Follow us on Twitter for live traffic updates and news
@Cambs_Traffic

Cambridgeshire County Council

IHMC Incident Report April 2019

The IHMC responded to 71 incidents on the road network throughout Cambridgeshire in March. The IHMC covered 20 week days in April.

Our **@Cambs_Traffic** Twitter account is our quickest engagement tool with the public and the interaction gives a good indication of how effective the messages are getting out to people.

In April, the account gained 48 followers, which is a significant drop compared to the previous 6 months. This could be due to the Easter break, and the fact that there were no significant incidents on the network. The number of profile visits peaked at 99,900, which, although lower than March's figure, is still high compared to December, January and February. The number of Tweets sent out was 279. The number of Tweet impressions was lower than March.

Twitter Analytics	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19
Number of Followers	12,725	12,829	13,027	13,163	13,285	13,333
Increase in followers from previous month	173	104	198	136	122	48
Number of Tweets sent	500	289	420	721	402	279
Number of profile visits	124,000	35,600	48,800	41,866	106,000	99,900
Number of Tweet impressions	1.38 million	772,000	1.07 million	1.18 million	1.14 million	873,000

Table 1: Twitter Analytics for @Cambs_Traffic

Note: The number of Tweets sent includes advance notice road works and event Tweets alongside live incident Tweets.

The number of incidents recorded was busiest between 7 - 8am, with a late lunch rush seen at around 2pm.

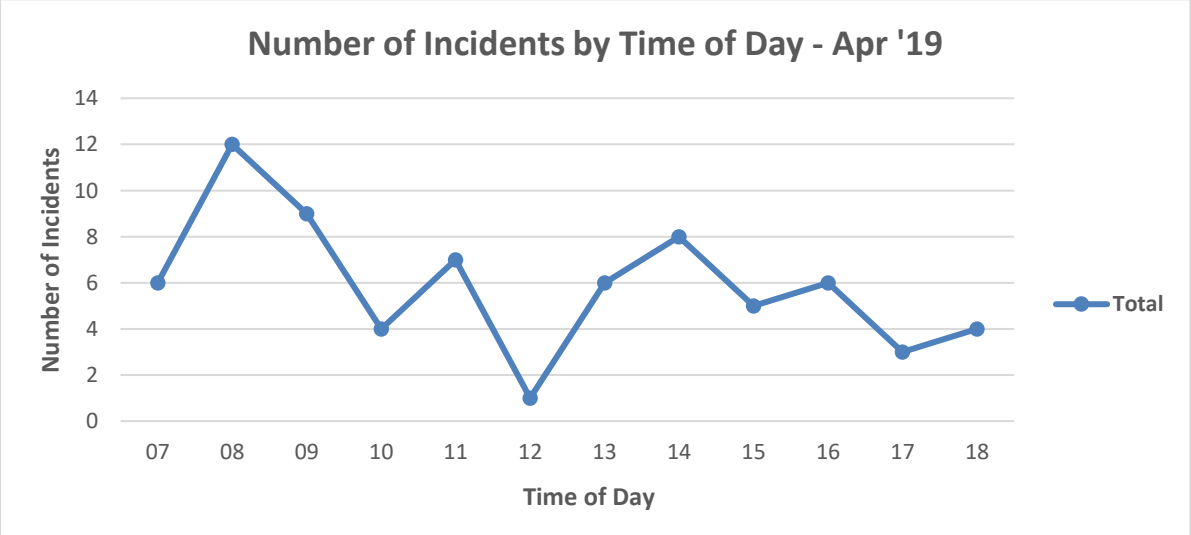


Figure 1: Number of incidents recorded by time of day – April 2019

Of the incidents recorded during April, 38% were due to Road Traffic Collisions (RTC's). A further 17% were due to road works (both planned and unplanned). A further 24% were due to breakdowns, 13% were due to an obstruction in the carriageway, and 7% were classed as 'Other'. The incidents recorded as 'Other' included exceptional volumes of traffic and police incidents. See Figure 2 below.

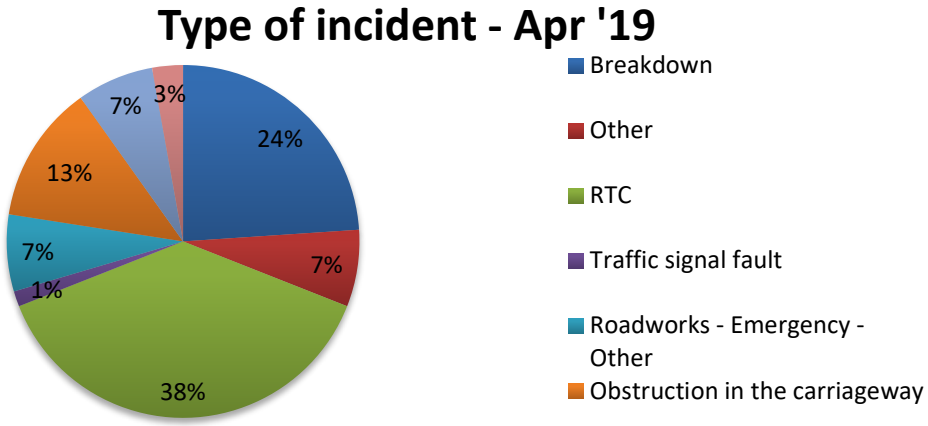


Figure 2: Type of Incident - April 2019

Of those incidents recorded 31% were due to a lane closure and 24% due to the road being partially blocked. (See Figure 3). The road was closed for 14% of incidents. A further 10% had temporary traffic lights and 18% had congestion which wasn't considered normal for the location and time of day.

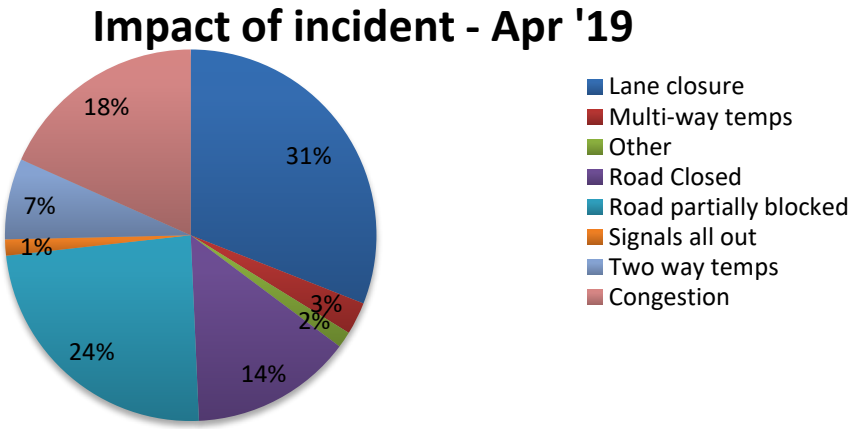


Figure 3: Impact of Incident on the network - April 2019

This month the highest number of incidents were recorded in Huntingdonshire, followed by South Cambridgeshire (Figure 4, below). East Cambridgeshire had the lowest number of incidents, closely followed by Fenland and Cambridge City.

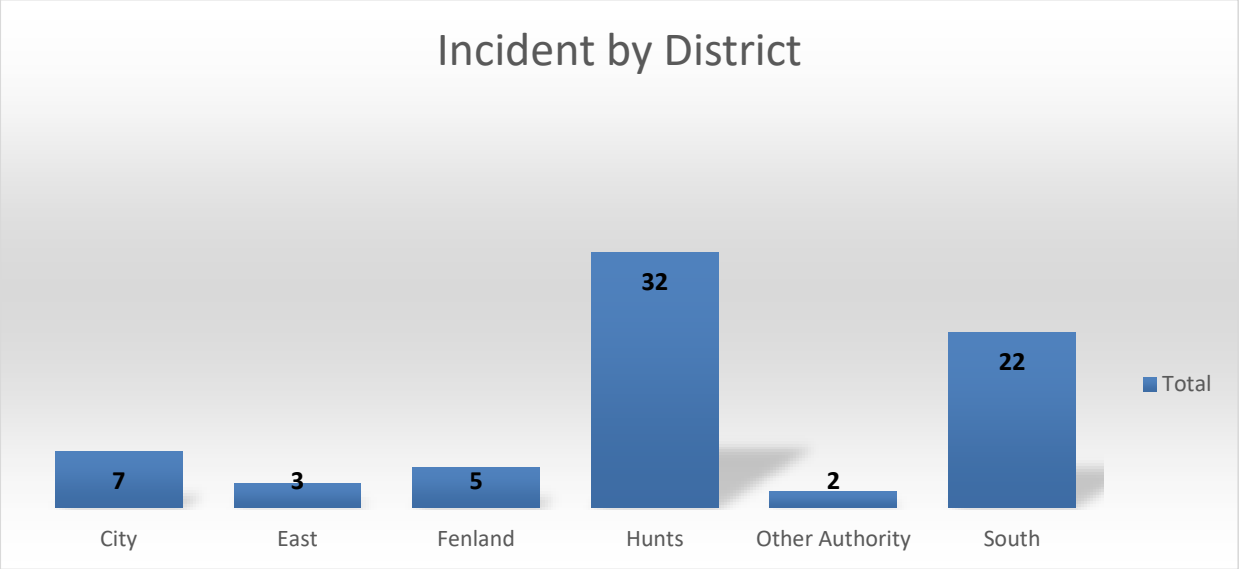
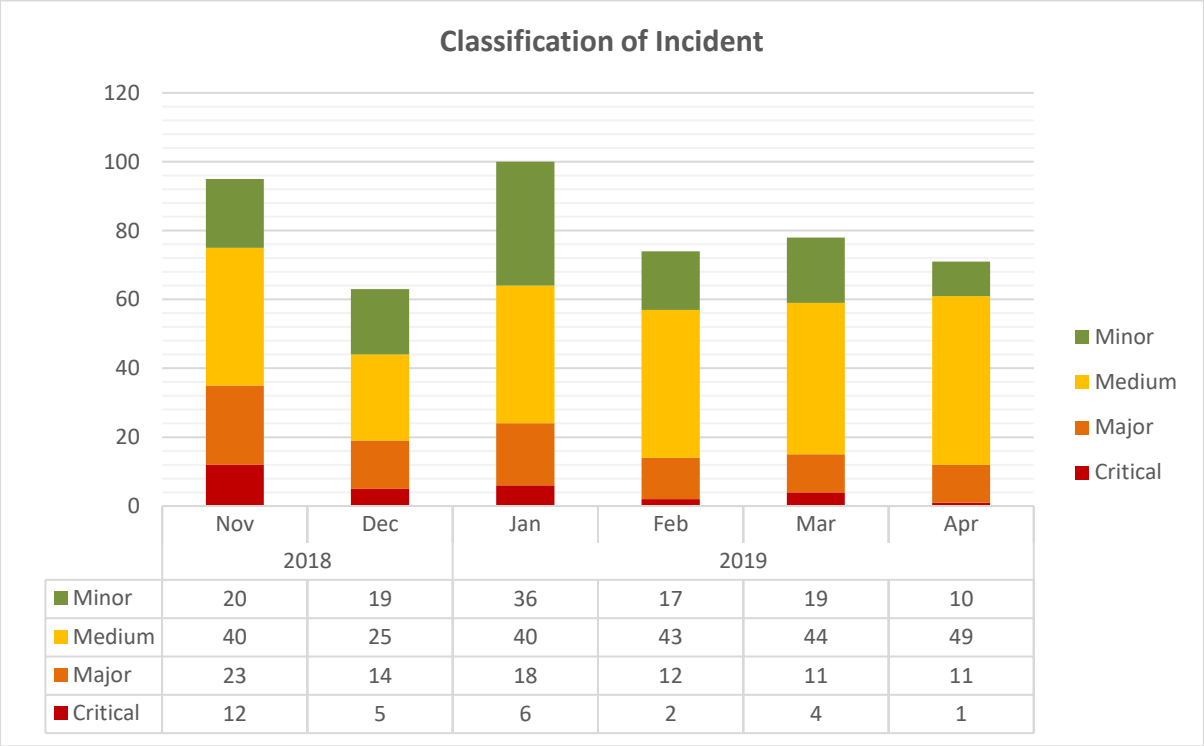


Figure 4: Incident location by District area - April 2019

During the month we responded to 10 minor incidents and 49 medium incidents. There were 11 major and 1 critical (See Figure 5).



	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019
Minor	20	19	36	17	19	10
Medium	40	25	40	43	44	49
Major	23	14	18	12	11	11
Critical	12	5	6	2	4	1

Figure 5: Classification of incident

Notes: Classification of Incidents

Minor: Delays less than 15 minutes. Low levels of congestion which are not normal conditions.
Medium: Delays of up to 30 minutes. Significant congestion which is not normal conditions.
Major: Delays of up to one hour. Severe congestion that has started to spread to neighbouring roads which is not normal conditions.
CRITICAL: Delays of over 1 hour. Congestion that has spread to numerous roads over a wide area. e.g. whole of central Cambridge.



On the 1st and 2nd April, multiple traffic signals stopped working for a short period due to a power problem in the area. Thanks to our close working relationship with the Signals Team, we were able to send out Tweets advising of issues and warning our followers to travel through the affected areas with care.

On the 9th April, Highways England implemented an emergency closure of the A428 in both directions between Barford Road Saint Neots and The Crown roundabout Wyboston for emergency repairs to the bridge. The road was closed from 9am until just before 4pm. We were able to send out informative Tweets regarding the closure, as well as putting a message on our Variable Message Signs in order for individuals to make an informed decision in using an alternative route whilst they have the opportunity.

Unfortunately a collision occurred on the A428 at Eltisley at around lunchtime on the same day. The road was closed for around 90 minutes in both directions for the emergency services to deal with the incident, along with the Air Ambulance. This was also tweeted about and updated regularly.

The critical incidents are explained in more detail below.

- **08/04/19** (14:03 - 15:57) **A14 J30 Dry Drayton - J29 Bar Hill** - Road Traffic Collision involving two HGVs blocking lane 1. Delays peaked at 1 hour 15 minutes.