roads we encourage the use of temporary warning signs placed near field entrances, and taking extra care in passing farm fields and other debris is left on the road. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the road, then the Police can arrange for the road to be cleaned and costs may be recovered from the culprits.

*Share the Roads, Share the responsibility*

**MUD-SLIDER FLYER**

**INFORMATION TO MOTORCYCLISTS**

The past few years have seen an increase in the number of motorcycles riding high performance machines, coupled with a disproportionate increase in the number of fatal and serious crashes in the Lake District & Trout of Bownland.

Recklessly, a number of these crashes involve slow moving farm vehicles, often when the farm vehicle is turning into, or emerging onto the main carriageway. In some instances, motorcycles have not seen a signal, or attempted to overtake into the path of the turning farm vehicles with ominous consequences.

We ask special care is taken when passing fields & other designated entrances where tractors may be entering or exiting at slow speed, and consider other motorists if you make quick or unexpected manoeuvres on the road, by making clear signals in good time.

Also, take extra care when mud from fields and other debris is occasionally left on the roads. Responsible farmers, contractors and landowners clear up most debris straight away, but unfortunately there is a small minority who do not. If attempts are not made to clear the road, then the Police can arrange for the road to be cleaned and costs may be recovered from the culprits.

*Share the Roads, Share the responsibility*
Community Engagement

Information leaflet

Parish Council meetings

Addressing concerns and expectations

Operation Pasture - Northern Division

Dear resident,

You may have noticed additional police activity over the last few months. This leaflet explains what is going on, how you can help and hopefully answer some questions.

During the summer months there is increased agricultural traffic on the roads, especially in rural areas where the roads were not built to take large volumes of traffic. This can lead to increased crashes with many visitors to the area, particularly motorcycles. Some of which travel at high-speed. Regrettably a number of these crashes involve slow moving farm vehicles either they are turning into or from the main carriageway. In some instances, other road users have not seen a signal and attempted to overtake, into the path of the turning vehicle.

When agricultural vehicles are working in fields adjacent to main roads we encourage the use of temporary warning signs placed near field entrances, and taking extra care in ensuring mud from fields and other debris is not left on the road. Responsible farmers, contractors, and lorry drivers can help keep the roads clean, but unfortunately there is a small minority who do not.

Operation Pasture is a partnership strategy to address collisions involving agricultural vehicles, concentrating on education and a friendly persuasive message to encourage farmers to take responsibility for road safety and the condition of their vehicles. Recent analysis shows that by working together, we are starting to see a reduction in numbers of collisions involving tractors, in particular those involving motorcycles, that have significantly reduced. There has also been a noticeable improvement in numbers of agricultural vehicles on the road with serious defects. Further analysis indicates a large number of collisions and police All-Outs concerning mud and other debris on the carriageway, which are addressed using provision of temporary signage and other measures to reduce casualties, making the roads safer for all road users.

We are committed to providing a best-value service and will ensure everyone is treated with courtesy and respect. If you would like further road safety advice, or can offer ways of improving our Operation Pasture strategy, or feel something has gone wrong in the way we deliver our services to you, we would like to know about it.

Police Constable Keith Collins, Cas Officer, Station, Tel: 01524 771894
Lancaster Divisional Police Headquarters, Tel: 01524 63333
Press & Media

Telegraph

Lancashire Guardian

Westmorland Gazette

NFU

Lancashire Constabulary

Police and communities together
“Operation pasture is an excellent campaign to address mud debris left on roads. All riders should be aware of slow moving vehicles and associated hazards in rural areas as we share the road, and share the responsibility”
Presentations

F.A.R.M.R.
Farm Accidents on
Rural Main Roads

Outreach facility

‘ P.Net ‘ Public Internet
Safety Awareness Days (SADs)

Lancashire County Council

SAFETY AWARENESS DAY
LANCASTER AUCTION MART
TUESDAY 10TH JULY 2007

NWA | north west auctions
NFU
www.nfouonline.com

police and communities together
Partnerships

Vegetation Management

Field exits near collision hotspots

Closing dangerous access points
Assessment

Reduction in casualties
Reduction in calls for service
Reduction in community complaints
Non statutory working practices
Template of good practice
Assessment

Field access improvements
Field access improvements
Vegetation management
Post strategy consultation

209 farmers provided feedback:

95% stated the workshops increased awareness to their own safety.

2 letters of appreciation received from participants.

2 respondents stated they would not recommend the initiative to others.

75 randomly selected road-users also surveyed:

Advance warning signs increased their awareness to take greater care.
Community Reassurance

Re-visits to complainants.

Quality of life greatly improved.

Positive responses from ward councilors.

Residents made to feel safe, involved and reassured.
Calls for Service - 2007

Total cost = 12.26 hours / $1210.00

Savings = 240 hours / $28,236

96% reduction, comparative to Calls for Service in 2006
Reduction in road casualties
Assessment

Reductions set against cost of collisions in 2006

$680,000 Savings
Diffusion of benefits
Environmentally friendly slurry trailer
Expenditure

Extremely cost effective

Police-resources – 1 officer

Justifies outcomes achieved

Compliance to Problem Solving Model
Operation Pasture
the way forward

• Transferable commodity

• Compliance to Problem Solving Model

• Cost effective approach
Thank you for listening
Project Contact:--

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