TRANSPORT FOR THE NORTH

Northern Transport Voices
Attitudes to road safety and speed management

November 2025

About Transport for the North

Transport for the North is a statutory sub-national transport body, working with mayoral combined authorities, county combined authorities, local transport authorities and others across the North of England. We advise central government on the strategic ambitions and priorities for the region's transport system and work with our partners to enable delivery of investment.

Our vision is that by 2050 the North of England will have become a thriving, socially inclusive region. Our communities, businesses and places will have benefitted from sustainable economic growth, improved health and wellbeing and access to opportunities for all. This is to be achieved through a transformed zero emission, integrated, safe and sustainable transport system, that will enhance connectivity, resilience and journey times for all users.

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1.0 Executive Summary

This report presents findings on transport users' attitudes to road safety, drawing on feedback collected via our online research community, the Northern Transport Voices. It is intended to provide evidence to support the work of our partners on developing plans to improve safety on our regional roads and meet the Vision Zero target, as outlined within the Transport for the North Strategic Transport Plan. The fieldwork was conducted through an online survey, covering a range of different topics related to speed management, which received 506 completed responses from transport users across the North of England.

Key Findings

A majority (78%) of respondents expressed concern about vehicles driving too fast in their local area. This concern was shared by both motorists and non-motorists.[1]

Most respondents supported measures to reduce speed limits and enhance enforcement. Notably, 44% supported an increase in fixed speed cameras[2] in their area. Support was especially strong for speed management near schools, known accident hotspots and busy local streets with high pedestrian activity.

While most respondents felt the speed limit on their own street was appropriate, those living on 20mph roads were the most satisfied (88%), compared to 68% on 30mph roads and 65% on 40mph roads.

There was also a majority (58%) in support of changing the national urban speed limit to 20mph. Among motorists (80% of the sample), 52% supported this change, while support was higher among non-motorists, with 82% in favour. Our findings are similar to findings from YouGov in 2022, which showed 48% of people in the North supported a change from 30mph to 20mph in urban areas, with 41% opposing it.[3]

Concerns about speed also extend to rural roads. A majority favoured reducing the national speed limit on single carriageways, without streetlights, from 60mph to either 50mph (61%) or 40mph (55%).

These findings suggest public support for reducing speed limits on both urban streets and rural single carriageways.

[1] For this research, a motorist is defined as a respondent who personally uses at least one of the following: a private car or van, a company car or van, or a motorcycle.
[2], Speed cameras can also be known as safety cameras.
[3] YouGov, 2022, To what extent do you support or oppose changing the speed limit in urban areas from 30 mph to 20 mph? Link: https://yougov.co.uk/topics/politics/survey-results/daily/2022/07/14/874c7/3

On motorways and ‘A’ roads, a majority supported increasing the presence of traffic police and the number of speed cameras. However, among motorists, support for more camera enforcement was only marginal.

Among the respondents who had attended a speed awareness course in the 12 months prior to this research, a large majority believed the course was effective in improving their awareness.

A strong majority supported the mandatory installation of Intelligent Speed Assistance (ISA) in vehicles. Most favoured systems that provide audible or haptic warnings. Around half supported systems that directly intervene to reduce speed, while one-third were opposed. Non-motorists were more supportive of these measures, while motorists were more likely to express concern about the accuracy of the technology.

Also, most respondents supported requiring drivers to complete a Driver and Vehicle Standards Agency (DVSA) course every ten years to renew their licence. Although, significant assessment would be required to understand the impacts of any such policy.

When asked about speed awareness communications campaigns, most respondents who had seen/heard a campaign in the month before the survey said they had a positive impact on their awareness and driving behaviour. However, it is worth noting that although a minority, many others felt the campaigns had little effect.

Finally, among the small proportion of respondents involved in a community speed watch scheme, a large majority believed the schemes were effective.

Conclusions

The findings of this report reveal strong public awareness and concern about excessive speeds, along with support for various speed management measures.

This provides our partners with evidence to inform actions they may wish to consider in achieving Vision Zero, including in areas related to speed enforcement, greater use of technology like ISA, targeted road safety campaigns and where appropriate, reduced speed limits.

2.0 Introduction

2.1 Vision Zero and Speed Management

In 2024, 7,007 people were killed or seriously injured on roads in the North. This number includes 370 people who sadly lost their lives.[4]

Every single death or serious injury on our roads is a tragedy and it is something that should not be accepted as inevitable. This is why Transport for the North committed to supporting our partners to achieve Vision Zero by 2040 in our Strategic Transport Plan (2024). Vision Zero is a strategy to eliminate all traffic fatalities and life-changing injuries, while increasing safe, healthy and equitable mobility for all.

As part of efforts to eliminate road fatalities and serious injuries, many organisations, including the Department for Transport have adopted the Safe System approach to road safety.[5] This approach treats every road death as preventable, recognising that people are vulnerable and can make mistakes. Therefore, all elements of the road system must work together to prevent crashes and minimise harm when they occur.

There are five pillars of the Safe System approach: safe roads, safe speeds, safe vehicles, safe road users and post-crash care.[6]

This report provides new evidence on public attitudes to road safety with a focus on the 'safe speeds' pillar of the Road Safety Safe System. Speed is a significant cross-cutting risk factor for road deaths and serious injuries. Road users' ability to avoid collisions and their survivability, in the event of a collision, are directly affected by the speed and energy involved.

This report provides evidence to help local and national stakeholders develop strategies and interventions to improve road safety and achieve Vision Zero, including the anticipated new National Road Safety Strategy.

Safety is a key topic in transport and alongside this report on road safety, we have also carried out research looking at personal safety on public transport: Safety and Public Transport in the North.

[4] Department for Transport, 2025, *Road safety statistics - RAS0402: Country and region*, Available at: https://www.gov.uk/government/statistical-data-sets/reported-road-accidents-vehicles-and-casualties-tables-for-great-britain#latest-data-and-table-index

[5] Department for Transport, 2015, *Working Together to Build a Safer Road System,* Link: https://assets.publishing.service.gov.uk/media/5a809ac140f0b62302694792/british_road_safety_statement_web.pdf

[6] Brake, *The Safe System and road safety*, https://www.brake.org.uk/get-involved/take-action/mybrake/knowledge-centre/safe-system

2.2 Research Methodology

In January 2025 an online survey covering a variety of topics relating to road safety and speed management was delivered to members of Northern Transport Voices, our online research community.

Northern Transport Voices was launched in January 2023 and brings together residents of the North of England to discuss topics relating to transport in their region. Members of the community are invited to take part in an ongoing research programme that explores transport behaviours, needs, challenges and opportunities in the North. The insights gathered will help shape future transport policies and strategies. At the time of delivery of this research, the community numbered 1,200 members from across the North of England.

The themes explored in the survey included:

- Respondents' demographic profile and types of road use
- Attitudes to speed management on local roads
- Attitudes to speed management on motorways
- Attitudes to speed assisting vehicle technology
- Attitudes to speeding education and awareness
- Attitudes to community speed watch schemes

Survey fieldwork started on 9 January 2025 and closed on 12 March 2025, with 506 completed and valid responses retained for data analysis.

This research did not use random probability sampling. Instead, the participants were self-selected within the Northern Transport Voice community and a third-party panel. This method can potentially introduce some self-selection bias that should be considered when interpreting the findings.

Please see Appendix A for further details about the demographic profile of the respondents.

For the analysis of quantitative data, data tables were created for each survey question, along with cross tabulations to explore relationships between different variables. These tables were then analysed to identify key data points and potential patterns or relationships.

For the analysis of qualitative data, thematic analysis was performed to identify key themes.

The data in this report has not been weighted for demographics or any other factors.

As the demographic profile in Appendix A shows, where there are comparisons, they show that our sample is fairly reflective of the general population. However, where they are differences, this could result in biases. For example, as some older age groups are overrepresented and younger group underrepresented, the overrepresented groups will have a larger influence over the results than would be the case if the sample were perfectly reflective of the population.

3.0 Research Findings

3.1 Attitudes to speed limits and speed management on local roads, 'A' roads and motorways

3.1.1 Attitudes to speed limits and speed management on local roads

To understand potential concerns about road safety, respondents were initially asked whether they were concerned about three aspects of road safety in their local area: vehicle speed, availability of safe places to cross the road and availability of safe cycle lanes.

Figure 1 shows the response to these topics. The most significant concern is vehicle speed, cited by 78% of respondents with half of them saying they are 'very' concerned. Only 21% of respondents said they were not concerned.

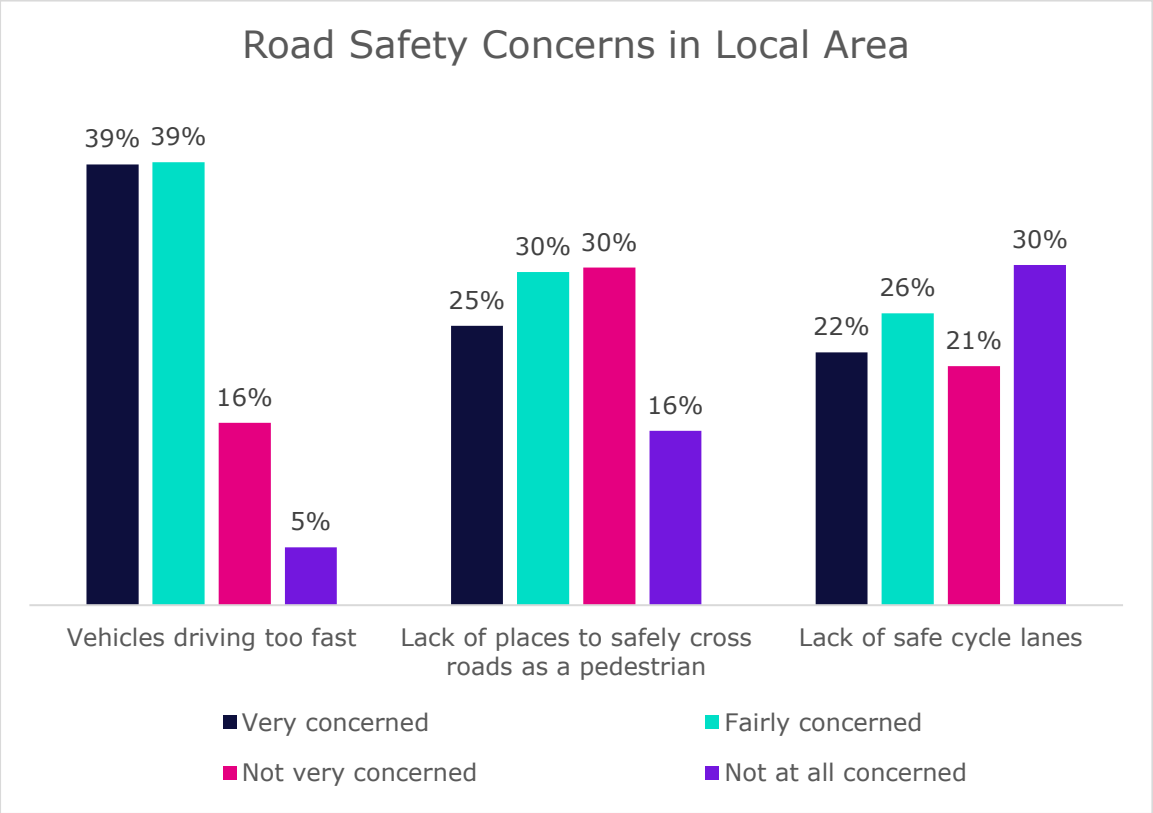

Figure 1. How concerned are you, if at all, about the following issues where you live? Excludes Don't Know. Vehicles driving too fast respondents N.: 505. Lack of safe cycle lanes respondents N.: 489. Lack of places to safely cross roads as a pedestrian respondents N.: 503.

Views on the other two topics were more mixed –54% of respondents expressed concern about a lack of safe places to cross the road where they live, while 46% were not concerned. Regarding the lack of safe cycle lanes, 49% of respondents expressed concern, while 51% did not.

Motorists were slightly less concerned than non-motorists about a lack of places for pedestrians to cross and the lack of safe cycle lanes. For this research, a motorist is defined as a respondent who personally uses at least one of the following: a private car or van, a company car or van, or a motorcycle.[7]

Whilst these results suggest that there are concerns around infrastructure for pedestrian crossings and for cycling, the speed of vehicles appears to be a larger issue.

To further investigate attitudes towards vehicle speed in local areas, respondents were asked a series of questions about the speed limit on the road they live on and whether they thought the speed limit was appropriate. As shown in Figure 2, the most common speed limit was 30mph, with 51% of respondents living on a road with this speed limit, followed closely by 20mph, which was chosen by 41% of respondents. Only 6% of respondents reported living on a road with a 40mph speed limit.

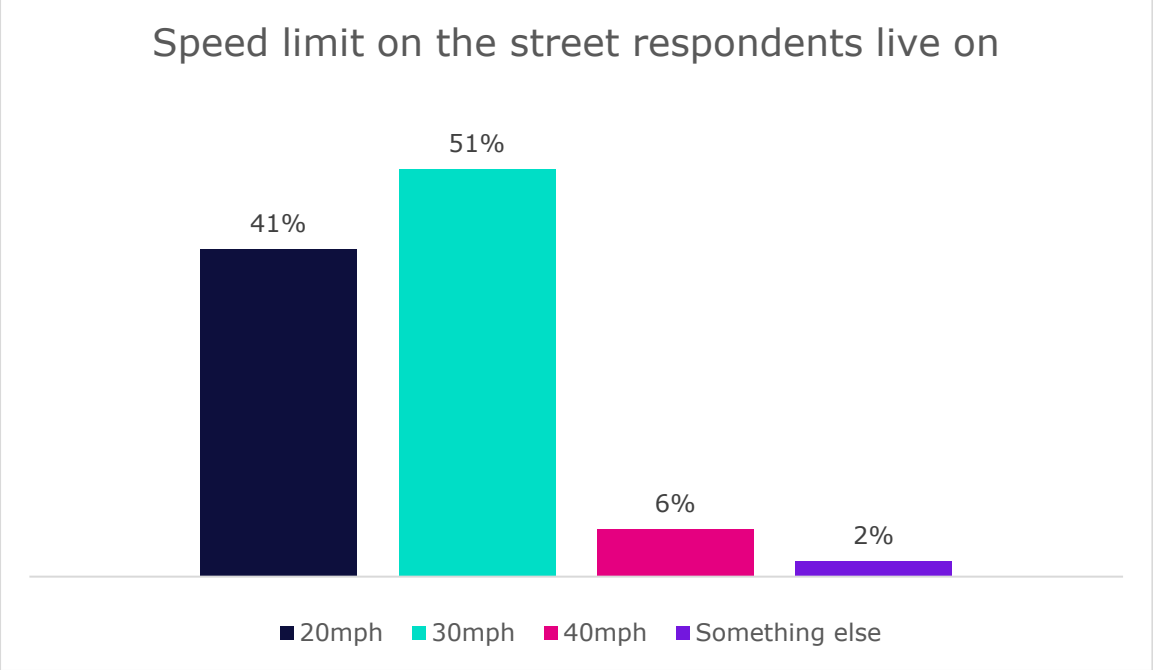

Figure 2. What is the speed limit on the road where you live? Excludes Don't Know. Respondents N.: 476.

The figure below, Figure 3, shows the percentage of respondents who were or were not satisfied with the speed limit of their road, broken down by the speed limit of the road they live on. It shows that most respondents are satisfied with the speed limit of the road they live on. This is particularly the case for those

[7] For more information on motorists and non-motorists and a breakdown of respondents' vehicle use, see Figure 21 in Appendix A.

who live on 20mph roads, where only 12% of respondents thought the speed limit was not right. Whilst most respondents also thought the limit was right when living on a 30 and 40mph road, there was a notable share of respondents who felt that it was not the right speed - 32% and 35% thought this, respectively.

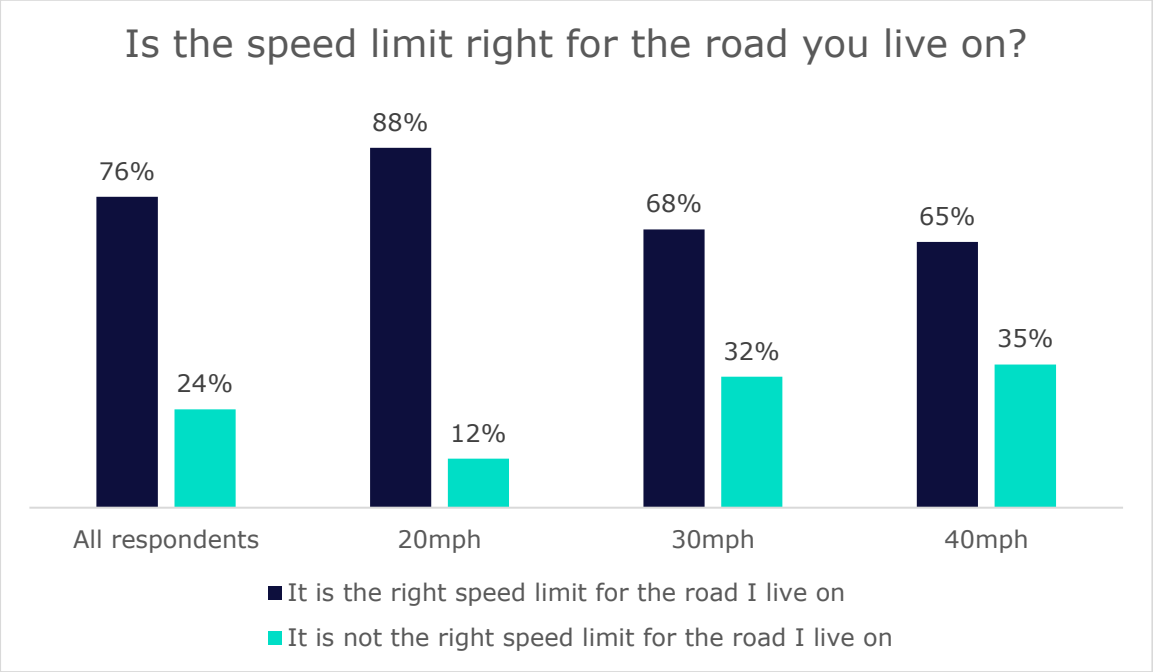

Figure 3. Do you feel that this is the right speed limit for your road? Excludes Don't Know. All Respondents N.: 466. 20mph n.: 190. 30mph n.: 241. 40mph n.: 26.

At 30mph, there was a notable difference in views between motorists and non-motorist respondents. Of the respondents who are motorists and live on 30mph roads, 71% thought that the speed limit was correct for their road. However, this was only 49% for non-motorists.

When those respondents who thought the speed limit was not right for their road were asked what they would like it to be, the majority wanted it to be lower. The most common response was 20mph; 73% of these respondents said this.

These results indicate there are clearly some concerns about road safety in respondents' local areas and there is potential appetite for reduced speed limits in some cases.

Respondents were also asked directly whether they thought the national speed limit for built-up areas (roads with streetlights every 200 yards or less) should be set at 20mph.[8] Figure 4 shows that a slight majority (58%) supports setting the national speed limit for local roads at 20mph. However, respondents are clearly split, with 28% who oppose setting the national speed limit at 20mph, and 13% who neither support nor oppose the idea.

[8] When referring to the national speed limit, we refer to the speed limit for cars and motorcycles. Where questions include a mention of the national speed limit, respondents were also told that local authorities may apply specific speed limits in places that may differ from the national speed limit.

This result is similar to findings from research by YouGov from 2022. Their research showed that in the North of England, 48% of people supported changing the speed limit in urban areas from 30 to 20mph and 41% opposed it.[9]

It is also worth noting that our research found several notable differences between groups in the level of support for the change. When looking at motorists and non-motorists, 52% of motorists supported a change to 20mph, while for non-motorists, this was 82%.

Females were also more likely to support changing the national speed limit for roads in built-up areas to 20mph. We found that 66% of females supported this change, compared to 53% of males. Respondents who had a child under the age of 18 in their household were also more likely to support the change. 74% of those with a child under 18 in their household said they support a change to 20mph, compared to 53% of those without a child under 18 in their household.

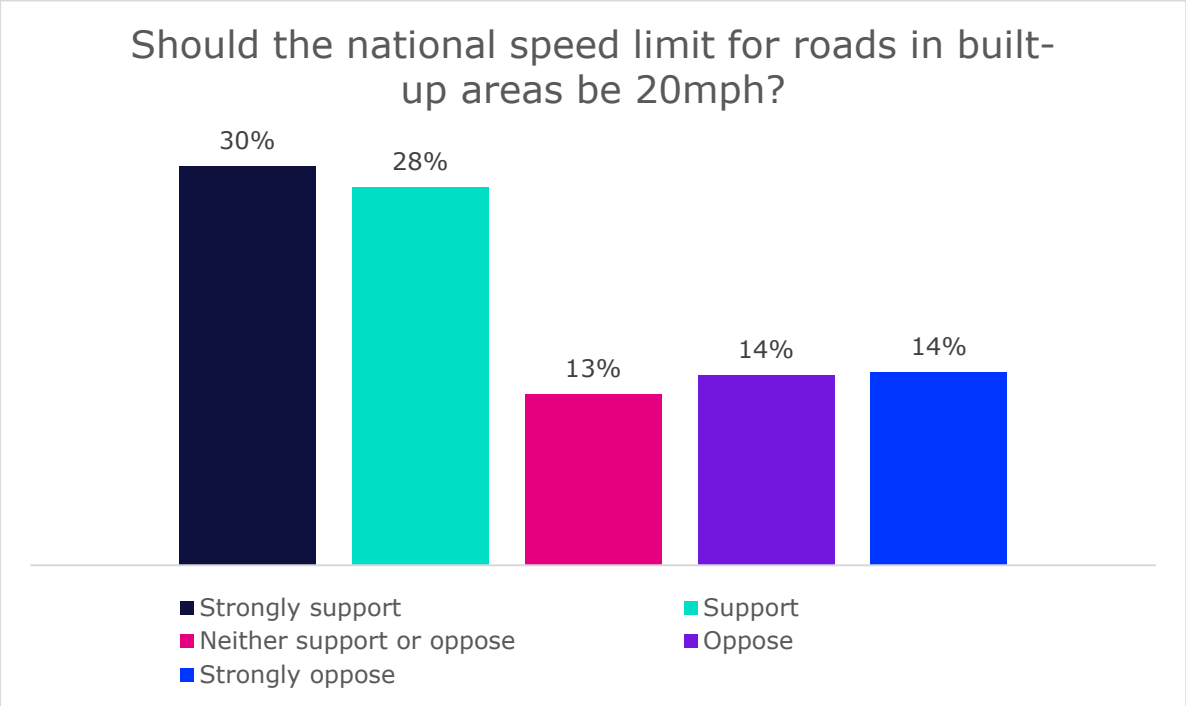

Figure 4. To what extent would you support or oppose setting the national speed limit on roads in built-up areas to 20mph? Excludes Don't Know. Respondents N.: 497.

Respondents were also asked for their thoughts on speed limits for single-carriageway roads without streetlights, which is currently 60mph. Figure 5 shows that, on average, respondents supported reducing speed limits on single carriageways without streetlights. 61% of respondents supported reducing the speed limit for these roads to 50mph and a slightly smaller share, 55%, supported reducing it to 40mph.

However, a notable proportion of respondents were against reducing the speed limit or were undecided. For 40mph, 32% opposed the reduction and 13% neither supported nor opposed it and for 50mph, this was 25% and 15%,

[9] YouGov, 2022, To what extent do you support or oppose changing the speed limit in urban areas from 30 mph to 20 mph? Link: https://yougov.co.uk/topics/politics/survey-results/daily/2022/07/14/874c7/3

respectively. Similar to the previous question on the 20mph limit, a majority of our respondents support lower speed limits, but a notable share is opposed or undecided, yielding mixed results overall.

Again, there are differences in the level of support between some groups. Similar to the previous question, non-motorists are more likely to support reductions in speed limits on single carriageways without streetlights. This research found that 69% of non-motorists supported a change to 40mph and 70% supported a change to 50mph. For motorists, these figures were 51% and 58%, respectively.

There was a further noticeable difference in the support between female and male respondents. Results showed that 68% of females supported reducing the speed limit to 40mph, and 70% supported reducing it to 50mph. For males, support was lower, at 49% and 54%, respectively.

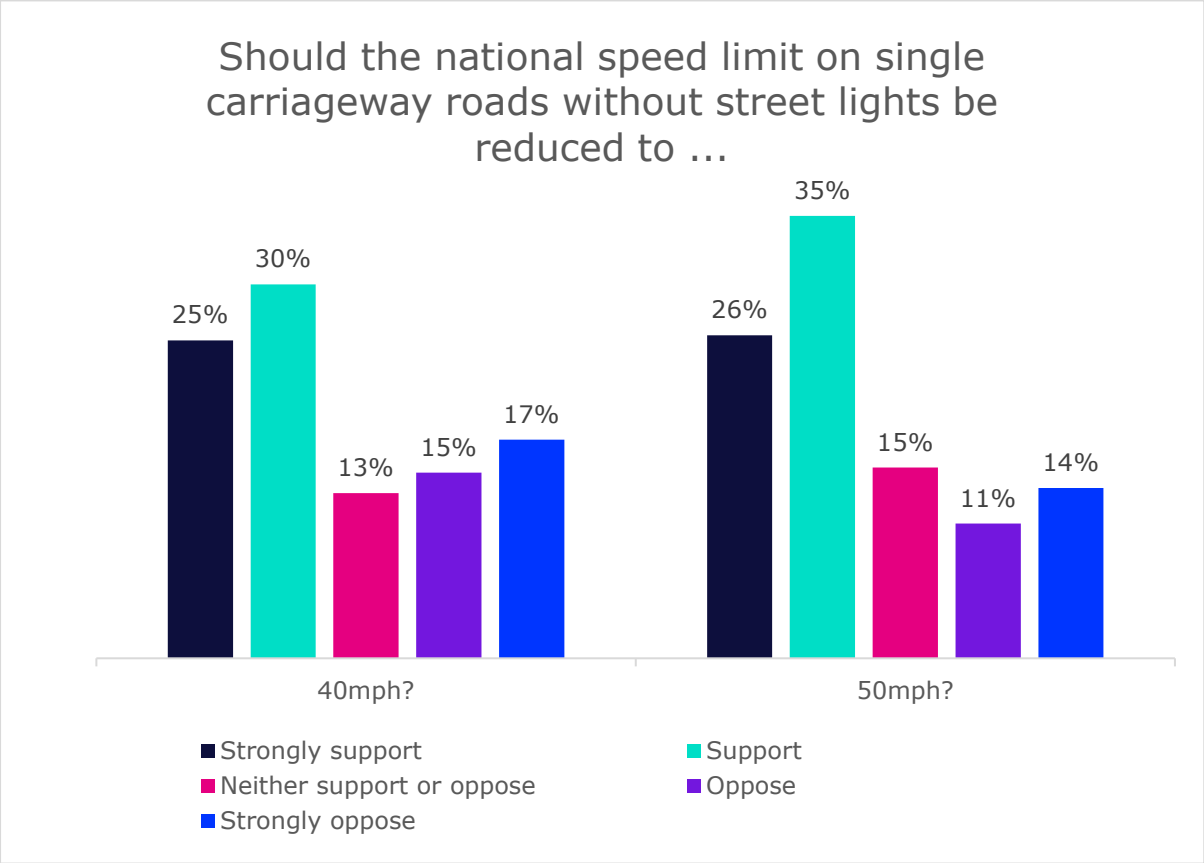

Figure 5. To what extent would you support or oppose setting the national speed limit on single-carriageway roads without streetlights to 40mph/50mph? Excludes Don't Know. Respondents n.:496.

Respondents were also given a list of common speed management measures and asked to indicate which, if any, they believe should be increased in their local area (with the possibility to select multiple options). As shown in Figure 6, the most common response was to increase the number of fixed speed cameras, also known as safety cameras, with 44% selecting this option. This was followed by 39% of respondents selecting roadside speed indicator devices (vehicle-activated signs), which tell drivers the speed they are travelling at and whether

they are over the speed limit. Increasing the presence of both traffic officers and road humps was also popular, being selected by 32% of respondents each.

The most popular measures indicate that various tactics may be needed to address vehicles driving too quickly. Respondents selected both enforcement measures, like speed cameras and softer measures, such as speed indicator signs.

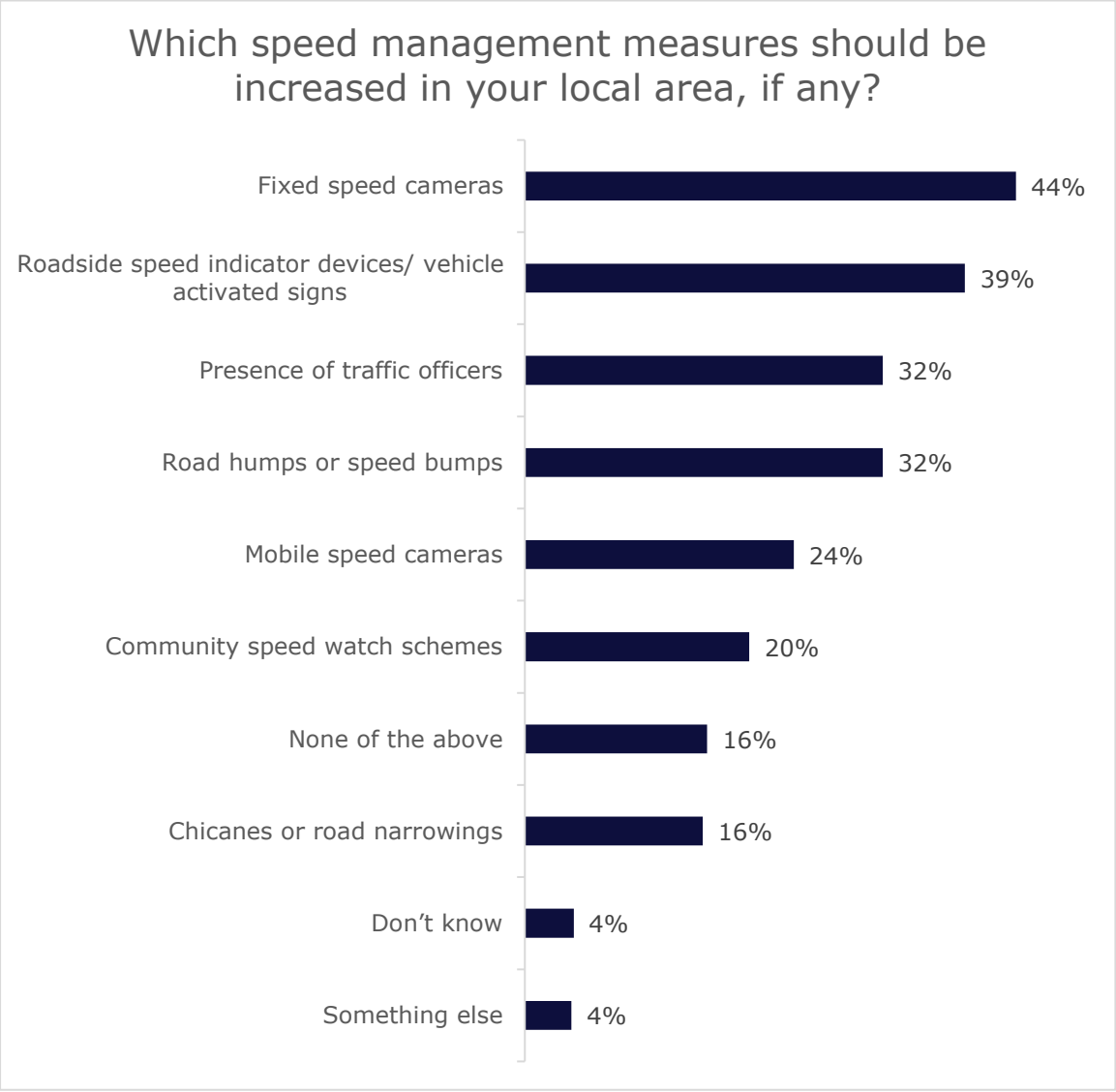

Figure 6. Which of the following types of speed management measures do you think need to be increased in your local area, if any? Please select all that apply. Respondents n.: 506.

The locations of speed management measures are also important. They need to be placed where they can be most effective, such as where speeding is common or where the consequences of it may be the worst. Respondents were therefore also asked where, if anywhere, they think there should be an increase in speed management measures. Figure 7 shows the results.

A strong majority, 70%, think that speed measures near schools need to be increased. Next, most respondents (59%) also indicated that there should be an

increase in measures near known hotspots for collisions or near-misses. It was also common for respondents to say an increase in measures is needed around high streets and where there are high numbers of pedestrians (49%), near junctions (47%) and near hospitals (46%).

Figure 7. Which of the following types of locations do you think need to have an increase in speed management measures, if any? Please select all that apply. Respondents n.: 506

3.1.2 Attitudes to speed management on 'A' roads and motorways

In addition to local roads, respondents were asked for their thoughts on speed management on 'A' roads and motorways. They were asked about the extent to which they would support or oppose increases in various speed management measures on these roads.

Figure 8 shows views on the possibility of increasing traffic police presence on 'A' roads and motorways during the day, or in the evenings and overnight. As demonstrated in the chart, the response to having more traffic police presence both in the day and at night was very similar. In our survey, 69% of respondents supported increasing traffic police presence during the day and 72% during the night. Only around 6% of respondents, for both day and night, opposed the idea. This indicates an appetite among the survey respondents for increased visibility of traffic police on motorways and 'A' roads.

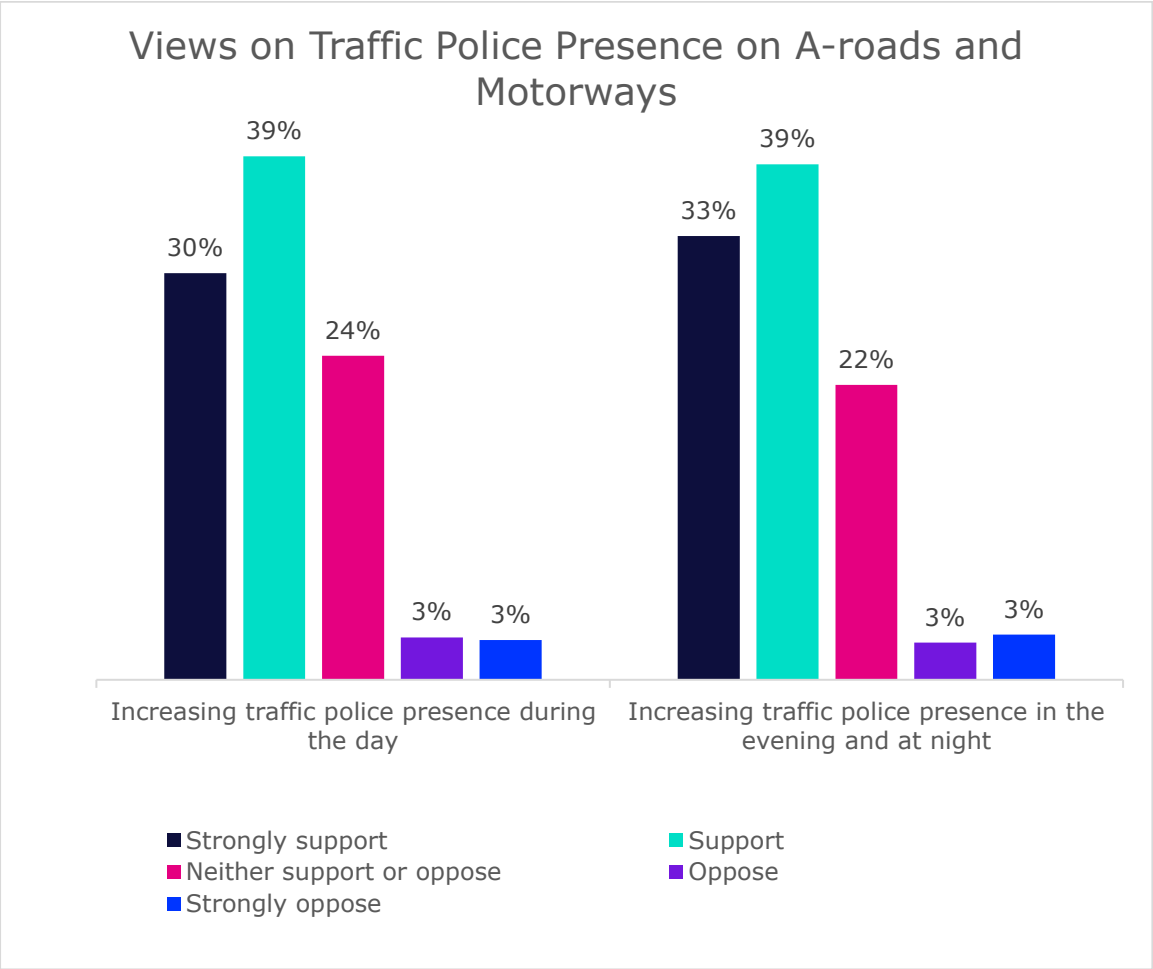

Figure 8. To what extent would you support or oppose the following changes to speed management measures on A-roads and motorways? Excludes Don't Know. Respondents n.: 503.

Similar to traffic police presence on motorways and 'A' roads, respondents generally supported increasing the number of speed cameras. This is shown in Figure 9. Respondents were asked their thoughts about increasing the number of fixed speed cameras, average speed cameras and cameras enforcing variable speed limits. While the response is slightly less favourable than it was for increasing the presence of traffic police, each measure was supported by a small majority of respondents and none had more than 20% of respondents saying that they opposed an increase.

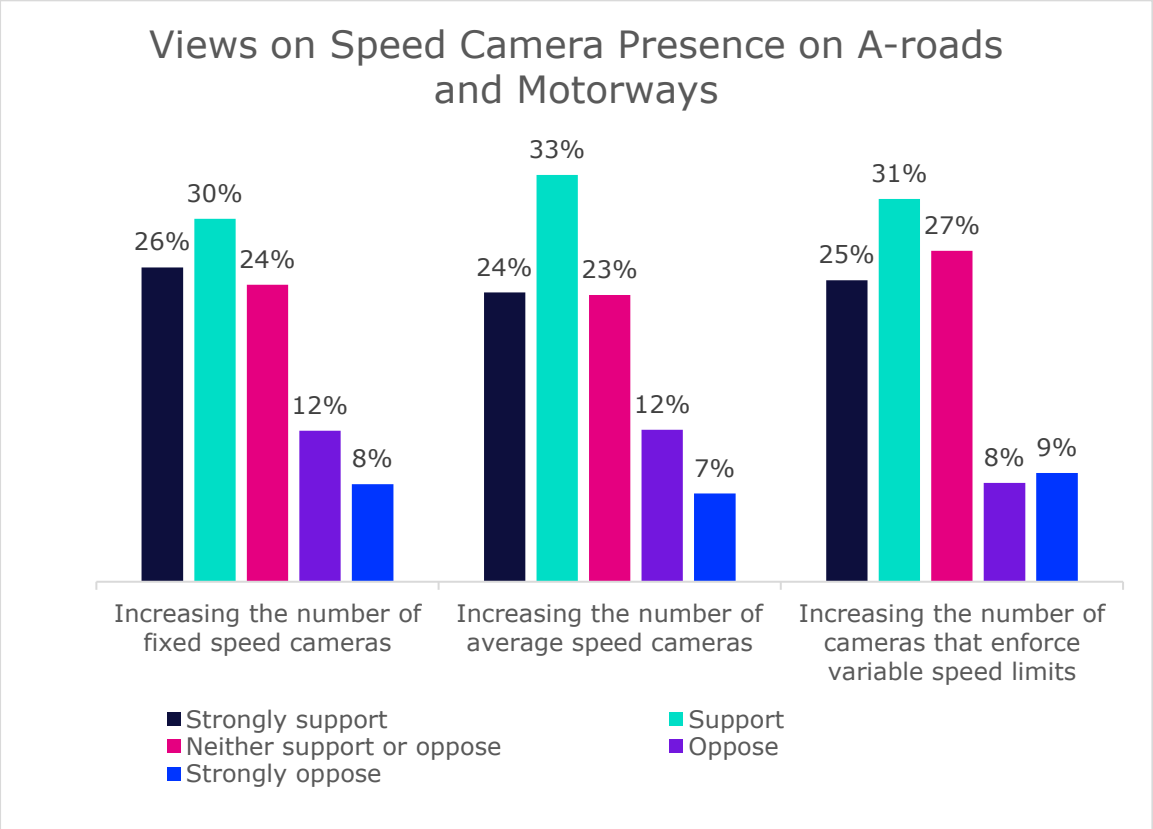

Figure 9. To what extent would you support or oppose the following changes to speed management measures on A-roads and motorways? Excludes Don't Know. Increasing the number of fixed speed cameras n.: 502. Increasing the number of average speed cameras n.: 499. Increasing the number of cameras that enforce variable speed limits n.: 495.

However, there were differences in the responses from motorists and non-motorists. Non-motorists were generally much more supportive of increasing speed cameras. We found that 70% of non-motorists supported increasing fixed speed cameras, 69% supported more average speed cameras and 70% supported an increase in the number of cameras enforcing variable speed limits. In comparison, while most motorists were still supportive of increasing the numbers of each type of speed camera, they were much less supportive than non-motorists. Looking at each type, 52% of motorists supported more fixed speed cameras, 54% supported more average speed cameras, and 52% supported an increase in cameras enforcing variable speed limits.

The support for increases in both traffic police and speed camera measures suggests that our respondents would likely be in favour of measures aimed at controlling speeding on motorways and 'A' roads.

3.2 Attitudes to speed assisting vehicle technology

Intelligent Speed Assistance (ISA) is a type of in-vehicle technology designed to assist the driver with driving within the speed limit. ISA typically uses Global Positioning System (GPS) data and/or speed sign recognition software to monitor the vehicle's location, speed and to identify the speed limit on the road travelled on.

Depending on the type of ISA, it can provide warnings when the vehicle exceeds the speed limit by:

- Sending an audible, visual, or vibration notification
- Making it harder to push down on the accelerator pedal
- Reducing the engine power

The driver can usually override these warnings by pressing down forcefully on the accelerator. However, the system will typically reactivate every time the vehicle is restarted. ISA relates to two elements of the Safe Systems Approach to road safety by both making vehicles safer and encouraging safer speeds.

When asked, 67% of respondents said they would support ISA being mandatory in new vehicles sold in Great Britain. Only 19% said they would be opposed to this.

To understand respondents' attitudes to ISA better, they were asked about the previously mentioned range of alerts and interventions that can be made if a driver exceeds the speed limit. Figure 10 below shows whether respondents supported or opposed these ISA interventions.

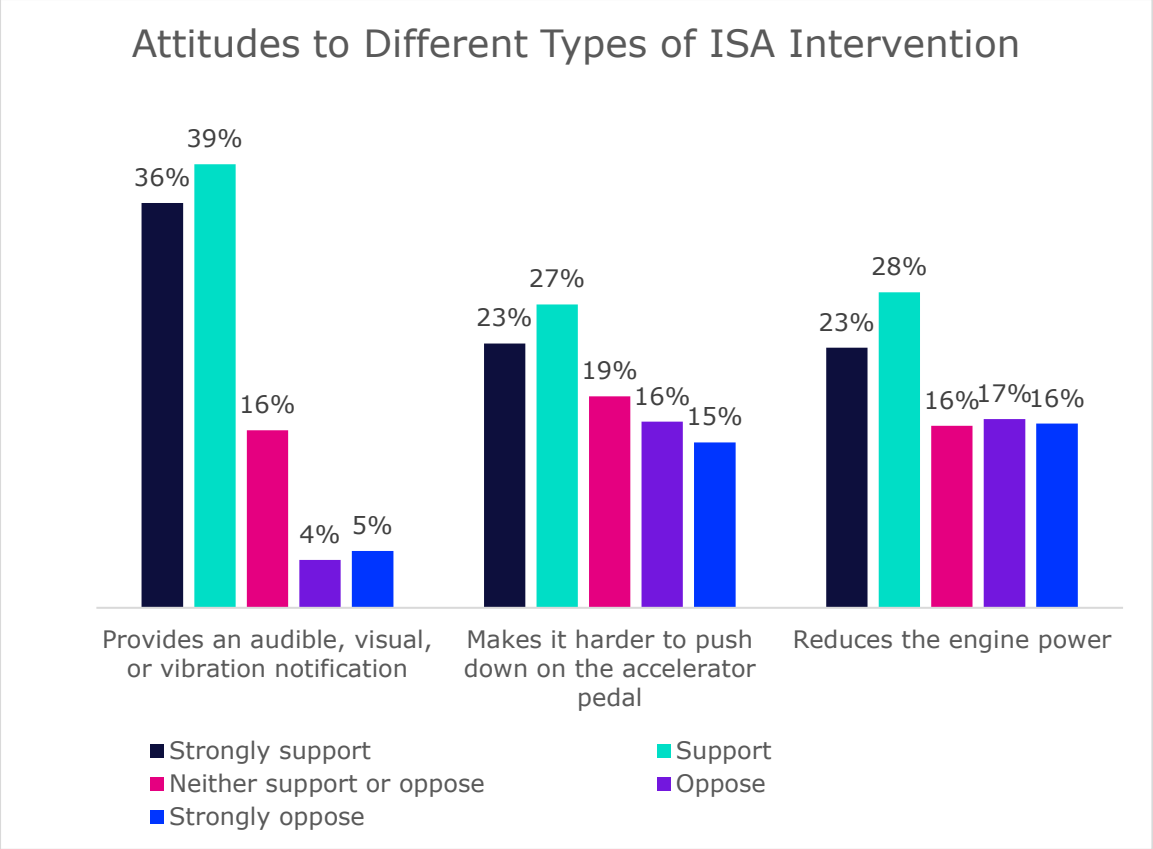

Figure 10. How strongly would you support or oppose the inclusion of the following warnings when a vehicle equipped with ISA exceeds the speed limit? Excludes Don't Know. Provides an audible, visual, or vibration notification n.: 497. Makes it harder to push down on the accelerator pedal n.: 492. Reduces the engine power n.: 491.

Figure 10 shows that opinions vary on each ISA intervention, but most respondents support them. The intervention that received the most support from respondents was receiving 'audible, visual, or vibration notifications' if the speed limit is exceeded. 75% of respondents supported this and only 9% opposed.

The other interventions received less support but were still supported by a majority. Just over 50% of respondents supported making it hard to press the accelerator and 51% supported reducing engine power. At the same time however, a notable percentage of respondents opposed these interventions - 31% and 33%, respectively.

There are notable differences in motorists' and non-motorists' support for different types of ISA intervention, particularly for reducing engine power and making it harder to push the accelerator pedal. Non-motorists were more supportive of all ISA intervention types asked about. For the intervention that would make it harder to push the accelerator pedal, 65% of non-motorists supported this compared to 47% of motorists. When looking at the intervention of reducing engine power, 74% of non-motorists were supportive, compared to 45% of motorists.

Based on this, the survey respondents clearly supported audible, visual, or vibration based notifications, but views were more mixed on the potentially

higher-level interventions, such as making it hard to push the accelerator pedal, or reducing engine power if the vehicle exceeds the speed limit.

Respondents were also asked which they thought would be most effective out of audible, visual or haptic (vibration) ISA speeding alerts. Most respondents, 58%, thought audible alerts would be most effective. Haptic (22%) and visual alerts (20%) were selected as most effective by around 20% of respondents each.

Respondents were also asked several questions seeking to gather views on how information from ISA could be used, particularly in the case of accidents and insurance. A strong majority (74%) were supportive of ISA information being used to determine whether a vehicle involved in a collision was speeding at the time of the collision.

Most respondents (68%) also thought insurance premiums should be lower for cars with ISA enabled and in regular use. Furthermore, a majority of respondents (62%) thought that insurance premiums should be higher for vehicles where there is evidence that ISA is being regularly overridden.

Despite the general support that respondents showed for ISA, many respondents did say that they were somewhat worried about the accuracy of ISA technology in identifying the correct speed limit for the road being travelled on. 58% were concerned in some way about this (17% very concerned and 41% fairly concerned). The remaining 42% of respondents were either not very concerned (35%) or not concerned at all (17%).

When comparing motorists and non-motorists, motorists were considerably more concerned about ISA's accuracy in correctly identifying speed limits. 63% of motorists said they were concerned, compared to only 38% of non-motorists.

For ISA systems, identifying speed limits correctly can depend on road signage or GPS technology. ISA systems often use these to determine the speed limit for a road and send alerts accordingly. Therefore, it is essential that there is enough signage and that GPS information on speed limits is correct.

With this in mind, respondents were asked about their views on setting up an online portal for reporting incorrect Sat-Nav speed information, or for reporting insufficient speed limit signage on a particular road. The idea received strong support, with 81% of respondents in favour of a portal for reporting Sat-Nav inaccuracies and 84% supporting a portal for reporting inadequate signage.

3.3 Speed awareness education, communications and community interventions

3.3.1 Speed awareness education

If a driver gets caught speeding, they may be offered the opportunity to take a speed awareness course. These courses aim to re-educate people about the dangers of speeding, its effect on others and the importance of adhering to speed limits. Of the respondents to this survey, 7% had undertaken a speed awareness course in the year before the survey. This is higher than the actual yearly percentage of the northern population that takes a speed awareness course based on 2023 figures. In 2023, 3.5% of the northern population (aged 17 and over) attended a speed awareness course.[10]

A large proportion of the 7% of respondents said the course they took was at least somewhat effective in improving their speed awareness - 69% said it was very effective and a further 28% said it was somewhat effective.

When respondents who had attended a speed awareness course were asked how it could be improved, most commented that they thought the course did not require improvement. However, a few suggestions for improvement mainly consisted of ideas for more information and topics. Some respondents expanded on this, asking for information about rural areas and additional safety precautions. A few also suggested that the content from the course should be accessible for all people to see.

A further topic explored was whether respondents thought drivers should be required to take a compulsory DVSA-approved driver's education course to renew their photocard license every 10 years. The response to this can be seen in Figure 11.

[10] Data for speed awareness attendance in the north was provided by the Road Safety Trust. 447,307 people in the north attended a speed awareness course in the financial year 23/24. The population data used was from the ONS 2023 population estimates. For the actual northern statistic, the population data included 17 year olds, whereas the data from our survey is 18 and over.

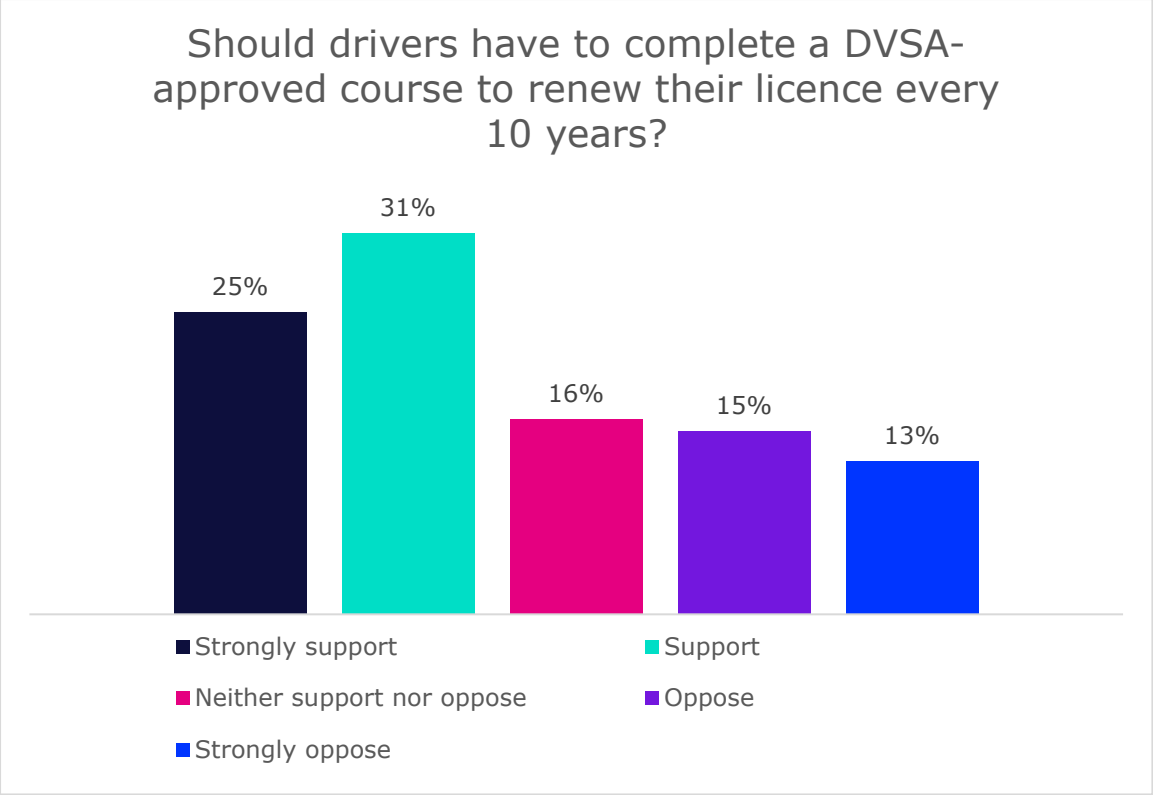

Figure 11. How strongly would you support or oppose all drivers being required to take a compulsory DVSA-approved drivers' education course in order to renew their photocard license every 10 years? Excludes Don't Know. Respondents n.: 491.

The figure shows that a majority of respondents are in favour of drivers being required to take a compulsory DVSA-approved course to renew their license. 56% of respondents supported the idea, comprising 25% who said they strongly support it and 31% who support it. However, it is worth noting that while the majority was in support of the idea, over a quarter (28%) did oppose it, including 13% who strongly opposed it.

There was a notable difference in the level of support between motorists and non-motorists. It was more popular with non-motorists, as 78% supported it. However, support was lower among motorist respondents, as just over half (51%) supported it.

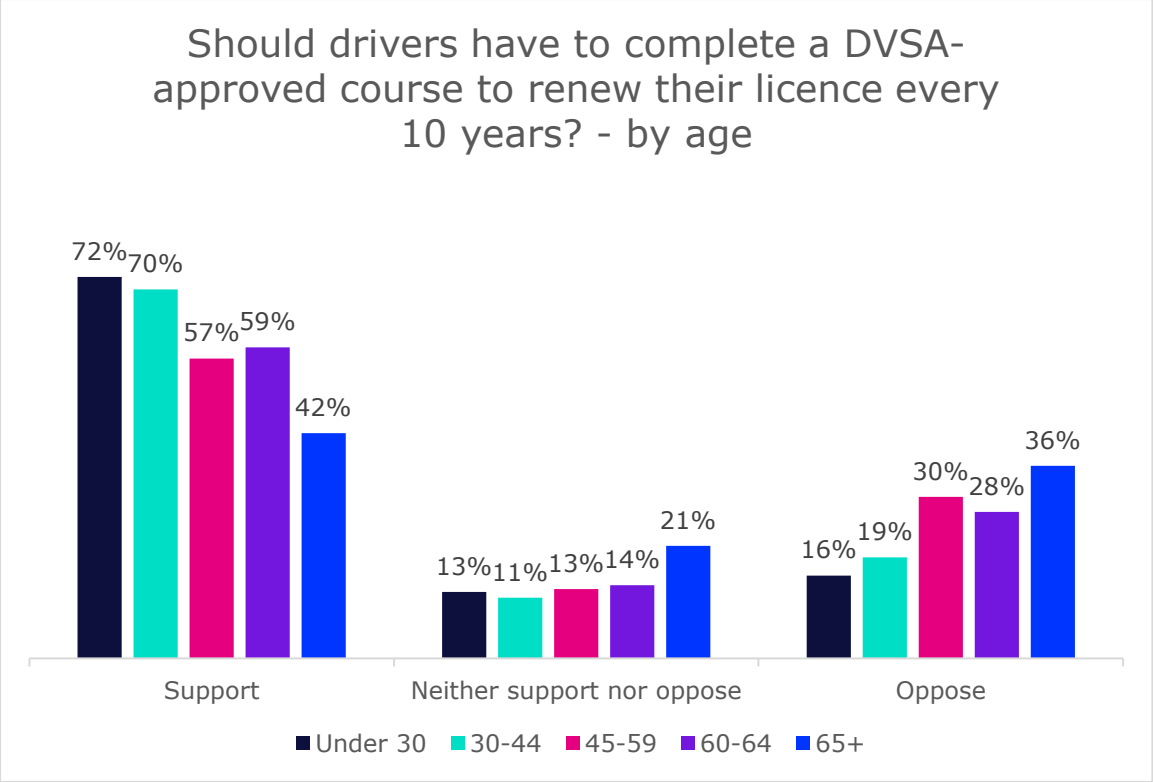

Figure 12. How strongly would you support or oppose all drivers being required to take a compulsory DVSA-approved drivers' education course in order to renew their photocard license every 10 years? Excludes Don't Know. Respondents: Under 30 n.: 32. 30-44 n.: 105. 45-59 n.: 115. 60-64 n.; 58. 65+ n.:113.

Figure 12 shows that there was also a clear difference in the amount of support for drivers having to take a course to renew their licence every 10 years by age. The younger groups tended to be more supportive, with 72% of those under 30 and 70% of those aged 30-44 showing support. Levels of support are notably lower in the older groups, particularly those over 65, where only 42% expressed support for the idea. A similar trend is observed when looking at support by age among motorists only.

Whilst our research shows respondents generally support drivers having to take a DVLA approved course to renew their licence every 10 years, any move towards this would require significant assessment. The potential resource implications would need to be considered along with the potential impacts on individuals and businesses.

3.3.2 Speed awareness communications campaigns

Public awareness campaigns, which can include TV ads, radio ads, billboards, and posters, are commonly used to increase awareness of the impacts of speeding and, as a result, aim to reduce the extent of speeding.

Of our respondents, 24% had seen a public communication about the dangers of speeding in the month before responding to the survey. The age groups of those most likely to have seen one were 18-30 (48%) and those between the ages of 30 and 44 (38%).

Across the respondents who had seen a public communication on road safety in the month before the survey, the most common place to have seen this was on TV (55%) or on a social media site (42%). Less common, but still notable, places that respondents saw or heard speeding awareness campaigns were on the radio (27%), websites (25%) and printed newspapers (18%).

We asked all respondents where the most effective places to advertise a speed awareness campaign would be. Figure 13 shows the top 5 locations respondents selected as most effective.

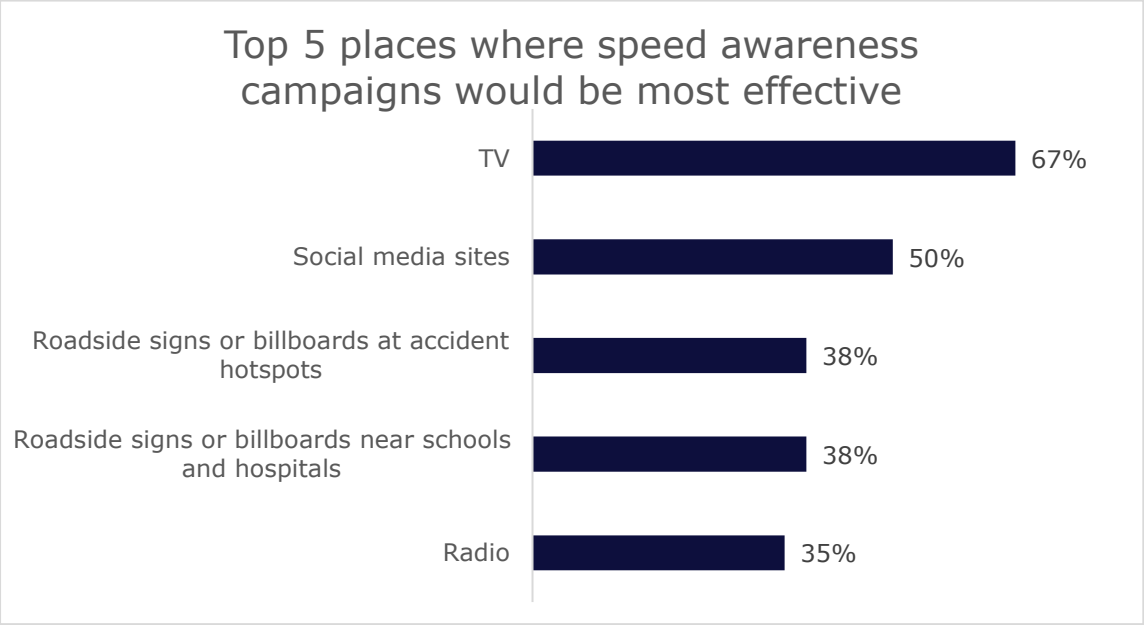

Figure 13. Where in your opinion should speed awareness campaigns be promoted to be most effective? Shows just the five most commonly selected answers. Respondents n.: 506.

By a notable margin, TV was seen as potentially most effective (selected by 67% of respondents). A large percentage, 50%, selected social media sites. This was followed by roadside billboards at accident hotspots, 38%, and roadside billboards near schools and hospitals, also at 38%. The fifth most commonly selected option was radio, with 35% selecting this. Some of the least commonly chosen options were email, printed newspapers and leaflets sent in the post.

Along with locations, respondents' views on the types of information that might make speed awareness campaigns more effective were also of interest. Figure 14 shows the results. Three options were selected by more than 50% of respondents. These are all related to collisions and deaths due to speeding, suggesting that this type of messaging may be the most impactful. Fewer respondents thought that providing practical information about the maintenance and fuel economy benefits of driving at reduced speeds would make campaigns more effective.

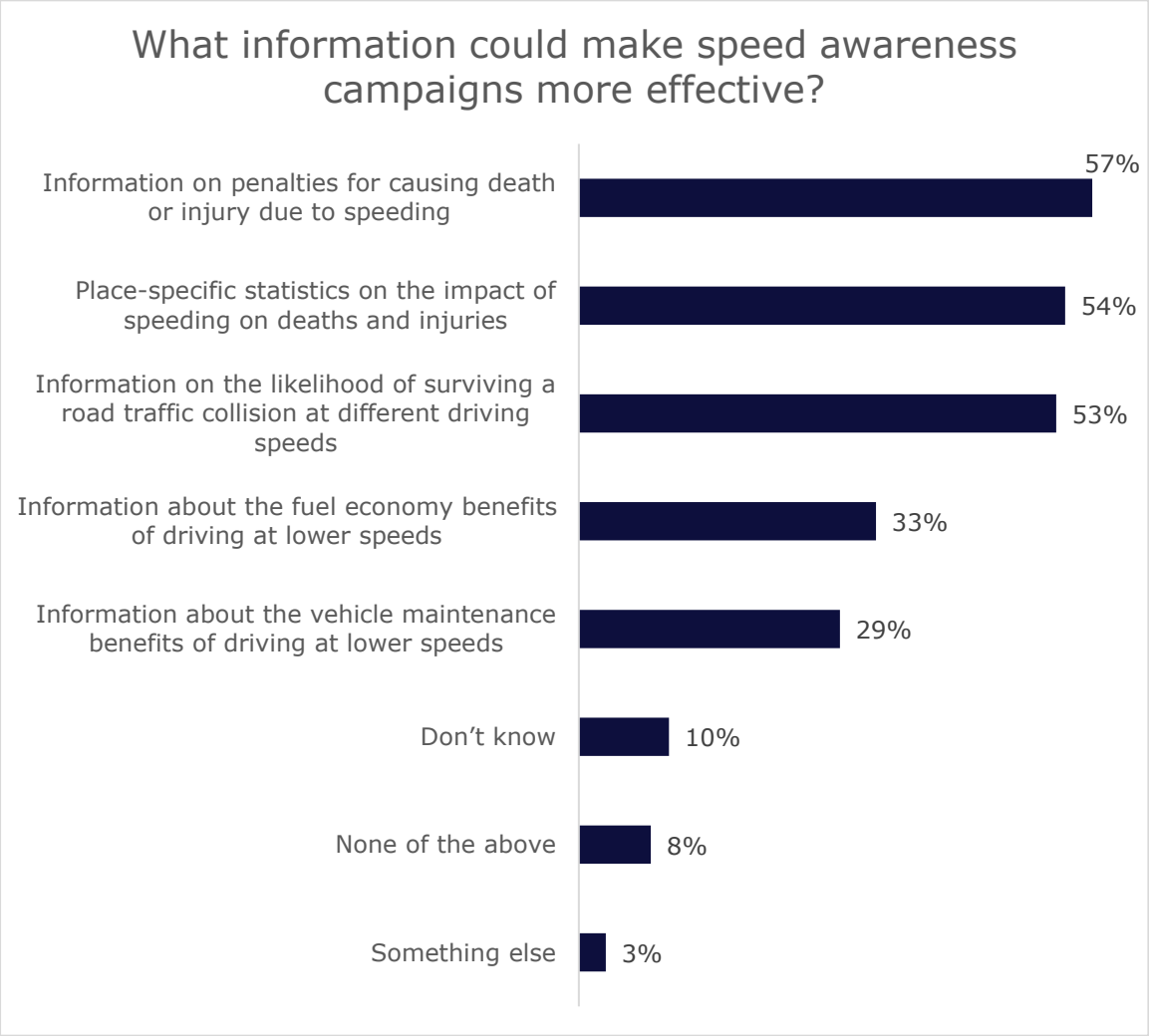

Figure 14. What additional information in your opinion could make speed awareness campaigns more effective? Please select all that apply. Respondents 506.

As previously mentioned, 24% of respondents had seen a public communication about the dangers of speeding in the last month. We wanted to understand how the campaign had affected their understanding of the impacts of speed and subsequently impacted their actions.

Figure 15 shows the extent to which the 24% of respondents who had seen a speed awareness campaign in the month before the survey thought it impacted their understanding of risk and the impacts of potential collisions. Most of these respondents believed that it had some impact, with many saying it had a major impact. The survey found that 82% of the respondents said that the campaign

they saw had an impact on their understanding of the risks of speeding (44% said a major impact and 38% said a moderate impact). Only 18% said it had no impact.

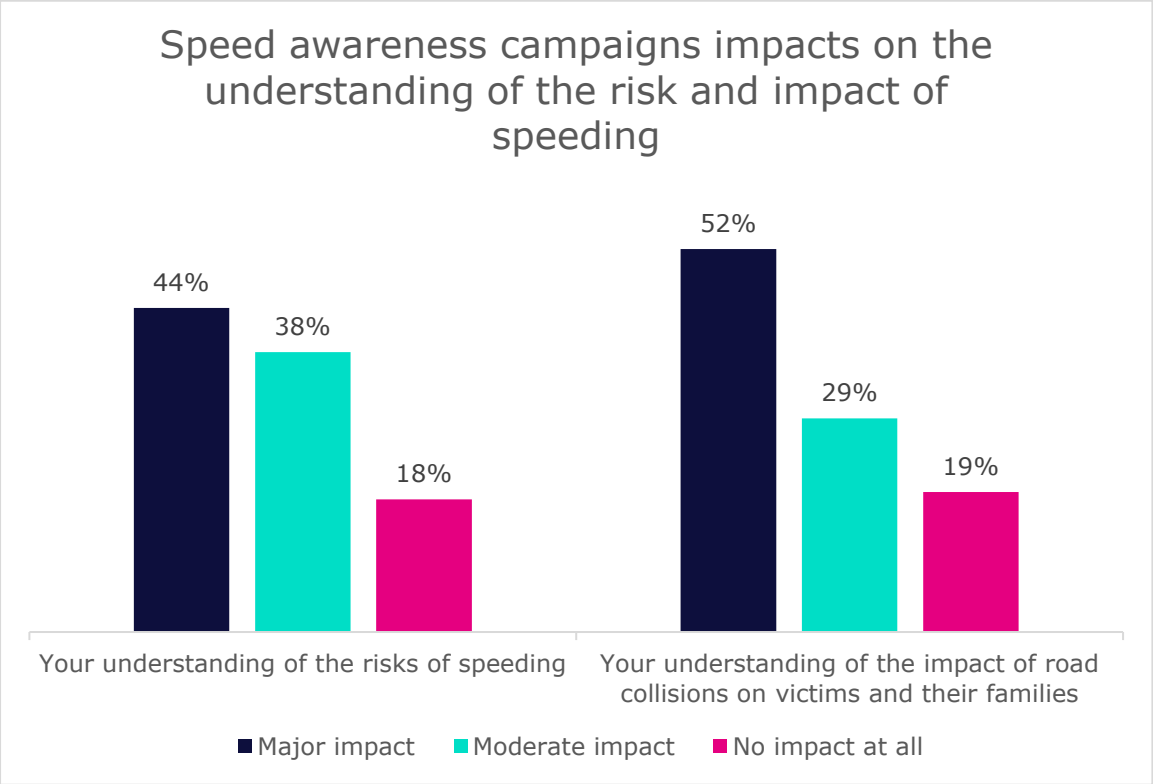

Figure 15. To what extent has the message had an impact on the following? Excludes Don't Know and Not Applicable. Respondent N.: 121. Only respondents that had seen a campaign in the month before the survey.

The results were similar for understanding the impact of road collisions on victims and their families. In the survey, 81% of respondents who had seen a campaign said it had an impact of some kind, made up of 52% of the respondents who said it had a major impact and 29% who said it had a moderate impact. Only 19% said it had no impact.

This suggests that public awareness campaigns aimed at reducing speeding do have an impact on people's understanding of the risks and consequences of speeding. However, the extent to which they may affect actions is also important. Respondents who had seen a speeding awareness campaign in the last month were therefore also asked whether the campaign they had seen would make them more or less likely to carry out particular actions. Figure 16 shows the results.

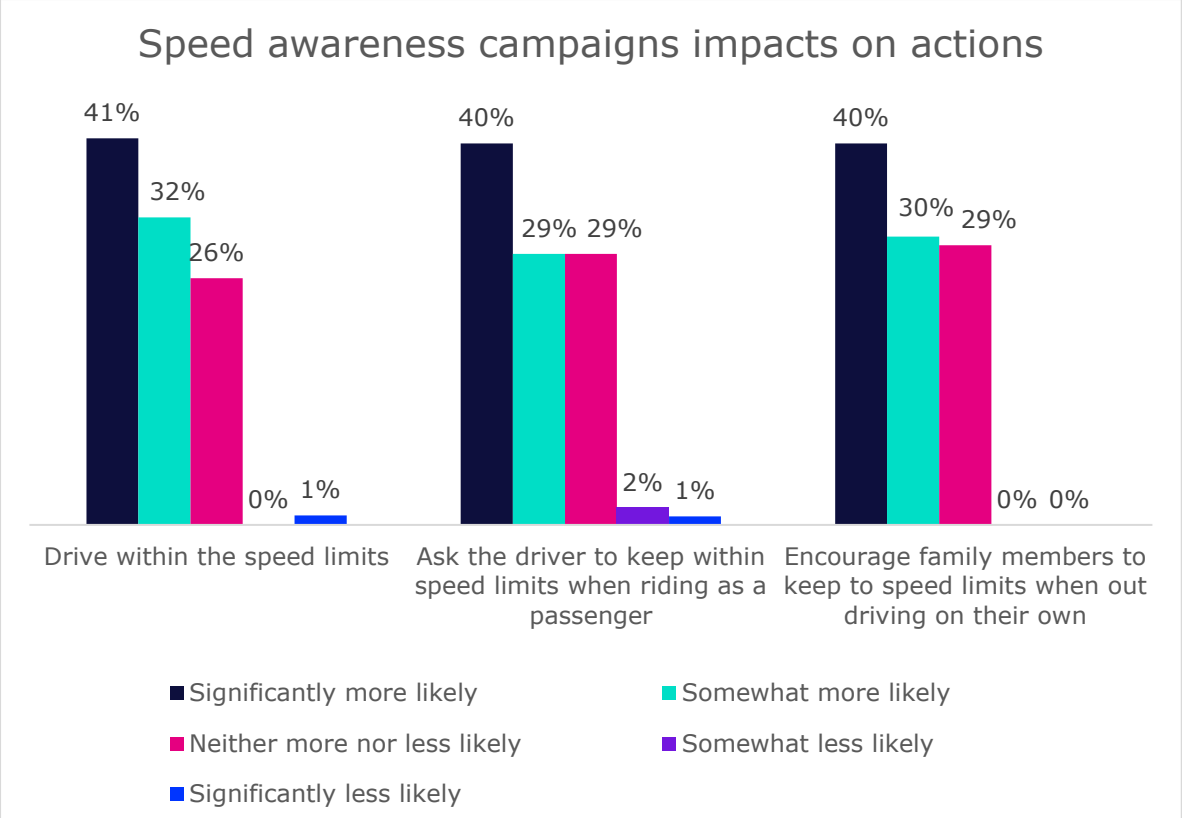

Figure 16. Has seeing/hearing the message made you more or less likely to do the following, if at all? Excludes Not applicable and Don't Know. Respondents n.: 121. Only respondents that had seen a campaign in the month before the survey.

Across the three actions asked about, there is a strong indication respondents are more likely to do these actions due to seeing the campaign:

- 73% said they would be more likely to drive within the speed limit
- 69% said they would be more likely to ask the driver to keep to the speed limit when riding as a passenger
- 70% said they would be more likely to encourage their family to keep to the speed limit when out driving on their own

Furthermore, across the actions asked about, a minimal number of the respondents said they would be less likely to do these actions. However, a significant number indicated they would be neither more or less likely to take these actions, indicating the speeding awareness campaign had little impact on their behaviour.

3.3.3 Community Speed Watch schemes

Community Speed Watch is a national initiative where, in partnership with the police, members of communities use detection devices to monitor local vehicle speeds. The schemes consist of volunteers using approved speed detection devices and noting the details of speeding vehicles in their area. Speeders identified are initially sent a letter informing them of the risks and consequences of speeding. Repeat offenders may also receive visits from the police.[11]

Data from Community Speed Watch Online - a platform that organises community speed watch groups and facilitates relationships with the police - suggests that these groups help reduce repeat speeding offences. Between 2015 and 2019 in Kent and Sussex, their data shows that the proportion of drivers caught speeding again when next observed after receiving a warning letter fell by 31.9% and 24.5%, respectively.[12]

Of the respondents to this survey, 6% said they are volunteer members of a Community Speed Watch scheme in their area. A further 6% of the remaining respondents were aware of a scheme operating in their area.

Of those who were aware of or involved in a community speed watch scheme, a large majority believed that it was effective in reducing speeds in their area. We found that 53% of these respondents thought that they were very effective in reducing speeds, and a further 37% said that the schemes were somewhat effective. Only 10% said that the schemes were not effective.

Despite the small number of respondents being involved in or aware of a community speed watch scheme in their area, a majority of all respondents (59%) support allocating more funding to train volunteers for the schemes. This comprises 21% who strongly support the idea and 39% who support it. Only 13% opposed the idea and 28% did not have a preference.

A similar level of support was shown when respondents were asked if they would support police issuing speeding offenders identified through a community scheme with a Notice of Intended Prosecution (NIP) rather than a warning letter. 61% would support this to some extent, including 25% that supported it strongly. There was slightly more opposition to this than the previous question, with 19% of respondents opposed to police issuing NIPs to community speed watch-identified speeding offenders.

Respondents were also asked what they think could make community speed watch schemes more effective. Most respondents were unsure or did not know, but some respondents did suggest ideas. These ideas included having more schemes in general, harsher punishments like fines and driving bans and more police support to ensure punishments are carried out quicker. There were also

[11] Community Speedwatch Online, Community Speedwatch, https://www.communityspeedwatch.org/FRONT-v2-The_Scheme.php

[12] Community Speed Watch Online, 2020, *Community Speedwatch - Benchmarks of success,* p.12, available at: https://www.communityspeedwatch.org/FRONT-v2-Download_Report.php

suggestions about more accurate equipment and more of it, as well as training for volunteers.

It is also worth noting that some respondents had concerns about the volunteer nature of community speed watch schemes. Some were worried about the safety of volunteers and a few thought that identifying speeders should not be a role for volunteers. A few also suggested that some volunteers could be involved for the wrong reasons, such as grudges or biases.

4.0 Conclusions

Our survey evidence shows strong public awareness and concern about excessive speed on our roads. Many of the respondents to our survey support 20mph speed limits in urban areas, with particularly strong backing for reduced speeds near schools.

There is general support for increased policing, the use of technology to enforce speed limits and assist driving behaviour, as well as for speed awareness campaigns.

Our research also found support for a compulsory re-education course as a condition of driving licence renewal. This would require significant assessment to understand the resource implications and potential impacts on individuals and businesses.

Findings from our survey provide evidence to support action on our **Strategic Transport Plan Vision Zero** objective, This could include the following areas:

- **Lower speed limits**, particularly where they align with improved place-based outcomes, including enhanced safety and the liveability of local roads.
- **Increased enforcement and use of technology**, including the installation of in-vehicle speed assistance systems.
- **Investment in speed and road safety awareness campaigns**.

Appendix

Appendix A – Respondents' Demographic Profile

This appendix shows the demographic profile and some basic travel behaviour information of the respondents to this research. Where possible, these have been presented alongside data for the whole of the North or the UK.

Figure 17 shows the age range of respondents and that of the North. Those aged between 60 and 74 are somewhat overrepresented among the respondents to this research compared to the population of the North, while those aged between 18 and 29 are underrepresented.

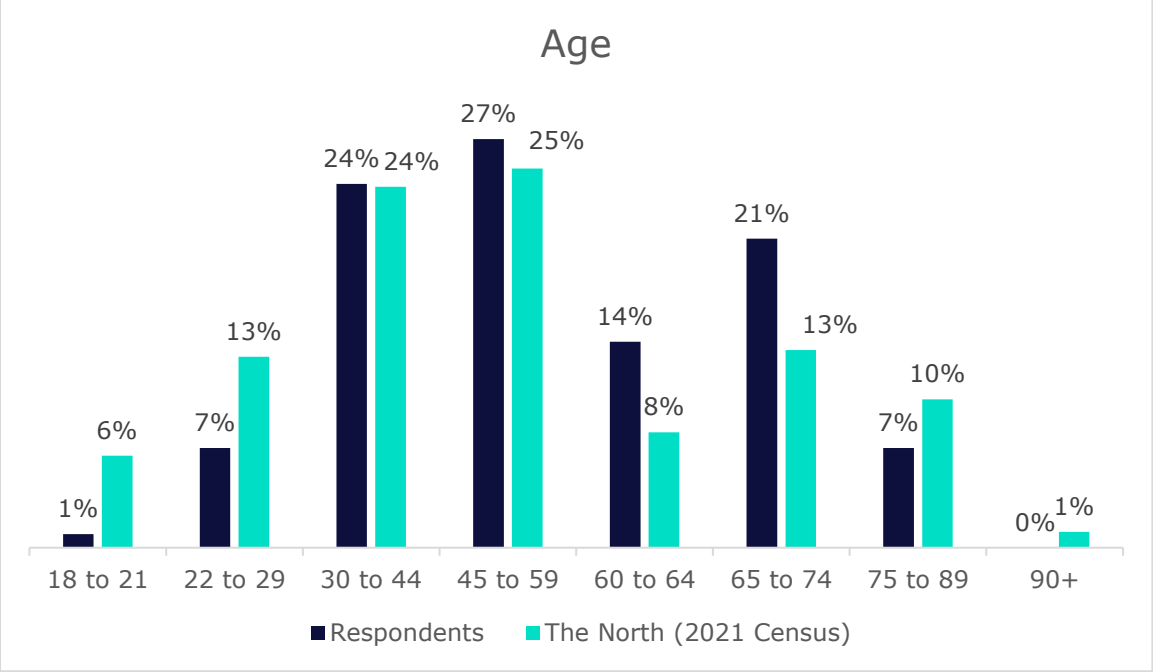

Figure 17: Please confirm the relevant age bracket for you. Excludes 'prefer not to say'. Respondents N: 437. The North figure is from the 2021 Census, TS007 Age by single year, using regional data for North East, North West, Yorkshire and the Humber

Figure 18 shows the gender split. Respondents were close to a 50/50 split between males and females, which reflects well the gender split in the North. Those who prefer to self-describe were slightly underrepresented.

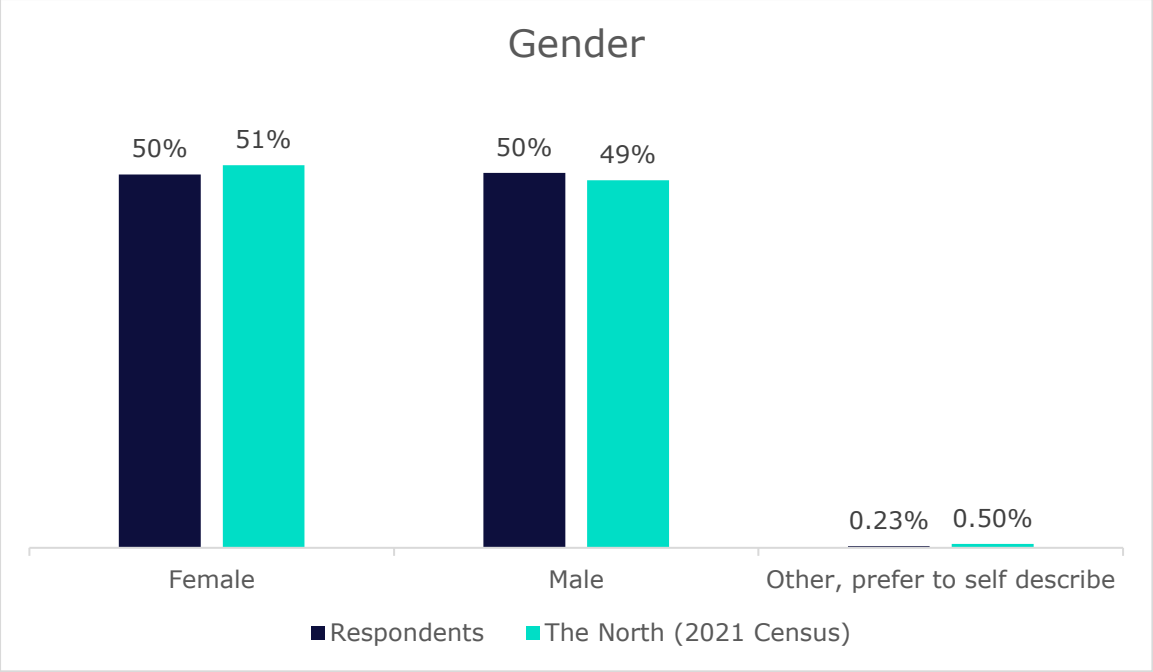

Figure 18: Which of the following do you identify as? Excludes 'prefer not to say' Respondents n.: 436. Results for the North are from the 2021 Census TS008 Sex, using regional data for North East, North West, Yorkshire and the Humber.

Respondents were also asked whether they had a long-term health condition. Figure 19 shows the response. The split between those with and without a long-term health condition is close to that of the actual Northern population.

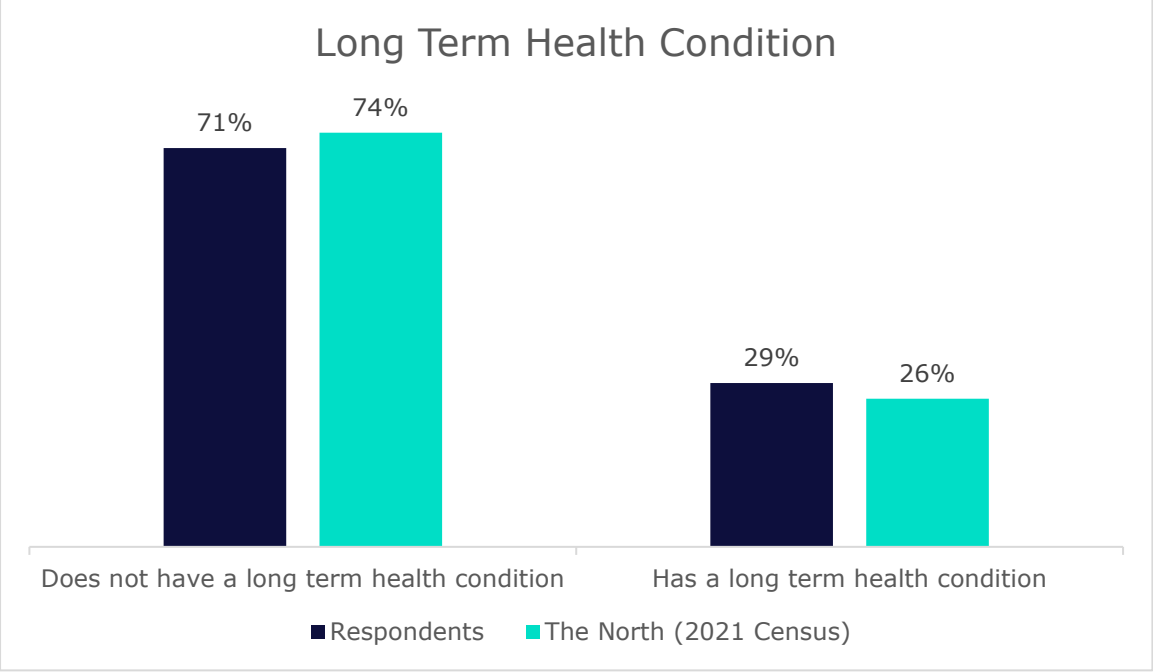

Figure 19: Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more? Excludes 'Prefer not to say'. Respondents N: 433. The North figure is from the 2021 Census, TS038 Disability, using regional data for North East, North West, Yorkshire and the Humber

Figure 20 shows the percentage of respondents who had a child under the age of 18 in their household. Respondents were asked this to see whether respondents with a person under 18 in their household responded differently than those without. Figure 20 shows that 29% of respondents had at least one child under 18 in their household. Data from ONS would suggest this underrepresents the actual figure. According to ONS data, in 2023 42% of households in the UK had at least one child dependent.[13]

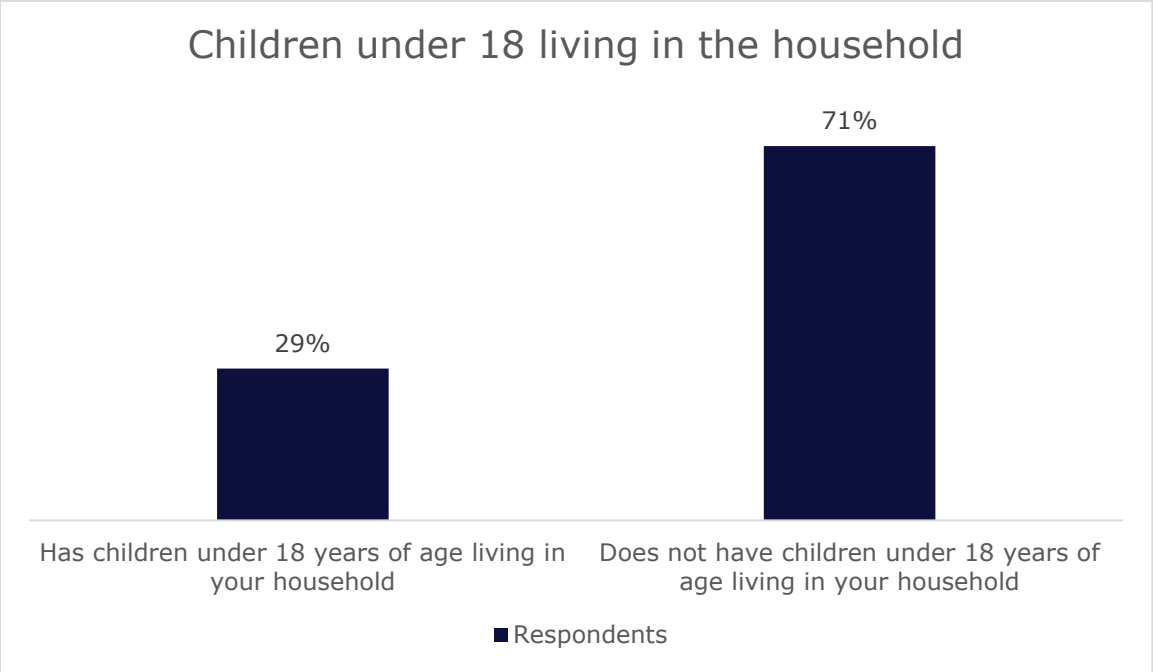

Figure 20. Are there any children under 18 years of age living in your household? Excludes Prefer not to say. Respondents n.: 437.

Respondents were also asked about the types of vehicles they personally use, if any. Figure 21 shows the results. Private cars or vans were the most commonly used vehicle type, with 79% of respondents using one. Bicycles were the second most commonly used vehicle, with 23% of respondents using a pedal bicycle, and 7% using an e-bike.

Within the main body of the report, comparisons are frequently made between the views of motorists and non-motorists. For this report, the term "motorist" refers to respondents who reported personally using at least one of the following vehicle types: a private car or van, a company car or van, or a motorcycle. 80% of respondents were categorised as motorists under this definition and 20% were, therefore, non-motorists.

[13] Office for National Statistics, 2023, Families and households in the UK: 2023, Link: https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/families/bulletins/familiesandhouseholds/2023

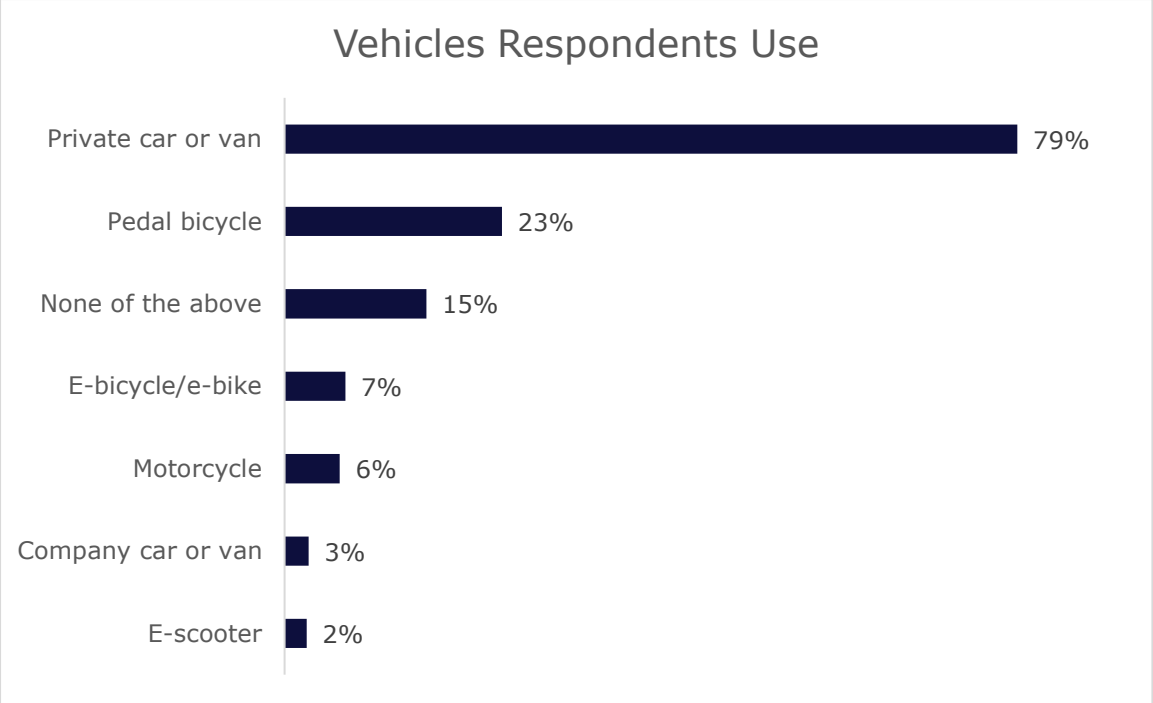

Figure 21. Which, if any, of the following vehicles do you personally use? Please select all that apply. Respondents n.: 506

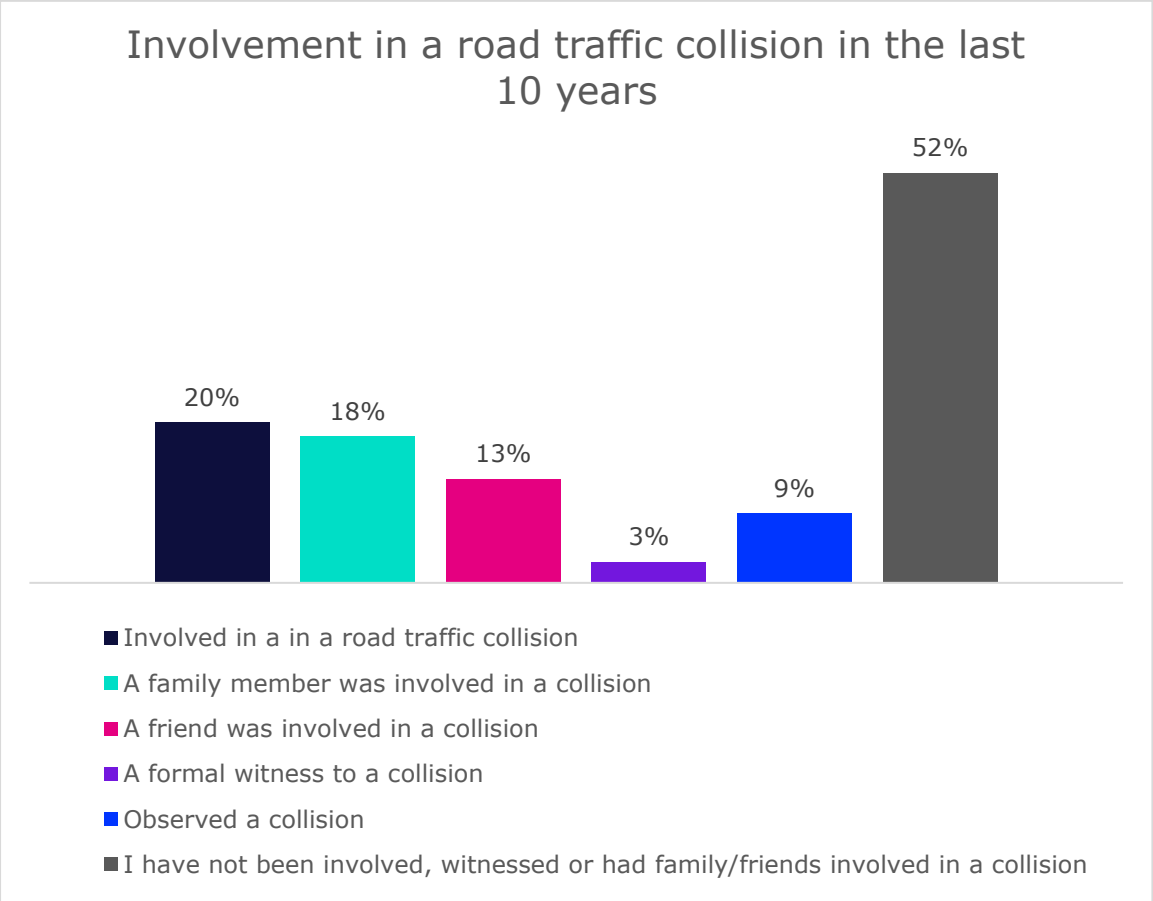

Figure 22. In the last 10 years have you or someone you know been involved in a road traffic collision? Please select all that apply. Respondents n.: 506.

Respondents were also asked whether they had been involved in a road traffic collision in the last ten years. Options were also provided for respondents to indicate that they witnessed a collision or that their friends or family were involved in a collision. Figure 22 shows the results. Of the respondents, 20% said they were involved in a collision within the last ten years, 18% had had family involved, and 13% had a friend involved. Regarding witnessing a collision, 9% had observed a collision, and 3% had been a formal witness. For 52% of respondents, none of the previously mentioned situations applied.

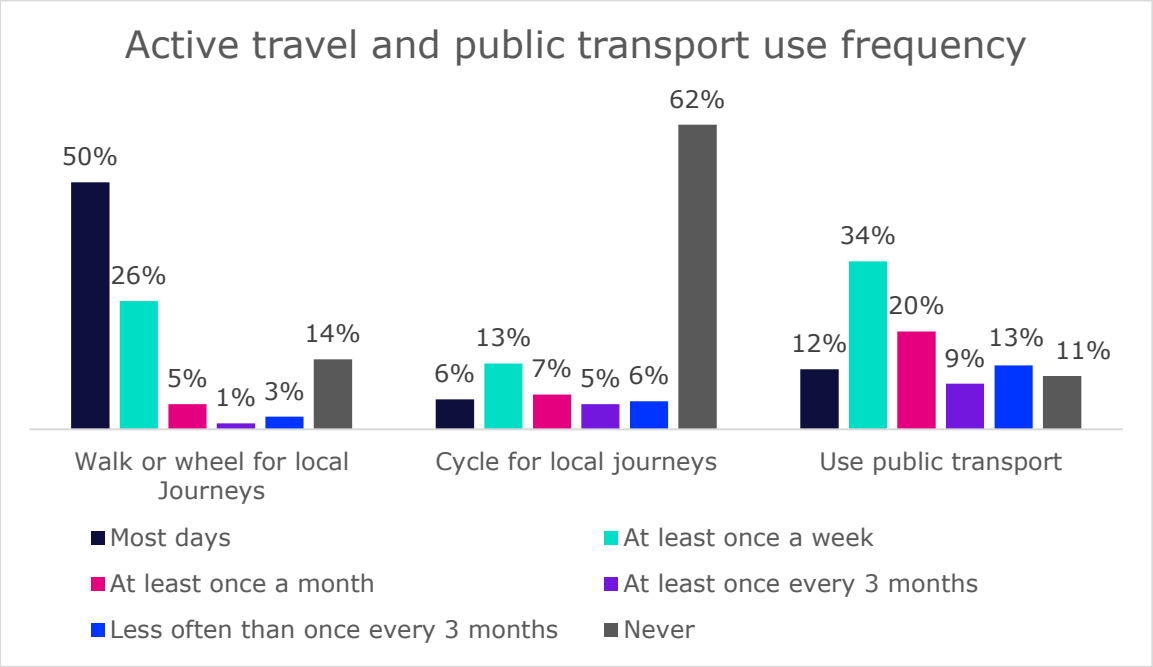

Figure 23. How often, if at all, do you do the following? Excludes Don't Know. Walk or wheel n.: 503. Cycle n.: 504. Public Transport n.: 504.

Figure 23 shows respondents' frequency of active travel and public transport use. Of our respondents 81% said they walk or wheel for local journeys at least once a month.[14] For comparison, DfT walking and cycling statistics 2023 show that in England, 77% of the population aged 16+ walked at least once per month.[15]

Furthermore, 26% of respondents said they cycle for local journeys at least once a month. For comparison, according to DfT Walking and cycling statistics 2023, 15% of the population aged 16+ in England cycled at least once per month.[16] This suggests that frequent cyclists may be somewhat over-represented among the respondents to this research.

On public transport use, 66% of respondents said they use public transport at least once a month and only 11% said they never use it.

[14] Wheeling is travelling using a wheelchair, mobility scooter, rollator, or similar.
[15] Department for Transport, Walking and cycling statistics, England, 2023. Link: https://www.gov.uk/government/statistical-data-sets/walking-and-cycling-statistics-cw
[16] Ibid

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