



Devon & Cornwall
POLICE

Speed Enforcement Strategy



PREPARED BY

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An aerial photograph of a two-lane road in a rural area. A white car is driving on the road. A large tree is on the right side of the road. A 'SLOW' sign is visible on the road surface. The road is flanked by grassy fields.

1.0 Introduction

Road safety remains a critical public concern, with excessive or inappropriate speed contributing significantly to road fatalities and serious injuries. This strategy outlines a structured approach to speed enforcement, leveraging technology, data analysis, and collaborative partnerships to enhance compliance and reduce casualties.

To maintain community confidence, it is vital that speed enforcement is evidence based, data driven and responsive to community concerns.

Road Safety Challenges in Devon and Cornwall Compared to Other UK Policing Areas and the Role of Speed Enforcement.

The Devon and Cornwall peninsula presents unique road safety challenges due to its vast geographical coverage of approximately 13,700 miles of roads, predominantly rural in nature. The regions rurality significantly influences transport choices, with many residents relying on personal vehicles for travel. Additionally, urban areas such as Exeter, Plymouth and Torbay bring their own set of challenges, including high traffic density and varied road user behaviours.

A comprehensive road safety analysis conducted by Towards Zero Foundation, identified high-risk road user groups, hazardous routes and prevalent risky driving behaviours. The study compared Devon and Cornwall's road safety outcomes to other UK policing areas based on socio-economic factors and population-based road incident rates. The analysis highlighted that the region experiences higher-than-average casualty rates, particularly in certain rural areas where enforcement is more challenging.

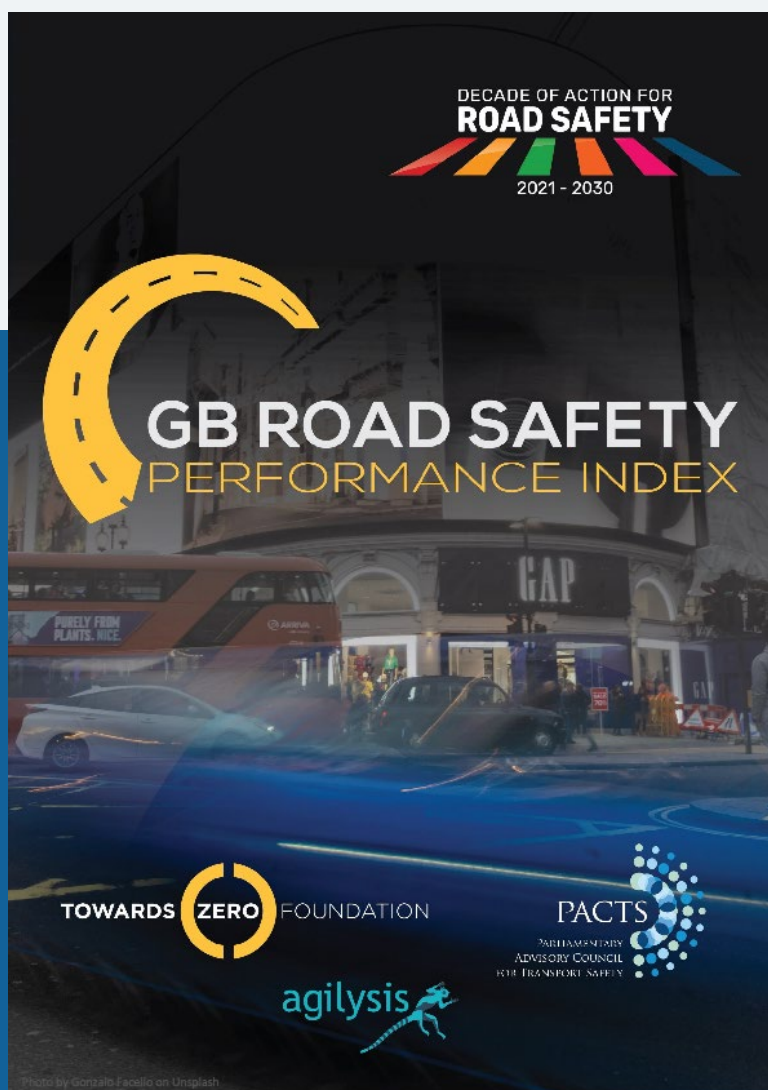
Speed enforcement plays a crucial role in addressing these road safety challenges by:

- **Reducing Road Casualties:** Speed enforcement has been proven to lower road casualties by deterring reckless driving and encouraging compliance with speed limits.
- **Enhancing Deterrence Across a Wide Area:** The use of mobile and covert speed enforcement technologies creates a broader deterrence effect, preventing dangerous driving behaviours across a larger region.
- **Supporting Other Policing Objectives:** Speed cameras and automated number plate recognition (ANPR) systems contribute to tackling organised crime, terrorism and other road-related offences.
- **Building Public Confidence:** Visible enforcement reassures communities that road safety is a priority, thereby fostering a culture of compliance with traffic laws.

The adoption of a structured enforcement strategy that integrates traditional and technology-driven methods is essential for further reducing road casualties in Devon and Cornwall.

Extracted from: GB Road Safety Performance Index.

[Reference 4](#)



1.1 The role of speed enforcement

Speed enforcement is a critical component of the Safe System and road safety management, ensuring compliance with traffic laws and reducing the risk of fatal collisions. Excessive or inappropriate speed contributes to one in every three road traffic fatalities worldwide, making it a global concern. Enforcement is necessary because driver education alone cannot achieve compliance; without actual enforcement, there is no deterrent effect to prevent speeding.

Effective enforcement not only reduces road casualties but also contributes to wider policing priorities, such as crime prevention and counterterrorism. The presence of traffic enforcement increases the general deterrence effect, influencing driver behaviour positively by raising the perceived risk of detection. Additionally, enforcement strategies, when combined with effective penalties, maximise the impact on fatality levels without requiring harsher sanctions.

Speed enforcement is essential for maintaining safer roads, preventing unnecessary deaths, and supporting broader public safety objectives.

Extracted from: Road Safety Support 'Raising the Game'.

[Reference 1](#)

Road Safety Support Enforcement Strategy 'Raising the Game'

Road Safety Support Ltd

Meredydd Hughes CBE QPM MA, Emma Kelly BA (Hons) MBA and Jan Sjørup Eng MSc

September 2019



2.0 Objectives

- Reduce road fatalities and serious injuries caused by speeding.
- Improve driver compliance with posted speed limits.
- Strengthen public confidence in speed enforcement measures.
- Integrate enforcement with broader road safety and crime reduction strategies.



3.0 Enforcement Approach



3.1 The Layered Approach to Speed Enforcement

To maximise deterrence and improve compliance, a multi-layered enforcement approach is recommended:

1. **Traditional Police Enforcement** – Targeted manual enforcement at high-risk locations.
2. **Fixed & Average Speed & Red Light Cameras** – Installed at safety critical locations to ensure continuous monitoring.
3. **Mobile Enforcement (primary tasking)** – Deployed in high-risk areas based on data-led intelligence, including injury collision statistics and Local Authority formal requests, based on non-compliance data.
4. **Mobile Enforcement (secondary tasking)** – Deployed in areas where documented community concerns exist and there is evidence of non-compliance with posted speed limits or areas where speed has contributed to road traffic collisions.
5. **Community Led Monitoring** – Facilitation of local community groups to safely record vehicle speeds and report to the police to inform mobile enforcement.

4.0 Data Driven Deployment Strategy

4.1 Identifying High-Risk Locations

- Use historical collision data to locate high-casualty areas.
- Monitor traffic flow and speeding non-compliance trends to determine enforcement locations.
- Implement periodic evaluations to reassess enforcement effectiveness.

4.2 Expanding Beyond Collision Hotspots

- Shift from enforcing at specific collision sites to a wider area enforcement strategy to manage risk of non-compliant speeds.
- Increase general deterrence by rotating enforcement locations unpredictably.

4.3 Permanent Changes of Speed Limit - Including 20mph Areas

- Speed limits are set by elected members from the relevant Highway Authority.
- Devon & Cornwall Police strategy allows the community time to adapt and comply with new speed limits before speed enforcement activity begins.
- For new 20mph restrictions, the enforcement approach can be accessed [HERE](#) and found in [Reference 8](#).





5.0 Technology & Innovation

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- Utilise automated enforcement technologies, including AI-assisted detection.
 - Innovate with new technologies in urban and rural settings.
 - Continual improvement to back-office processing for efficient penalty issuance and dispute resolution.

6.0 Communication & Public Awareness

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- Launch public campaigns to increase awareness of enforcement programmes.
 - Maintain transparency by publishing enforcement statistics.
 - Collaborate with media and community leaders to reinforce the importance of speed compliance.
 - Develop and maintain a social media presence to outline the enforcement approach and outcomes.



7.0 Partnerships & Stakeholder Engagement

- Work closely with police, local councils, road safety partnerships and community organisations.
- Engage national and regional governments to support legislative enhancements.
- Coordinate with international best practices, such as the French Automated Speed Enforcement Programme, which has significantly reduced road fatalities.



8.0 Monitoring & Evaluation

- We will annually assess data including speed compliance and casualty figures reported by Department for Transport.
- Adjust deployment strategies based on performance data and emerging trends.
- Report progress to key stakeholders and the public to maintain accountability.



9.0 Conclusion

This strategy provides a comprehensive, evidence-based approach to speed enforcement, aiming to reduce road casualties and improve road safety through a combination of deterrence, technology and collaboration. By raising the game in speed enforcement, we can build safer roads and communities.



10.0 Reference Documents

1. [Road Safety Support 'Raising the Game' 2019](#)
2. [DfT Circular 2007](#)
3. [NPCC Roads Policing Strategy 2022-2025](#)
4. [GB Road Safety Performance Index 2021-2020](#)
5. [Policy J-OPr-069 \(DF81\) Speed Enforcement](#)
6. [Policy J-OPr-026 Community Speed Watch](#)
7. [Procedure DOR-OPr-118 Community Speed Watch](#)
8. [Enforcement of 20mph Limit & Zones](#)

DEPARTMENT FOR TRANSPORT

TfT Circular 01/2007
Department for Transport
Great Minster House, 76 Marsham Street, London SW1P 4DR

31 January 2007

USE OF SPEED AND RED-LIGHT CAMERAS FOR TRAFFIC ENFORCEMENT: GUIDANCE ON DEPLOYMENT, VISIBILITY AND SIGNING

INTRODUCTION

1. The Department's joint statement with the Association of Chief Police Officers (ACPO) and the Home Office (DfT, ACPO and HO, 2005) recognises speeding as one of the four most significant dimensions of unlawful, disorderly and dangerous road vehicle use. It therefore provides a joint commitment to tackle this activity.
2. Safety cameras provide a valuable and cost-effective method of preventing, detecting and enforcing speed and traffic light offences. They encourage changed driver behaviour and are also proven to make a significant contribution to improving road safety for all road users. Safety cameras therefore play an important role in an integrated road safety strategy.
3. On 15 December 2005 the Secretary of State for Transport announced (Hansard, 2005, Column 178WS) the ending of the National Safety Camera Programme and netting-off funding arrangements for cameras in England and Wales. Camera funding, activities and partnerships are being integrated into the wider road safety delivery process from 1 April 2007.
4. The move gives local authorities, the police and other local partners greater freedom and flexibility to pursue whichever locally agreed mix of road safety measures they see fit in order to reduce road casualties in their area. With this also comes greater local accountability for the future deployment and operation of cameras.
5. The fundamental objective underlying the National Safety Camera Programme has been to reduce speeding, collisions and casualties at locations where excessive speed represents a road safety problem, and to achieve this result through camera locations being publicised, signed and visible to road users. Whilst recognising greater local

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