

SAFER ROADS THROUGH CITIZEN PARTNERSHIPS: ENHANCING ROAD SAFETY WITH COMMUNITY SPEEDWATCH VOLUNTEERS



Making Roads Safer



UNIVERSITY OF
GREENWICH



UNIVERSITY OF
SURREY

Welcome

Dr Melissa Pepper (University of Greenwich)

Professor Karen Bullock (University of Surrey)





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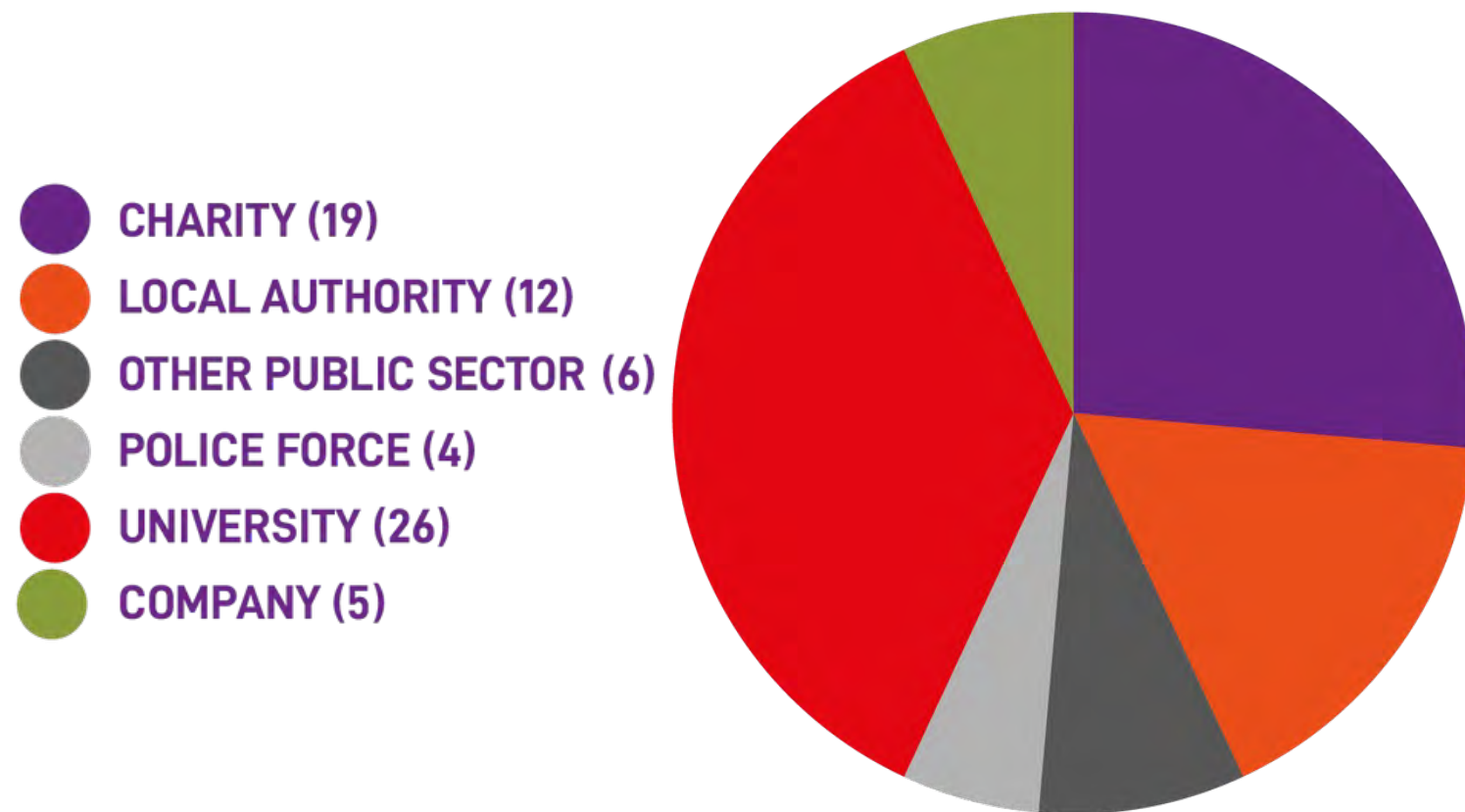


Inspiring change | Saving lives | Together



Reach

NUMBER OF GRANTS AWARDED BY ORGANISATION TYPE



NUMBER OF GRANTS AWARDED BY GEOGRAPHICAL AREA



Current strategic priorities



Making Roads Safer

Research that informs

Advocacy that influences

Pilots that test

Dissemination that reaches

Intelligence that defines



On the agenda today

9.40-10am	Keynote address from Chief Constable Jo Shiner
10-10.45am	Headline findings from our research
10.45-11.15am	Tea, coffee, and biscuits
11.15am-12.30pm	Workshop 1 - 'Doing' Community Speedwatch
12.30-1.30pm	Lunch
1.30-1.50pm	Headline findings from <i>Routes to Speed Safety</i> study
1.50-3pm	Workshop 2 - Valuing and recognising Community Speedwatch
3-3.30pm	Tea, coffee, and cake
3.30-4.15pm	Community Speedwatch panel/Q&A
4.15-4.30pm	Next steps and conference close

Keynote address

Chief Constable Jo Shiner

Sussex Police



SAFER ROADS THROUGH CITIZEN PARTNERSHIPS: ENHANCING ROAD SAFETY WITH COMMUNITY SPEEDWATCH VOLUNTEERS

Headline findings from our
research

Dr Melissa Pepper & Professor Karen
Bullock



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Aims of our research

The police and community working together to enhance road safety in Surrey and Sussex

01

To explore the motivations and experiences of those who volunteer in road safety initiatives

02

To understand the contribution made by volunteers to road safety initiatives and the factors that shape their effective deployment and management

03

To disseminate good practice and improve the operation of road safety initiatives

Our research questions



**Who
volunteers
and why?**



**What
contribution
do they
make?**



**What are
their
experiences
while
volunteering?**



**How are
they
supported
and
developed?**

What we've done so far...



355
volunteer
survey
respondents

19
stakeholder
interviews

10 focus
groups
with **33**
volunteers

2
speedwatch
shifts



Research on the roadside



Key findings

Six headline themes emerging from our research

01 CSW 'people':

Who volunteers and why?



03 Management, supervision, and support



02 On the roadside: CSW in practice

Key findings

Six headline themes emerging from our research

04 Making a difference, seeing a change



06 Community matters



05 Being recognised, feeling valued





CSW 'people: Who volunteers and why?

01

It's personal: local people; local areas

'Speeding is not just a police problem. It is a problem also for our communities... the community can be part of the solution'

Embedded and engaged within local communities

'My husband says I run the village! I'm in a couple of other groups too...But, you know, I get a connection with the village'

Giving - and getting - back

'I genuinely believe that at some point I'll save a life by being out there'

'I've made some good friends...It's never an hour spent in silence'

(Quotes from volunteer focus groups)



On the roadside: CSW in practice

02

**Equipment and
resources**

'Whatever you do you've got to have resources behind it. Because otherwise you're setting yourself up to fail' (Stakeholder interviewee)

**Regular, frequent
sessions**

'Our ability to be out as much as the community would like us to be out is a little bit restricted by the volunteers that actually are working during the day' (Volunteer focus group attendee)

**Recruiting and
retaining volunteers**

'They [the community] like to see us, but they don't want to join us'

'Getting people involved is very difficult...it is not just Speedwatch...just maintaining the green, picking up the litter and things like that, it is very difficult to recruit people' (Volunteer focus group attendees)

03



Management, supervision, and support

The importance of local co-ordinators

'If he didn't chase us every week for our availability and get things organised, it wouldn't happen...he is to be commended. Every group needs a [co-ordinator name], or someone similar, because otherwise you just wouldn't be out'
(Volunteer focus group attendee)

Dedicated volunteer management and 'buy in'

'You need leadership from the top... if you've got that tone from the top, the priority setting, you can then drive that right the way through the force, and it makes things a lot easier' (Stakeholder interviewee)

Varied experiences of feedback

'It's police business and we can't get embroiled, but it would be really nice to have more feedback, so that we know...you know, we've frozen our butts off for an hour for a worthy cause' (CSW volunteer focus group attendee)



04

Another tool in the box

Education?
Engagement?
Enforcement?

Hopes and
frustrations

Making a difference, seeing a change

'We're the boots on the ground...the police simply don't have the time to be out on the two roads that we have. We are a presence...they [drivers] can see us, and that's the really important thing' (Volunteer focus group attendee)

'Our [focus] is enforcement, enforcement, enforcement, so Community Speedwatch gives us that educational side that we can't offer...they give us that additional coverage, insight and intelligence' (Stakeholder interviewee)

'...being able to make a contribution, however small, to your community. But we'd like to do more. We'd like to make it better. And that's why... we need more feedback, we need more interaction with the police' (CSW volunteer focus group attendees)



Being recognised, feeling valued

05

This is important; this isn't happening enough

Resources are limited - but every interaction matters

A police-community partnership

'If I was running a charity and I had a load of volunteers, you know, I would go out of my way to thank them and make them feel appreciated, but I've never had any thanks or appreciation at all, which is totally fine. I don't mind, but it seems a bit illogical, considering the amount we're sort of freeing police in a way, providing, you know, quite a valuable service for nothing' (Volunteer focus group attendee)

'I don't blame them, they're under incredible resource pressure. But it was great when they did come, and it made an impact, it made us feel good' (Volunteer focus group attendee)

'They're (CSW volunteers) just part of the fabric of road safety'

'The police can't be everywhere, but they could be anywhere, and CSW are very much our eyes and ears on the ground...the value that they bring is the local knowledge...that policing will benefit from' (Stakeholder interviewees)



06

Community matters

Messages from the community

Communicating with the community

'We feel valued very much by the local people, and we get lots of thumbs up and cheery waves and "Well done" and all that sort of thing'

'The community do appreciate us. The flip side of that is you'll get some people that think they know better' (Volunteer focus group attendees)

"it's making the whole thing a little bit more visible, so that people are more aware, and that we're not there to shop them to the police. We're there to re-educate them'

'Some more promotion of the whole concept of Speedwatch, so that people understand why we're there, that it's for the benefit of the community – and that they too can step forward' (Volunteer focus group attendees)



Next steps

- Further analysis of our data (including our discussions today)
- Write up of our final report
- Academic journal article
- Developing an infographic/checklist distilling key findings from the research
- Disseminating findings



Plans for today

- Present key findings from our research
- Develop findings - and responses to findings - further with your input
- Opportunity to ask questions and discuss with Community Speedwatch/road safety leaders/practitioners

Dr Melissa Pepper

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Break

Back at 11.15am

Workshop 1: 'Doing' Community Speedwatch

01 Supporting and developing volunteers

- What support and development do you get as volunteers/offer to volunteers?
- What works well? What is challenging?

02 Sharing feedback

- What feedback do you receive as volunteers/provide to volunteers?
- What works well? What is challenging?

03 Recruiting and retaining volunteers

- What (if any) are the challenges in recruiting and retaining volunteers?
- How can we better recruit and retain volunteers?

Recommendations/ways forward?

10-15 minutes on each question

Write your notes on the flipchart paper

Swap your notes with another table

Add to their notes to answer the next question



Lunch

Back at 1.30pm

Headline findings from *Routes to Speed Safety: Understanding and measuring the contribution of Community Speedwatch in Gloucestershire*

Dr Leanne Savigar-Shaw

Staffordshire University





**CENTRE FOR
CRIME, JUSTICE
AND SECURITY**



**Gloucestershire
Constabulary**



Routes to Road Safety: Exploring the contribution of CSW

Dr Leanne Savigar-Shaw

Routes to
Road Safety:

Project
overview



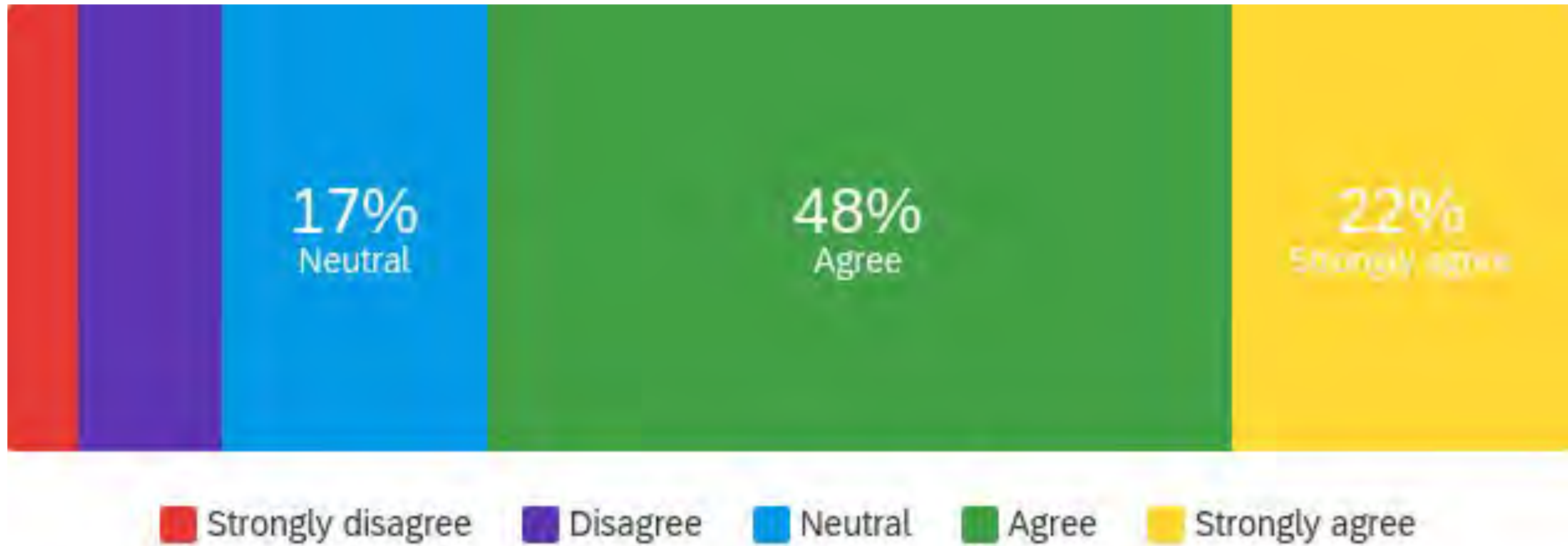
Questionnaires
with caught
offenders (102
responses)

Interviews with
caught offenders
(10 participants)

Offender experience – quantitative



Offender experience (questionnaire data)



Over 70% of participants self-reported that they would change their behaviour after being caught exceeding the speed limit.



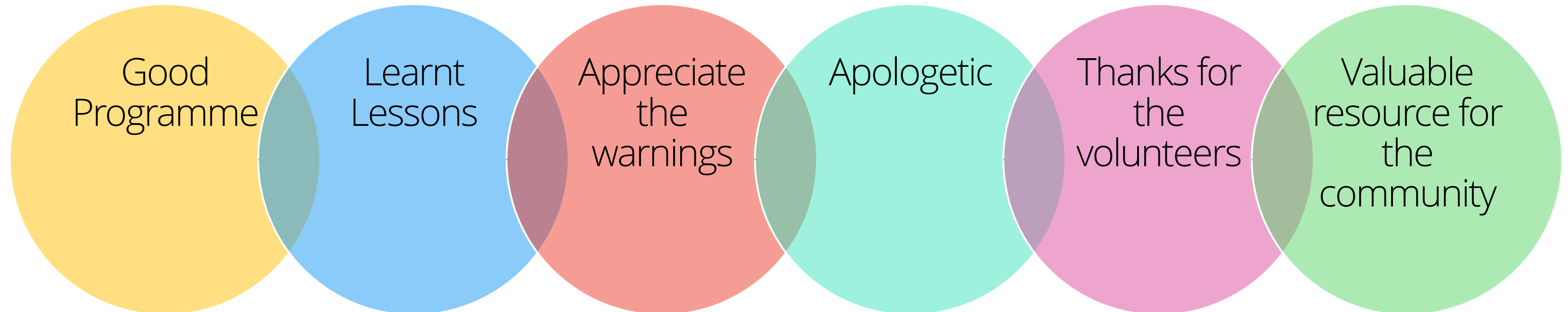
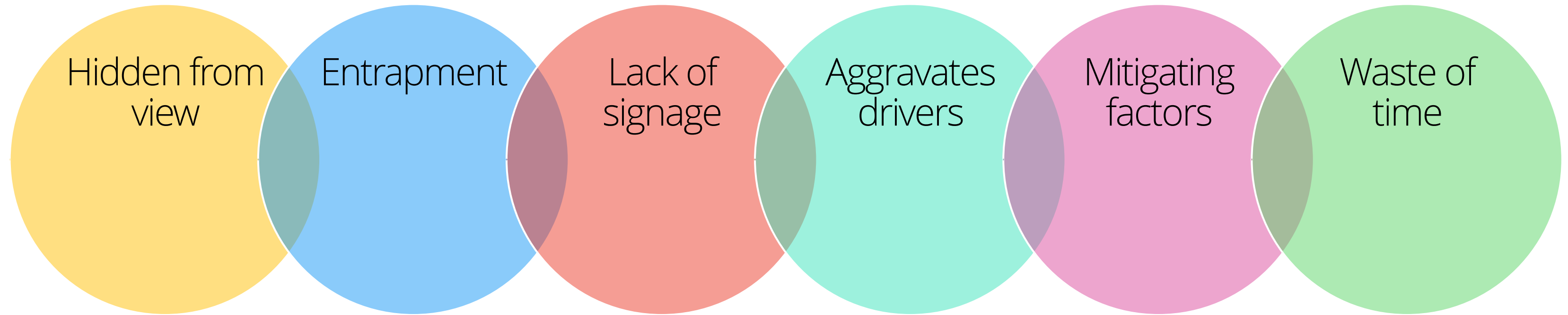
Strongly disagree Disagree Neutral Agree



Strongly disagree Disagree Neutral Agree Strongly agree

Over 60% of participants agreed that CSW is a useful way of tackling speed/has an important role to play in tackling speed.

Questionnaire comments



Offender experience

-
qualitative

Four key
themes:

1) The broader context of
policing speed,

2) Deliberate resistance to
CSW,

3) The impact of CSW on
drivers, and

4) Providing effective CSW

The broader context of policing speed

Noticeable absence of police presence interpreted in different ways:

"The Police obviously haven't got the manpower I suppose to do this themselves, which is a shame. But then again, they've got more important things to do. Well, having said that, this is very important because it saves lives."

Mixed perceptions on value of roads policing translated into perceptions of CSW:

"[In my experience as a police officer] you've got a ticket if you were manic. So it was there, my discretion, but there's no discretion with Community Speed Watch cameras. It's that millisecond, at that time."

"It's [CSW] never a bad thing to have, like I say, they're [CSW volunteers] not there to catch you out or fine you, they're there to keep the roads safe."

Drivers perceived an ability to self-appraise speed appropriateness:

"If it's school time and you got flashing lights and it's 20, I'm all for it. But 24 hours a day?"

Drivers considered themselves safe. Prior experience is 'evidence':

"I have been driving for 49 years and I've never had an accident."

Deliberate resistance to CSW

Questioning the accuracy of CSW activity:

"They've gone ahead and said that I was driving at 37 miles an hour in a 20 mile an hour speed limit zone. It doesn't make sense how I'd just be able to do that quite comfortably."

Critiquing the placement of CSW activity:

"They used to be outside my house, which I thought was a much more productive place to be."

Criticising public response to CSW activity:

"One particular family that live not that far away from me. They like to go quicker to really upset them [CSW volunteers], you know it's, they purposely set out to speed."

Resistance to speed cameras applied to CSW and use of letters:

"I don't think that somebody who's doing 60 in the 30, I wouldn't think [the letter is an appropriate response]. ... I think that they need to have a harder response"

The impact of CSW on drivers

Clear behavioural responses to CSW activity were reported:

"Obviously how I slow down because I don't want a letter. Do I slow down to the exact speed limit? No, I don't 'cause I push the boundary."

"Since that one I have been much more diligent where I've seen other 20 mile limits."

Notion of the temporary fix:

"The Community thing will slow me down for the next 4 weeks until I forget about it and then it won't, being honest."

Inability to 'fix' some drivers:

"It will work on certain people. It won't work on everyone and that's the problem you've got and that's the good thing to have these different methods is because you'll get everyone in some way or another."

Mixed perceived impact of letter:

"The last sentence of the letter really stuck with me... I'm paraphrasing but 'the response to this letter determines whether you'll save a life'... It's just quite good to capture something like that at the end. It's just something you can have on your mind."

"What a complete waste of time."

Providing an effective CSW

Expectations for positioning (i.e., near schools):

"There's a school in the village. It's a 20 zone there, and so it should be 'cause there are times where's 20's are a fully acceptable number. That area would be a good place for them to be because that road down into the village is a downhill so people do creep up the speed."

Supporting increased frequency of CSW activity:

"Actually seeing them more often might have a bigger impact because people will be thinking 'oh, they're gonna be round the corner in a minute, let's double check what we're doing'."

Importance of messaging:

"You have to do it on social media, you have to put up a sign, you have to tell people about it. Join it up and get the message out to everybody and eventually it sticks."

Potential and limitations of cameras:

"[fixed cameras] only comes into play if that's a real problem area, like if you've actually had multiple fatalities that would be a need to have something static there."

"That's obviously safer for the people that are doing it because if someone does speed past, a hi-vis isn't going to save them whereas a camera is replaceable."



Thank you



Workshop 2: Valuing and recognising Community Speedwatch

01 Police and volunteers working together

- What are your experiences of working together with the police/volunteers?
- What works well? What is challenging?

02 Communicating with the community

- What messages do we need to communicate with the community?
- What works well? What is challenging?

03 Involving other partners

- What other partners are involved in Community Speedwatch?
- Are there others that we should engage with?

Recommendations/ways forward?

10-15 minutes on each question

Write your notes on the flipchart paper

Swap your notes with another table

Add to their notes to answer the next question



Break

Back at 3.30pm

Panel Q&A

- **Duncan Brown (Road Safety & Traffic Management Manager, Surrey & Sussex Police)**
 - **Steve Barry (Assistant Chief Constable, Sussex Police)**
 - **Steve O' Connell (CSW scheme manager, Sussex Police)**
 - **Brenda Gough (CSW co-ordinator, Surrey Police)**
 - **Jan Jung (Chief Executive, CSW Online)**
 - **Dr Leanne Savigar-Shaw (Staffordshire University)**
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Conference close and next steps

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