

Speeding Motorists

**in Sutton South,
Cheam & Belmont**



Speeding Motorists

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Introduction

Inappropriate speed contributes to around 14% of all injury collisions, 15% of crashes resulting in a serious injury and 24% of collisions which result in a death and are recorded by the police.

This includes both 'excessive speed', when the speed limit is exceeded but also driving or riding within the speed limit when this is too fast for the conditions at the time (for example, in poor weather, poor visibility or high pedestrian activity).



The Dangers of Speed

- Hit by a car at 20 mph, 1 out of 40 pedestrian will be killed - 97% will survive
- Hit by a car at 30 mph, 2 out of 10 pedestrians will be killed - 80% will survive
- Hit by a car at 35 mph, 5 out of 10 pedestrians will be killed - 50% will survive
- Hit by a car at 40 mph, 9 out of 10 pedestrians will be killed - 10% will survive

Who Speeds?

The DfT 2009 Speed Survey showed that:

- On 30 mph roads, 46% of car drivers exceed 30 mph and 16% exceed 35 mph
- On 40 mph roads, one quarter (22%) of car drivers speed, and 8% go faster than 45 mph
- On 60 mph roads, 8% of drivers speed but only 1% go over 70 mph
- On 70 mph dual carriageways, almost half of car drivers (42%) exceed the speed limit, with 10% going over 80 mph



Driver Education

- Education is absolutely vital in trying to change attitudes towards speeding.
- It is essential that the dangers caused by driving at inappropriate speeds are clearly explained and demonstrated.
- It will be far easier to persuade people to drive at safer speeds if they understand and accept that driving too fast significantly increases the chances of being involved in an accident, and significantly increases the chances of that accident being serious or fatal.

Driver Training

- Speeding is a symptom of a more general poor attitude towards driving. One of the weaknesses of the UK's driver licensing system is that once the driving test has been passed, the driver is licensed, virtually for life, with no requirement and very little incentive to develop his/her driving skills any further.
- Drivers can voluntarily take further training, such as Pass Plus or courses offered by driver training providers such as RoSPA, but there is little incentive for individual drivers to do so.



Highway Design and Engineering

- Drivers' choice of speed is partly dependent on the characteristics of the road on which they are driving, and drivers' perception of what is a safe speed on a particular road will often differ to that of other road users, such as pedestrians, pedal cyclists and horse riders. Therefore, it is important that road design gives drivers the right messages about the maximum safe speed.

Highway Design and Engineering

- Safer roads benefit all road users, but especially those who are most vulnerable: pedestrians, cyclists, motorcyclists, children and the elderly.
- The measures that are most effective in reducing vehicle speeds and thereby reducing road death and injury are 20 mph zones with traffic calming, 20 mph limits, vehicle activated signs, and psychological traffic calming.

20 mph Zones with Traffic Calming

- 20 mph zones are areas where the speed limit has been set at 20 mph and traffic calming measures have been put in place.
- A Transport for London review of over one hundred 20 mph zones in London also found that they were very effective in reducing road injuries to children. In the zones, speeds were reduced by 9 mph and traffic flows by about 15%. Road casualties in the zones were reduced by 45% and fatal or seriously injured casualties by 57%.



20 mph Limits with No Traffic Calming

- A more recent approach is the use of 20 mph limits over an area, but without the traffic calming measures. Road signs and markings, and education and publicity are used to encourage drivers to stay within the limit.
- Portsmouth City Council is the first local authority in England to implement an extensive area-wide 20 mph Speed Limit scheme (without traffic calming) covering most (94%) of its roads
- Overall, the number of roads with speeds of 20 mph or less increased.



Vehicle Activated Signs

- Vehicle activated signs are a way of drawing a driver's attention to the road environment. One type of VAS are Speed Indicator Devices (SID), which detect the speed of oncoming vehicles and, if above the speed limit, flashes the speed the driver is doing or the speed limit of the road, sometimes with warning messages such 'slow down'.
- A large-scale evaluation was conducted into the effectiveness of VAS by TRL in 2002. It found that VAS reduced the speed by up to 7mph.



Psychological Traffic Calming

- In general, more complex road environments create a greater cognitive load on drivers, which induces them to slow down to give themselves time to understand the surroundings.
- There are several ways by which the road can be modified to ensure that drivers do not drive at an inappropriate speed. The road width, or perceived road width, can be reduced in order to create the effect of narrowing the road and increase the perceived risk.



Policing

- Roads policing is a fundamental and irreplaceable activity, which plays a key role in saving lives and minimising injury on the road.
- In order to do this effectively, roads policing must be given its rightful priority by the government and the Police Service, and be adequately resourced.
- The Police have many priorities, including tackling many forms of violent crime, all of which are extremely important. They must, therefore, allocate and prioritise their limited resources to the best possible effect.



Safety Cameras

- Cameras are a very effective way of persuading drivers not to speed, and thereby reducing the number of people killed and seriously injured.
- An independent review of more than 4,000 safety cameras over a four year period shows conclusively that cameras significantly reduce speeding and collisions, and cut deaths and serious injuries at camera sites by 42%.

Sutton South, Cheam & Belmont

Accident Statistics 01/05/12 – 30/04/15 (3 years)

Accident Severity

	Fatal	Serious	Slight	Total
Sutton South	0	0	28	28
Cheam	2	4	72	78
Belmont	0	6	25	31
Total	2	10	125	137

Sutton South, Cheam & Belmont

Accident Statistics 01/05/12 – 30/04/15 (3 years)

Speed Related Accident Severity

	Fatal	Serious	Slight	Total
Sutton South	0	0	3	3
Cheam	1	0	4	5
Belmont	0	1	1	2
Total	1	1	8	10



Locations of Speed Related Accidents

Sutton South

- **Worcester Road/Stanley Road** **1 No Slight**
- **The Quadrant/Wellesley Road** **1 No Slight**
- **Langley Park Road/Waton Road** **1 No Slight**



Locations of Speed Related Accidents

Belmont

- **Cornwall Road/Grange Road** **1 No Serious**
- **Brighton Road/Station Road** **1 No Slight**



In Summary & What's Next?

In Summary

- We've identified the risks of speeding
- We've identified the control measures
- We've analysed the accidents
- We've identified the locations

What's Next?

- We will have to undertake speed surveys
- Report back to the Local Committee with our findings

Any Questions?



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