

Northern Transport Voices

Attitudes to road safety and speed management

Summary report
November 2025



Speed is a major contributor to serious injuries and fatalities on our roads, as it increases the likelihood of a collision and reduces the chances of surviving.

Every death or serious injury on our roads is a tragedy and it must never be accepted as inevitable. Speed remains a significant factor in many of these incidents and addressing it is essential to improving road safety across the North.

In 2024, on roads in the North*



7,007

people were killed
or seriously injured



307

lives were
sadly lost

Transport for the North (TfN) is committed to supporting mayoral combined authorities, county combined authorities and local transport authorities across the North in achieving their Vision Zero goals. As outlined in our Strategic Transport Plan, Vision Zero aims to eliminate all deaths and serious injuries on our roads by 2040.

To support this work, TfN has undertaken research to better understand public attitudes towards road safety and speed management. Between January and March 2025, we surveyed over 500 Northern residents through our [Northern Transport Voices](#) panel, gathering valuable insights to inform future policy decisions.

Our main findings

Both motorists and non-motorists in our survey expressed concern about vehicles driving too fast in their local area. Many want to see measures taken to reduce excessive speeds, especially where there is a heightened risk of serious collisions. This is particularly the case in areas where there are schools, known accident hotspots and in areas heavily used by pedestrians. We found that:

- 78% of respondents are concerned about vehicles driving too fast in their local area
- 44% supported an increase in fixed speed cameras
- 58% support changing the national urban speed limit to 20mph, rising to 82% among non-motorists and 74% among households with children under 18
- A majority favour reducing rural single carriageway speed limits from 60mph to 50mph (61%) or 40mph (55%)
- 67% support mandatory installation of Intelligent Speed Assistance (ISA) in new vehicles.

In-vehicle technology, such as Intelligent Speed Assistance, is widely viewed as a benefit, helping motorists adhere to appropriate speed limits. Where these systems directly intervene to reduce speeds, around half supported these measures, with a third opposed to them.

Our research reveals there would be some support for the requirement for all motorists to complete a driving education course every ten years to renew their license, with 56% of all respondents in favour of this. However, the implications of a measure like this would require further consideration.

We asked if any of our respondents had recently seen any road safety campaigns in the month prior to the survey. Of those that did, many believed that seeing them had positively impacted their understanding of the risks and their actions and attitudes to speed.

“More powers for police to instantly fine speeders instead of giving several "warnings". The penalties at the moment are far too lenient.

Female, 65-74, North Yorkshire

What else did Northerners tell us?

70%

think that measures to reduce speed near schools need to be increased.

“

“There should be a collective effort from everybody to help drive down the rates of speeding accidents.” **Female, 30-44**



On motorways and major 'A' roads, they would like to see an increase in the presence of police traffic officers.

“

“There should be regular public awareness campaigns to educate drivers about the importance of speed limits.” **Male, 30-44**

73%

of those exposed to speed awareness campaigns said they were more likely to drive within the speed limit as a result.

What next?

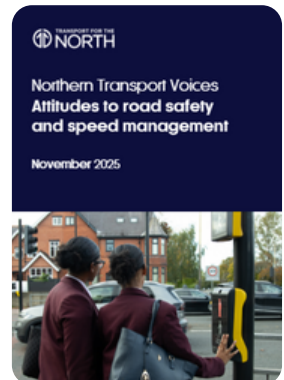
Transport for the North works with mayoral combined authorities, county combined authorities, local transport authorities and national partners to support transport improvements, unlocking sustainable and inclusive growth. We have a number of ways that we can help partners to achieve their aims.

Northern Transport Voices - Attitudes to Road Safety and Speed Management

Download the full report - **Attitudes to Road Safety and Speed Management** for detailed insights from our Northern Transport Voices survey, including data and analysis on public views across the North.

Download the report [here](#).

For further information, contact us at research@transportforthenorth.com

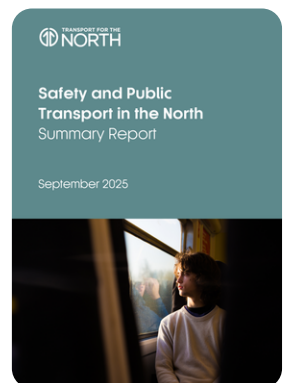


Safety and Public Transport in the North

Personal safety when using public transport is another area of research focus for our Northern Transport Voices panel.

Download the report [here](#).

For further information, contact us at research@transportforthenorth.com



TfN Offer

The TfN Offer is our data and evidence resource hub. Available to constituent authorities and other partners in the North, we can provide technical services, advice, analysis, modelling and planning tools.

For more information on how we can help to support our local authority partners, please contact us at tfnoffer@transportforthenorth.com

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