

Operation Pasture

2008 Herman Goldstein Award



Lancashire
Constabulary

police and communities together



Constable Keith Collins

police and communities together

Op Pasture

SARA model



Lancashire
Constabulary

police and communities together



Scanning

Analysis

Response

Assessment

POP

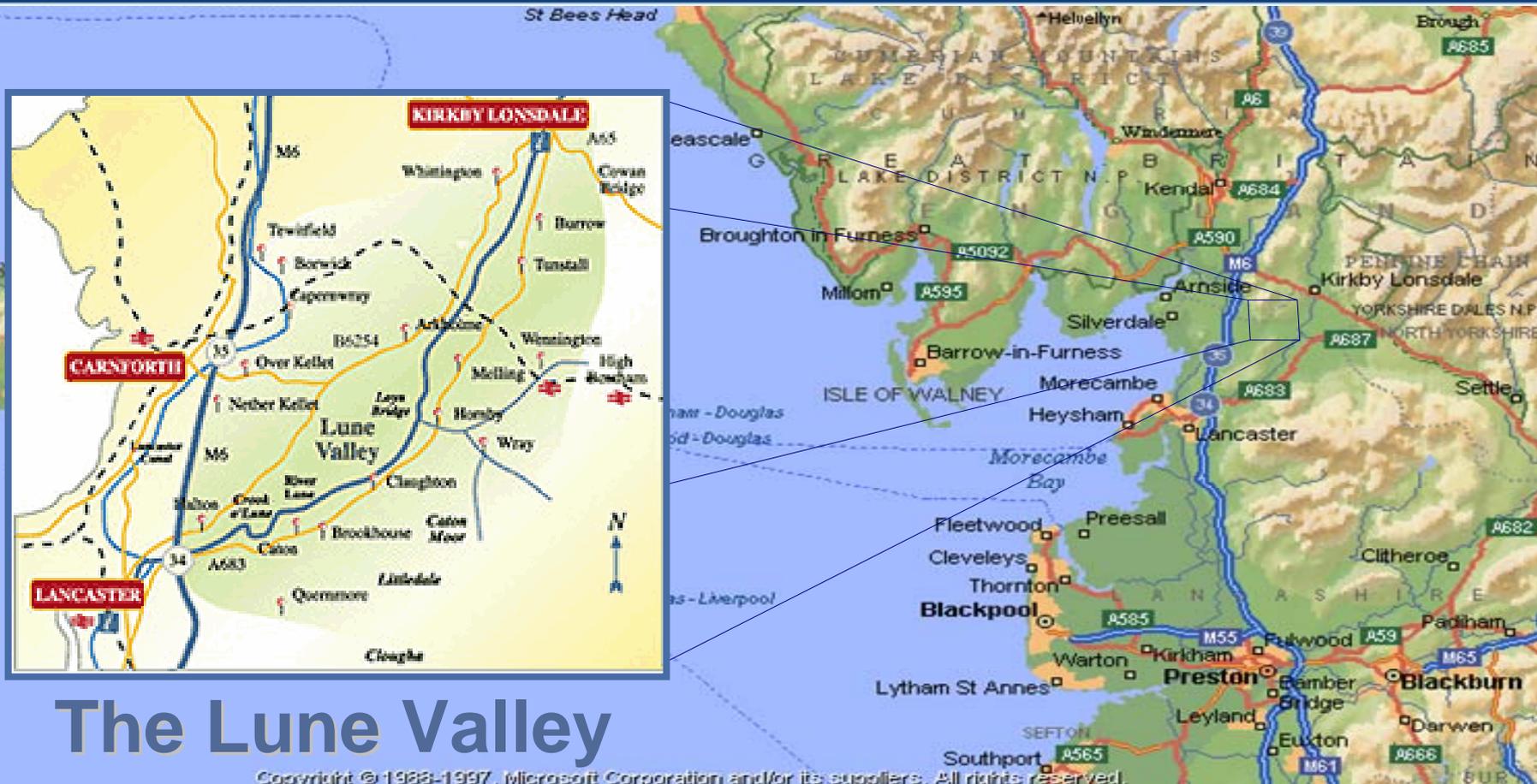
police and communities together

Scanning



Lancashire
Constabulary

police and communities together



The Lune Valley

Copyright © 1988-1997, Microsoft Corporation and/or its suppliers. All rights reserved.

police and communities together

Scanning



**Lancashire
Constabulary**

police and communities together

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



**Lancashire
Constabulary**

police and communities together

Partner Concerns

48 Highway disruption incidents

9 Serious & slight injury RTC's



Scanning



**Lancashire
Constabulary**

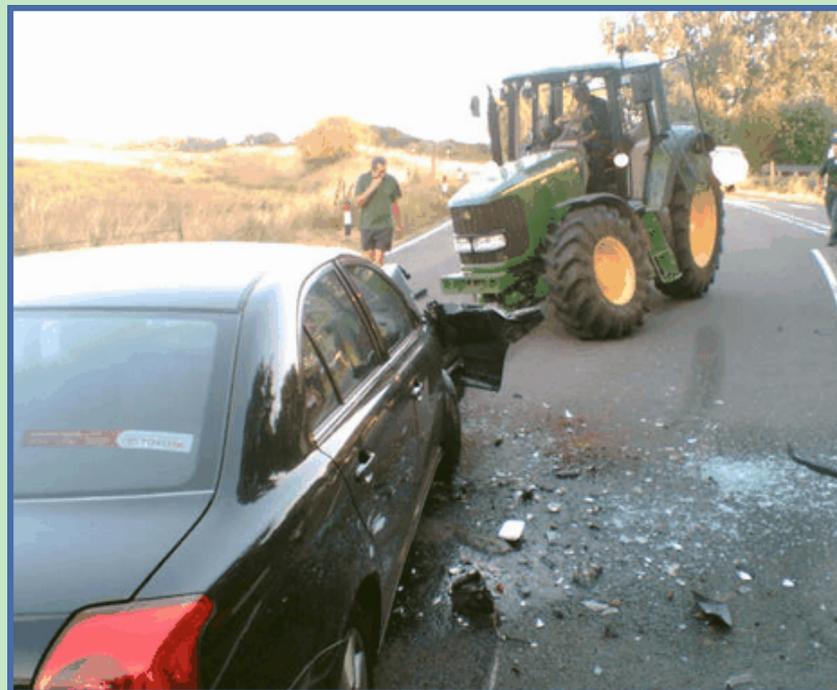
police and communities together

Public Dissatisfaction

23 Recorded complaints

Continued calls for service

Increase in collisions



Operation Pasture

To Prevent Further Tragedy



**Lancashire
Constabulary**

police and communities together



VICTIM

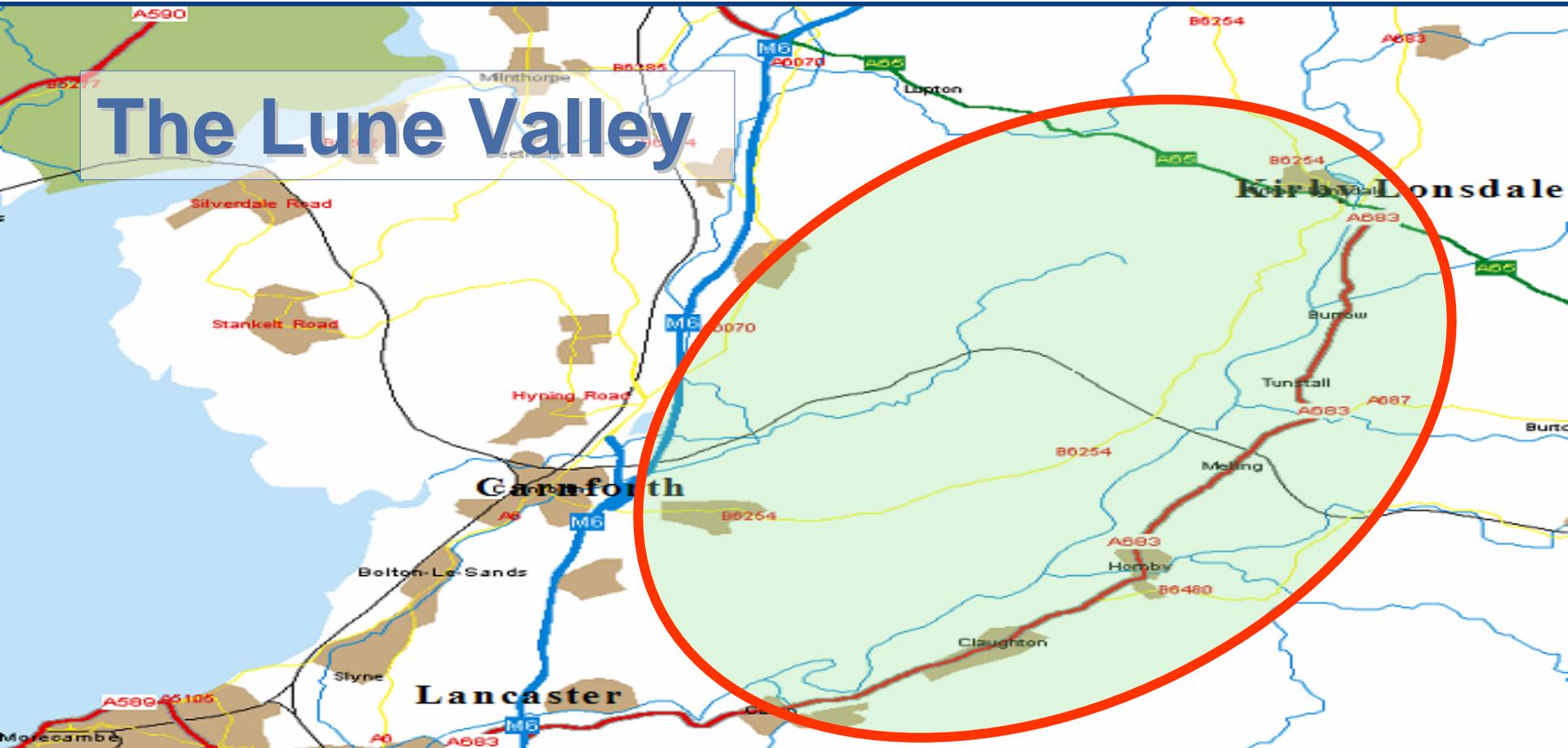
police and communities together

Location



Lancashire
Constabulary

police and communities together



police and communities together

Victim



Lancashire
Constabulary

police and communities together

Local residents

Farmers

Road Users



police and communities together

Victim



Lancashire
Constabulary

police and communities together

Consultation Survey

70 local motorcyclists

Number 1 Hazard

Mud deposits and no Warning Signs



police and communities together

Victim



Lancashire
Constabulary

police and communities together

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



Victim



Lancashire
Constabulary

police and communities together

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



police and communities together

Offender



Lancashire
Constabulary

police and communities together

Farmers

Attitude and responses

Open meetings with farmers

Forums for discussion

Interrogation of main-frame data

Consultation Survey

Lancashire
Constabulary
police and communities together
Police Constable Keith Collins
North West Division

OPERATION PASTURE
Work smart. Live responsibly

Farm Safety Initiative
Questionnaire

MAJOR HSE NFI Lancashire County Council VOSA NWA

Offender



Lancashire
Constabulary

police and communities together

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.



police and communities together

Offender



Lancashire
Constabulary

police and communities together

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



Lancashire
Constabulary

police and communities together



Impact Factor



Lancashire
Constabulary

police and communities together

Climate change

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

Wettest summer since UK
precipitation records began in 1766



Impact Factor



**Lancashire
Constabulary**

police and communities together

**Independent research
corroborates analysis**

Agricultural Scientist

Agronomist

Climate change causal factor



police and communities together

Who is Responsible ?



**Lancashire
Constabulary**

police and communities together



police and communities together

Operation Pasture



Lancashire Constabulary

police and communities together

MOTORCYCLIST



*Marc Proctor,
IAM Vice President*

COMPANY DIRECTOR



*Robert Burrow, Director
Northern Rural Training*

LOCAL FARMER



*John Clarke
Local Beef & Maize Farmer*

Film Clip

police and communities together

Video Clip



Lancashire
Constabulary

police and communities together



police and communities together

Response



Lancashire
Constabulary

police and communities together

OPERATION PASTURE



Lancashire Highways



police and communities together



**Lancashire
Constabulary**

police and communities together



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



Lancashire
Constabulary

police and communities together

- Partnerships
- Awareness
- Education





**Lancashire
Constabulary**
police and communities together

Temporary Warning Sign





**Lancashire
Constabulary**
police and communities together



police and communities together



Lancashire
Constabulary

police and communities together



police and communities together



Lancashire Constabulary
police and communities together

Information leaflets and flyers

Lancashire County Council OPERATION PASTURE Lancashire Constabulary

'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 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.

Share the Roads, Share the responsibility

PC Keith Gillies, Gatton Police Stn, Tel/Fax 01524 771894

Lancashire County Council OPERATION PASTURE Lancashire Constabulary

'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 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 passing 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. 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 yours, 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

Lancashire Constabulary

Mud on the Road

Lancashire County Council



**Lancashire
Constabulary**

police and communities together

Lancashire County Council OPERATION PASTURE Lancashire Constabulary

'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 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.

Share the Roads, Share the responsibility

PC Keith Collins, Caton Police Stn, Tel/Fax 01524 771894

Lancashire County Council OPERATION PASTURE Lancashire Constabulary

'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 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 passing 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. 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 yours, 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

Lancashire Constabulary

Mud on the Road

Lancashire County Council



**Lancashire
Constabulary**

police and communities together

'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 is taken when entering or exiting 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 mud 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 6001 GRIFFIN, Green Police Stn, Tel/Fax 01524 271895

'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 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 passing 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. 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 yours, 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

Mud on the Road

police and communities together



**Lancashire
Constabulary**

police and communities together

Lancashire County Council OPERATION PASTURE Lancashire Constabulary

'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 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.

Share the Roads, Share the responsibility

PC KATH GILLES, Gilm Poles Hill, Tel/Fax 01524 271895

Lancashire County Council OPERATION PASTURE Lancashire Constabulary

'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 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 passing 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. 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 yours, 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

Lancashire Constabulary police and communities together

Mud on the Road

Lancashire County Council



**Lancashire
Constabulary**

police and communities together

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, 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 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 landowners clear up most debris straight away, 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 friendly persuasion to encourage farmers to take a responsible attitude to road safety and the condition of their vehicles. Recent analysis shows by working together, we are starting to see a reduction in numbers of collisions involving tractors, in particular those involving motorcyclists 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, council and police call-outs concerning mud and other debris on the carriageway, which we are addressing with 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, Caton Police Station, Tel: 01524 771894
Lancaster Divisional Police Headquarters, Tel: 01524 63333

police and communities together



Lancashire Constabulary

police and communities together

Press & Media





**Lancashire
Constabulary**

police and communities together

Press & Media

Professional racer

‘John McGuinness’

Motorcycle Industry support



“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”

police and communities together



**Lancashire
Constabulary**
police and communities together

Presentations

F.A.R.M.R.

*Farm Accidents on
Rural Main Roads*



Outreach facility

‘ P.Net ‘ Public Internet





**Lancashire
Constabulary**
police and communities together

Farm Vehicle Guide





**Lancashire
Constabulary**

police and communities together

Safety Awareness Days (SADs)





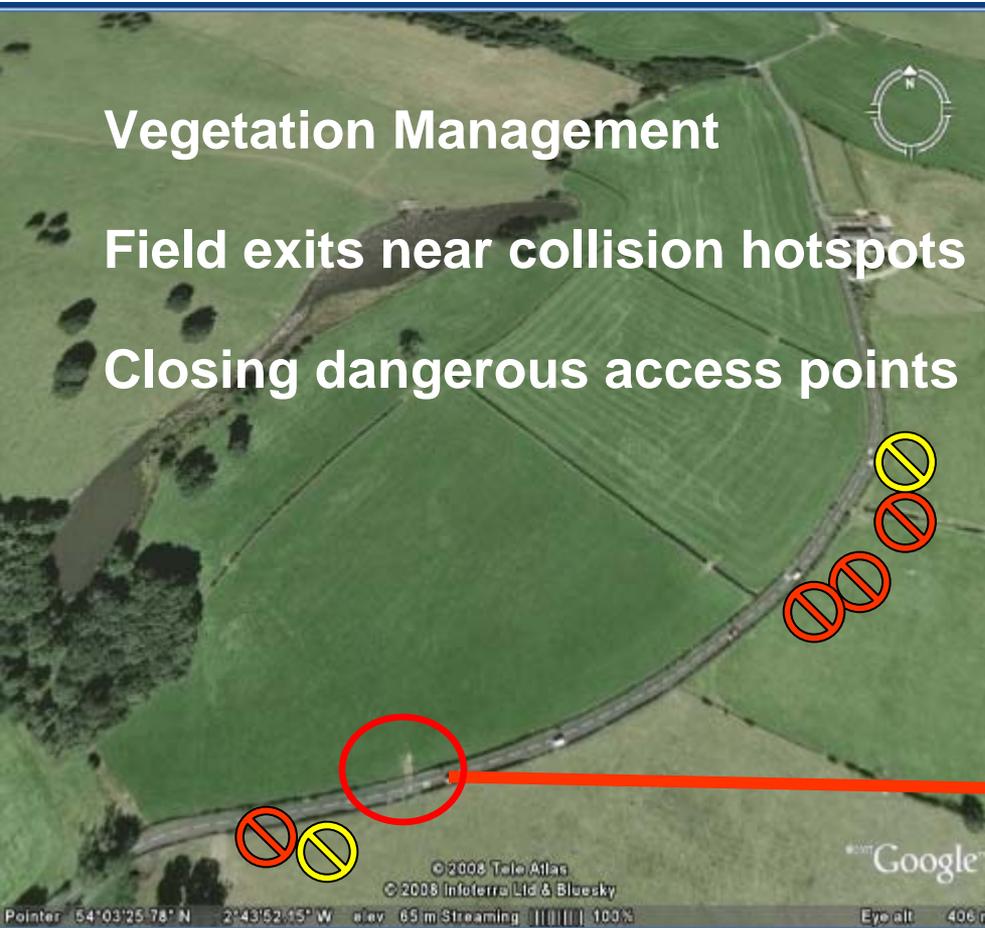
Lancashire
Constabulary

police and communities together

Vegetation Management

Field exits near collision hotspots

Closing dangerous access points





**Lancashire
Constabulary**

police and communities together

Reduction in casualties

Reduction in calls for service

Reduction in community complaints

Non statutory working practices

Template of good practice



police and communities together

OPERATION PASTURE

Assessment




Lancashire Constabulary
police and communities together

Partner Funding



The co-operative




FARM TRAFFIC




LIVESTOCK IN ROAD




HEDGE CLIPPINGS ON ROAD




HORSES IN ROAD





**Lancashire
Constabulary**
police and communities together



**Field access
improvements**





**Lancashire
Constabulary**
police and communities together

Field access improvements Vegetation management





**Lancashire
Constabulary**
police and communities together

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.



**Lancashire
Constabulary**

police and communities together

Community Reassurance

Re-visits to complainants.

Quality of life greatly improved.

Positive responses from ward councilors.

Residents made to feel safe, involved and reassured.



**Lancashire
Constabulary**

police and communities together

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



**Lancashire
Constabulary**
police and communities together



Reduction in road casualties

police and communities together



Lancashire
Constabulary

police and communities together

Reductions set against
cost of collisions in 2006





**Lancashire
Constabulary**

police and communities together

Diffusion of benefits Environmentally friendly slurry trailer





**Lancashire
Constabulary**

police and communities together

Expenditure

Extremely cost effective

Police-resources – 1 officer

Justifies outcomes achieved

Compliance to Problem Solving Model



Operation Pasture

the way forward



Lancashire
Constabulary

police and communities together

- Transferable commodity



- Compliance to Problem Solving Model
- Cost effective approach





**Lancashire
Constabulary**

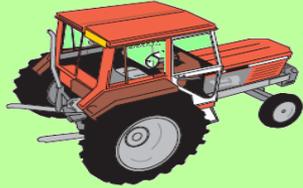
police and communities together



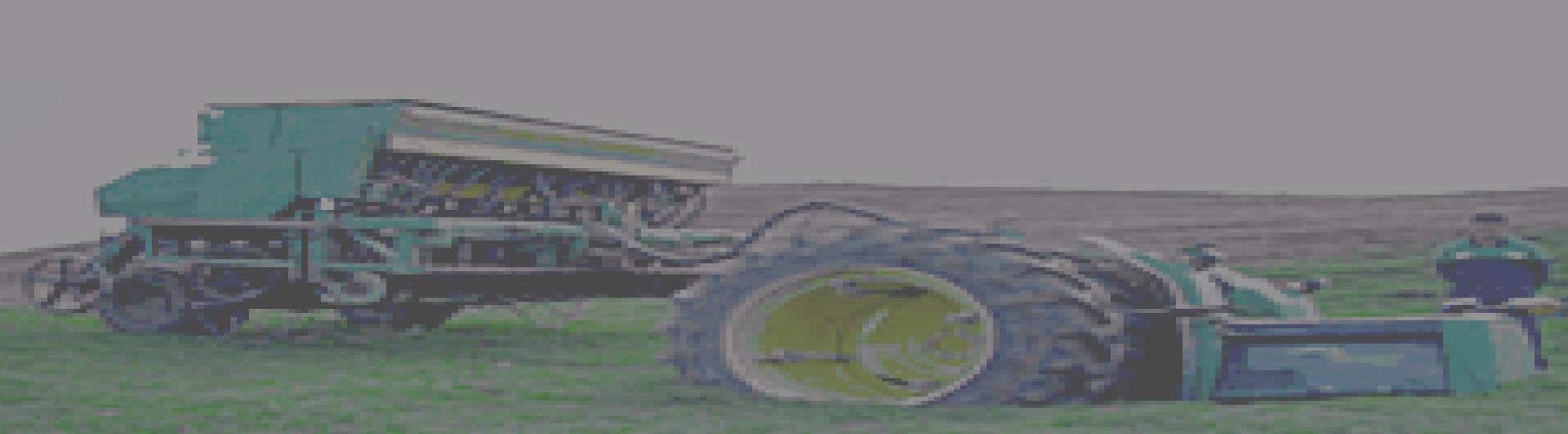
Share the road, share the responsibility

police and communities together

OPERATION PASTURE



Lancashire Constabulary
police and communities together

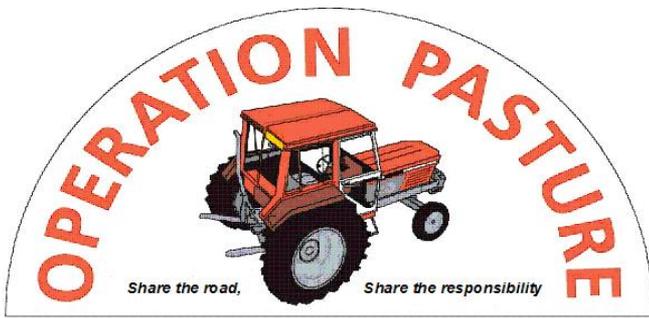


Thank you for listening



Constable Keith Collins

police and communities together



**Lancashire
Constabulary**

police and communities together

Project Contact:-

**Police Constable Keith Collins
Northern Division Police Headquarters
Lancashire Constabulary
Thurnham Street
Lancaster**

Lancashire, United Kingdom, LA1 1YB

Tel: +441524 63333

Fax:

Email: keith.collins@lancashire.pnn.police.uk