

Routes to Speed Safety: Understanding and measuring the contribution of Community Speed Watch (CSW)

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THE IMPACT OF COMMUNITY SPEED WATCH ON SPEEDING DRIVERS



Questionnaires

We gathered views from drivers who had been identified exceeding the speed limit via CSW activity.

66%

agreed that CSW is a useful way of tackling speed.

70%

agreed that seeing CSW activity in the future would make them drive slower.

59%

agreed that CSW teams do a good job of keeping communities safe.

72%

agreed that the warning letter made them want to change their driving.

10



Interviews

Some drivers criticised the placement, timing and use of technology within CSW but... The majority appreciated its value and called for more activity that is appropriately positioned, unpredictable in nature and communicated clearly/frequently.

For more information



Learning points:

Forces should provide a frequent complementary enforcement function to support public perceptions of legitimacy of CSW.

Implement CSW where data show high speeds.

Continue CSW in areas used by vulnerable road users and where visibility of the volunteers is high.

Use appropriate signage and wider communication to inform communities why CSW is taking place in that area.

VOLUNTEER EXPERIENCES WITH COMMUNITY SPEED WATCH

We gathered views from 32 individuals involved in CSW (volunteers, co-ordinators, councillors and police).



CSW groups wanted police enforcement activity to complement their own.

CSW groups wanted to receive more information about the outcome of their activity.



Relationships with the police, highways departments and other relevant organisations was inconsistent across CSW groups.

Information sharing was inconsistent across CSW groups.

For more information



Learning points:

- Forces should ensure consistent communication with CSW groups.
- Provide clarity in information that can/not be shared (e.g., due to GDPR), and provide consistent information sharing.
- Provide updates to CSW groups on activity outcomes to maintain morale.
- Facilitate communication between CSW groups to reduce repeat learning and create a network of support for volunteers.
- Avoid reputational damage by providing volunteers with communications guidance or training.

THE ROLE OF LETTERS IN COMMUNITY SPEED WATCH



Vehicles that received a letter reduced their average speed in the four months after receiving that letter.

For vehicles that did not receive a letter, average speed reduced less, or even increased.

We compared speeds of 7 vehicles that had been identified exceeding the speed limit by CSW cameras and sent a letter in response, to 7 vehicles that had been identified exceeding the speed limit but not sent a letter.

The vehicles that received a letter were less likely to be seen exceeding the speed limit after receiving the letter.

Those who did not receive a letter increased the number of times they were seen exceeding the speed limit.

For more information



Learning points:

Not sending a letter to speeding drivers appears detrimental. Any cap on the number of distributed outcome letters must be carefully considered.

Sending letters to *all* drivers over a specific speed (e.g., 10%+2) is more likely to be seen as fair than sending letters to the worst '10' drivers of the week.

THE IMPACT OF COMMUNITY SPEED WATCH CAMERAS ON DRIVER SPEED

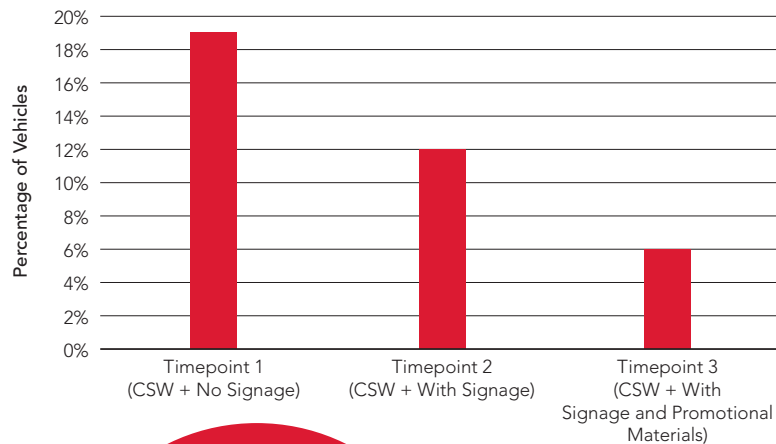
Vehicle speed data were gathered across 3 different time points in a single 30mph zone;

- Timepoint 1 CSW cameras erected without any signage
- Timepoint 2 CSW cameras with signage
- Timepoint 3 CSW cameras with signage and local promotional material

The percentage of vehicles driving within the speed limit was highest (40%) when CSW cameras were used with signage and local promotional material.

The percentage of drivers exceeding the speed limit at 36mph or over decreased, from 19% to 12% to 6%.
The number of vehicles responsible for speeds above 45mph reduced from 46 to 18 to 1.

Percentage of vehicles exceeding the speed limit at or above 36mph+ (in a 30mph zone)



For more information



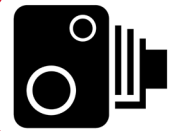
Learning points:

CSW cameras plus signage and local promotional material appear to have benefits for driver speed but longer-term trends are unknown. Cameras may help the police target fewer 'problem' vehicles. But... CSW cameras are likely to suffer from similar problems to other speed cameras, so should be carefully considered before implementation;

- They are easily predictable for drivers.
- They cannot be easily moved to adapt to changing/multiple speed issues like traditional activity.
- Drivers think they should not replace traditional activity.

Cameras may complement, rather than replace, traditional CSW activity.

Timepoint 1



Timepoint 2



Timepoint 3

