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@Cambs_Traffic



IHMC Incident Report December 2019

The IHMC responded to 79 incidents on the road network throughout Cambridgeshire in December, covering 17 week days.

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 December, the account gained 160 followers, which is a decrease compared to November, although still a good figure taking in to account the Christmas holidays. We extract these figures from our Twitter account, and it appears that there had been a blip with the analysis page where it calculates the number of new followers we have gained each month. This means that August's figure was unfortunately incorrect, and although we do not have an exact number for August, we do know that it was definitely above what we originally thought. Thankfully, this blip has since been rectified. The number of profile visits was 35,000. The number of Tweets sent out was 350.

| Twitter Analytics | Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 |
|---|--------------|---------|---------|---------|--------------|--------------|
| Number of Followers | 13,702 | ## | 14,200 | 14,385 | 14,659 | 14,819 |
| Increase in followers from previous month | 170 | ## | 153 | 185 | 274 | 160 |
| Number of Tweets sent | 439 | 338 | 373 | 477 | 490 | 350 |
| Number of profile visits | 90,500 | 19,300 | 23,000 | 28,700 | 40,100 | 35,000 |
| Number of Tweet impressions | 1.29 million | 859,000 | 910,000 | 986,000 | 1.28 million | 1.05 million |

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 7am and 8am.

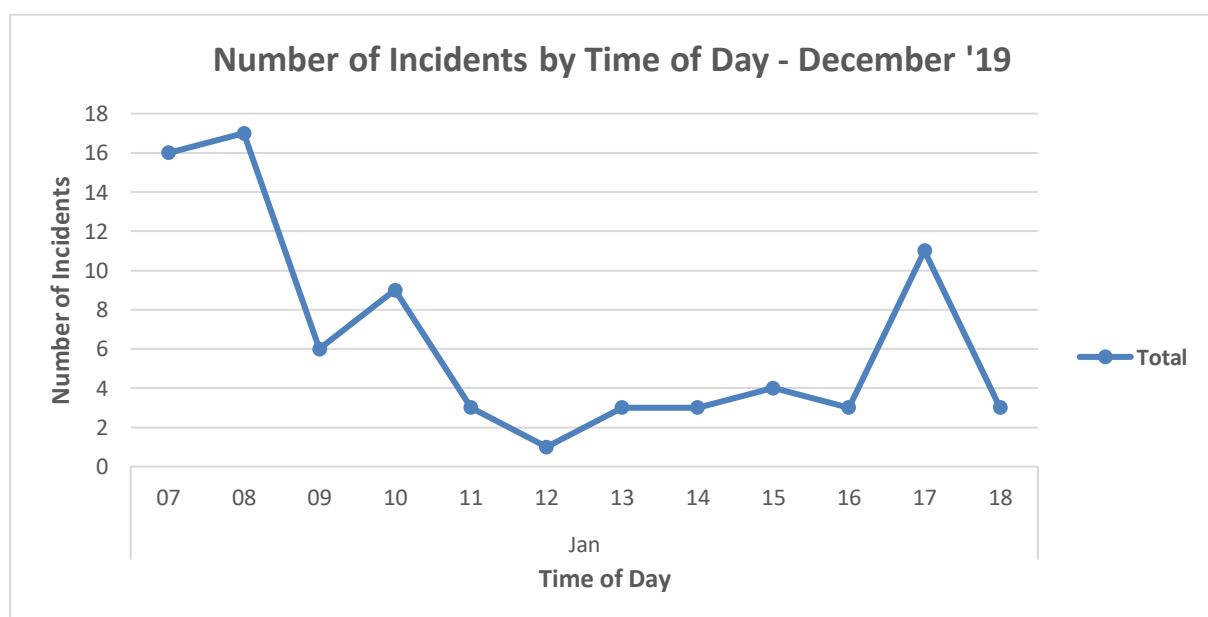


Figure 1: Number of incidents recorded by time of day – December 2019



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Of the incidents recorded during December, 33% were due to Road Traffic Collisions (RTC's). A further 10% were due to road works (both planned and unplanned). A further 21% were due to breakdowns, 8% were due to an obstruction in the carriageway, 4% was due to a traffic signal fault, 1% due to a vehicle fire and 23% were classed as 'Other'. The incidents recorded as 'Other' included exceptional volumes of traffic and police incidents. See Figure 2 below.

Type of incident - December '19

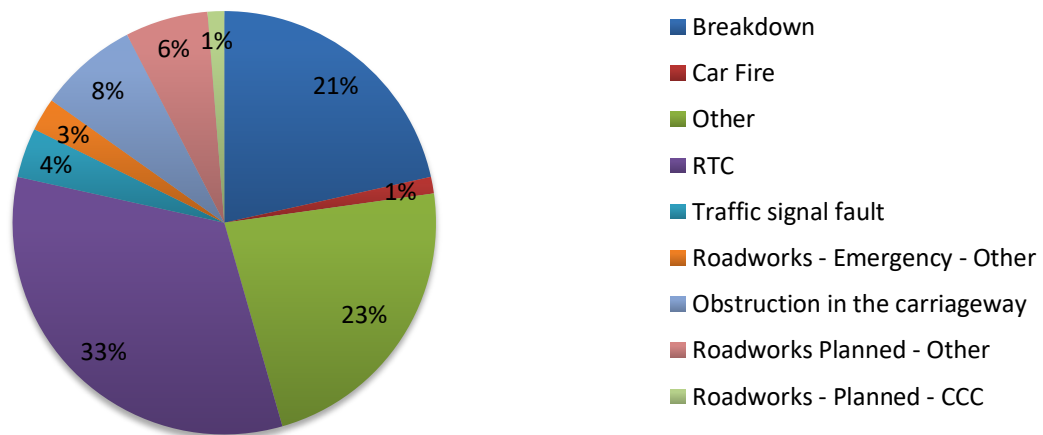


Figure 2: Type of Incident - December 2019

Of those incidents recorded 27% were due to a lane closure and 14% due to the road being partially blocked. (See Figure 3). The road was closed for 14% of incidents. A further 5% had temporary traffic lights and 39% had congestion which wasn't considered normal for the location and time of day. A further 1% was due to traffic signals not working at all.

Impact of incident - December '19

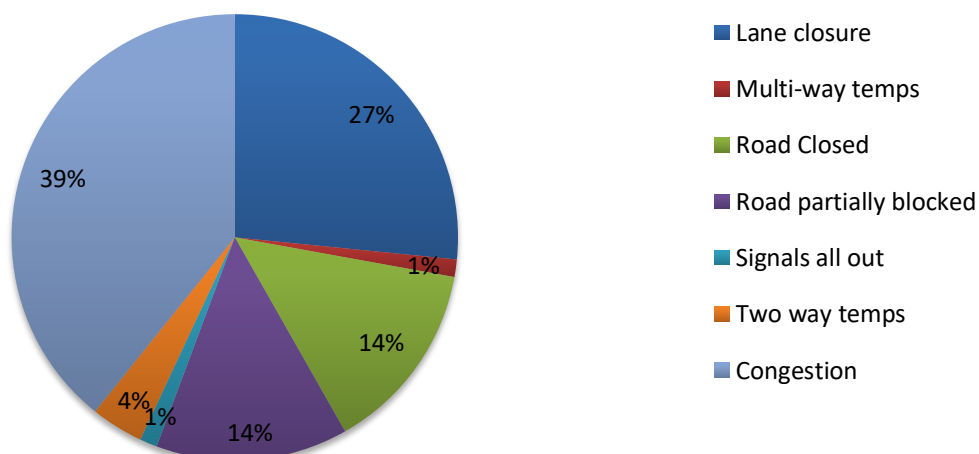


Figure 3: Impact of Incident on the network - December 2019



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This month the highest number of incidents were recorded in Huntingdonshire, closely followed by South Cambridgeshire (Figure 4, below). East Cambridgeshire had the lowest number of incidents, with Fenland and Cambridge City in-between. Other authority can include Peterborough, or another neighbouring authority where the delays affect our county.

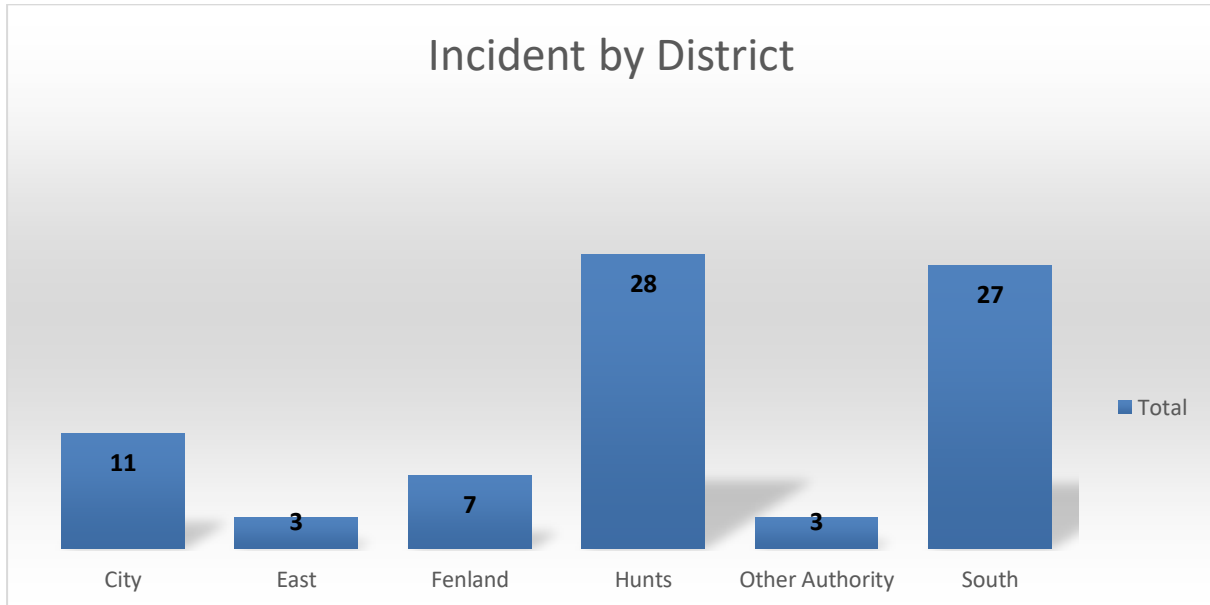


Figure 4: Incident location by District area - December 2019

During the month we responded to 19 minor incidents and 42 medium incidents. There were 17 major and 1 critical (See Figure 5).

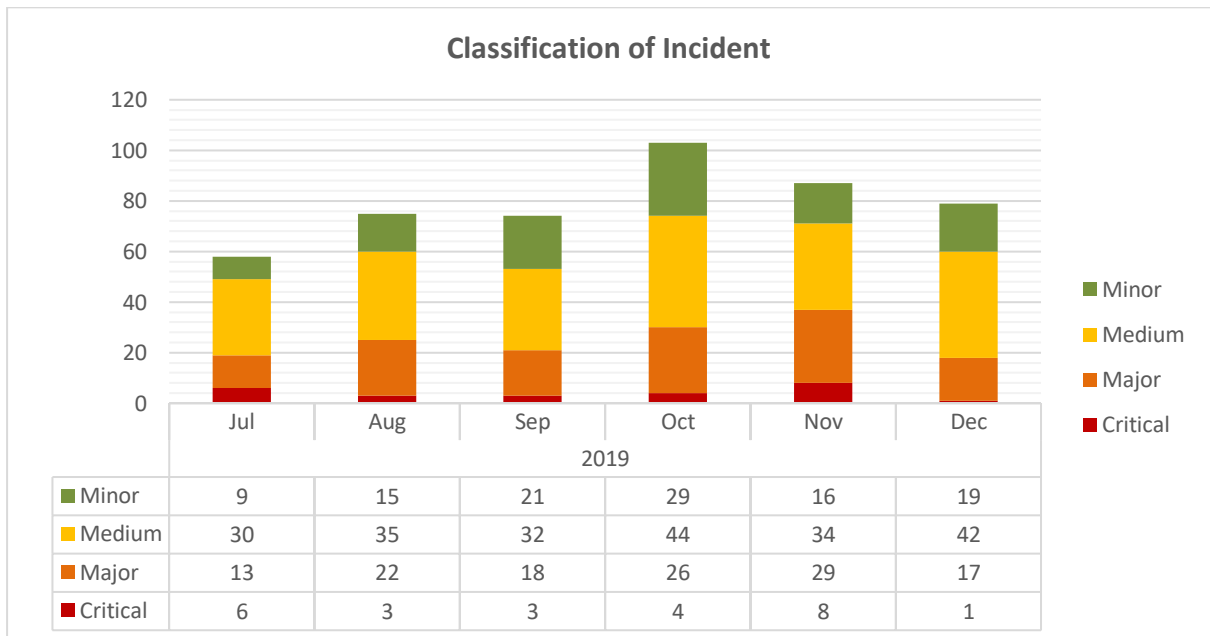


Figure 5: Classification of incident

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.



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During December, we saw the opening of the new Huntingdon bypass part of the A14 upgrade scheme. This proved a busy week whilst commuters settled in to their new routes. A lot of preparation work was done behind the scenes whilst we worked with Highways England to distribute their advice around the new road layout. Following the opening, we passed on the feedback we had acquired from our followers on Twitter, and of our own experiences, to Highways England to be reviewed.

This included installing additional signage at particular locations, removing old signs and covering traffic signals at Spittals roundabout where they were no longer needed. We continue to liaise closely with the Highways England A14 team whilst the rest of the upgrade scheme is ongoing.

The critical incidents are explained in more detail below.

- **04/12/19 (07:59 – 17:30, 05/12/19) A1307 Hills Road / Babraham Road northbound, Cambridge** – Road closure due to emergency works for a burst water main. Updates issued via Twitter and all the Cambridge inbound VMS signs had advice on. Delays peaked at 1 hour 50 minutes.