

# **Public Acceptance of Speed Enforcement**

**Adam Briggs**

**TISPOL Executive  
Committee Member**

**United Kingdom**



# Personal Profile

---

- ❑ Recently retired Deputy Chief Constable
  - ❑ 31 years Police Service in 3 UK Forces
  - ❑ Member of ACPO (Association of Chief Police Officers) for 7 years.
  - ❑ Worked at Strategic Level on Roads Policing
- 



# Personal Profile

---

- ❑ Chair of ACPO Roads Policing Operations Forum
  - ❑ Chair of ACPO Roads Policing Enforcement Technology Committee
  - ❑ ACPO Lead for Speed and Safety Cameras
  - ❑ Past President of TISPOL
  - ❑ Currently Member of TISPOL Council & Executive Committee
-

- 
- ❑ TISPOL is the European Traffic Police Network
  - ❑ Currently has 30 member states
  - ❑ “Crossing Borders to Save Lives”
  - ❑ Share good practice and campaign together
  - ❑ “Lifesaver” Project about to conclude.
  - ❑ Works closely with ETSC
-

# Ongoing Road Safety Problems

---

- ❑ 3 Killers – most common factors
  - Speed – excessive or inappropriate
  - Drink / Drug Driving
  - None Wearing of Seat Belts



# Current Road Safety Situation in Europe

---

❑ 34,500 road deaths in EU 27 (2009)

❑ Down by 36% since 2001



❑ *"If the average speed of all vehicles dropped by 1 km/h on all roads in Europe, then over 2,200 road deaths would have been prevented, comprising about 1,000 on rural roads, 1100 on urban roads and 100 on motorways"* ETSC

---

# Current Road Safety Situation in Slovenia

---

- ❑ Approx 20% reduction 2008-2009 ETSC
- ❑ Road Deaths down from 214 in 2008 to 138 in 2010.
- ❑ *"I thank TISPOL for such fruitful co-operation with the Slovenian Traffic Police"*



Katerina Kresal, Slovenian Interior Minister comment on "Lifesaver" project.

---

# Speeding – Public Acceptance

---

- Key Points to Consider;
  - Be open and honest with motoring public
  - Use media as friends not enemies
  - Authorities have nothing to hide
  - Survey the public to ask their views
  - TV/Radio Campaigns work





Example of TV Media Campaign from the UK THINK! Campaign

---

**TH!NK campaign - kill your speed or live with it**

<http://www.youtube.com/watch?v=L7fhzDUOsxI>

---

# Case Study – Random Road Watch

---

- ❑ RRW – originated in Cumbria, UK
  - Carried out market research
  - Asked public their views on enforcement
  - RRW came out ahead of covert, overt at fixed sites or random road watch
  - 60% public favoured RRW
  - Public support from start



# Case Study – Random Road Watch

---

- Started media campaign alerting public
- Then focus on implementation
- Totally open with media
- Media friends and helpers not enemies and obstacles
- Become unpredictable



# Case Study – Random Road Watch

---

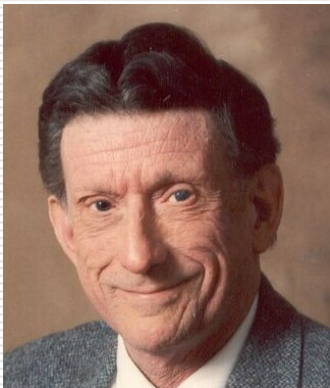
- Move camera vans regularly
- Give impression of more cameras
- Targets to reduce KSI's achieved
- Achieved 3 years early
- Lowest KSI's for 20 years



# Cameras Do Work !

---

- *"Eight hundred more people could be killed or seriously injured each year on Britain's roads if all the fixed and mobile speed cameras operational before the road safety grant was cut in summer 2010 were to be decommissioned"*



**Professor Richard Allsop**

University College London

ETSC Board of Directors and Chairman  
of the PIN Steering Group.

---

# Negative Attitude to Speed Enforcement

---



**Speed Enforcement can have its problems !**

---

# Conclusions

---

- ☐ Set appropriate, safe, and credible speed limits
  - ☐ Consult public where possible
  - ☐ Use media to help NOT hinder
  - ☐ Share Good Practice
  - ☐ Have nothing to hide – be transparent
  - ☐ Share good news stories – casualty reductions in particular !
  - ☐ Be aware of negative attitudes also
-



**But Remember - None of us are perfect !!**





---

# Thank you for your attention

[adambriggsassociates@gmail.com](mailto:adambriggsassociates@gmail.com)



ASSOCIATION OF  
**CHIEF POLICE OFFICERS**

