

## **EAST AYRSHIRE COUNCIL**

### **DEVELOPMENT SERVICES COMMITTEE – 16 DECEMBER 2003**

#### **SUMMARY OF SCOTTISH EXECUTIVE RESEARCH REPORT “THE SPEEDING DRIVER: WHO, HOW AND WHY?”**

##### **Report By Director of Development Services**

### **1. PURPOSE OF REPORT**

- 1.1** The purpose of the report is to inform the Committee of the findings of a recent study by the Scottish Executive and the Scottish Road Safety Campaign on the causes and consequences of speeding.

### **2. BACKGROUND**

- 2.1** The Scottish Executive and the Scottish Road Safety Campaign commissioned research to follow up previous studies in 1991, 1994 and 1996 on the causes and consequences of speeding.
- 2.2** The study consisted of a review of national and international literature; focus groups with different types of speeding driver; interviews with crash involved drivers; a review of anti-speeding campaigns and initiatives in Scotland; an analysis of a sample of police records of speeding offences; and an extensive household survey of over 1000 Scottish car drivers.
- 2.3** Results were compared with previous studies.
- 2.4** The report provided a comprehensive picture of the attitudes and behaviours of speeding drivers in Scotland and of the association between their speeding behaviours and their recent crash-history.

### **3. FINDINGS OF THE REPORT**

#### **3.1 Speeding Behaviour and Attitudes**

- Over the last decade in Scotland excessive speed in town has fallen. However, in 70mh zones there have been increases in the percentage of drivers reporting excess speed (driving at 80mph) and excessive speed (driving at 90mph).
- Scottish Driver's attitudes to speed limits have remained largely unchanged. At the same time there has been a substantial rise in support for engineering measures to reduce speed in residential areas – support for vertical 'speed bumps' rose from 53% to 76% and support for 20 mph limits from 22% to 86%.

- The number of Scottish motorists who have seen speed cameras while driving in Scotland rose from 54% to 96%, with support for camera enforcement falling slightly from 80% to 75%.
- A sample of Police records for 2001 showed that most speeding offences occurred on built up roads and that offending levels were highest during the weekday inter-peak period.
- Young males ages 16-25 were the most likely to offend seriously and be the subject of Police Reports for excessive speed.
- Comparison with the 1996 study suggested that the percentage of non manual occupation drivers caught speeding has almost halved, while the percentage of manual unskilled drivers caught speeding has increased. There has also been an increase in the percentage of speeding offenders who are unemployed.
- For male drivers, the more likely they were to speed on different types of road, the more likely they were to have recently been involved in a crash whilst driving.

#### **4. CONCLUSIONS**

- 4.1** Over the last decade amongst Scottish car drivers excessive speed in town has fallen. In addition excess and excessive speed out of town has risen.
- 4.2** There has been a remarkable rise in levels of support for road safety engineering measures across the decade.

##### **Attitude to Road Safety Engineering across three survey measures**

<b>Percentage in Favour</b>	<b>1991</b>	<b>1994</b>	<b>2002</b>
Road Narrowing/Gateways	15	17	68
Road Humps/Sleeping Policemen	53	40	76
Speed Limits less than 20mph	22	25	86

- 4.3** Speeders identified in this study in a number of ways have a higher likelihood of crash involvement.
- 4.4** The study provided a good understanding of the causes of speeding and of which behaviours identify “crash magnets”.
- 4.5** The best way to reduce the risk speed drivers pose to themselves and to other often most vulnerable road users is to adjust their driving styles.

## **5. POLICY IMPLICATIONS**

- 5.1** The strategy of implementing gateways, traffic calming and 20mph speed limits is attracting increasing support among members of the public as a means of improving road safety.

## **6. FINANCIAL IMPLICATIONS**

- 6.1** The above strategy is being met from departmental budgets, cycling, walking safer streets funding and public transport fund bids.

## **7. LEGAL IMPLICATIONS**

- 7.1** The introduction of mandatory 20mph speed limits will require an implementation of traffic regulation orders.

## **8. RECOMMENDATIONS**

- 8.1** The Committee is asked to note contents of report in particular comments on introduction of 20 mph limits and traffic calming.

**Stephen Chorley**  
**Director of Development Services**  
**JK/SH/YK**  
**11 December 2003**

## **BACKGROUND PAPERS**

'The Speeding Driver: Who, How and Why?', Scottish Executive Research Report.

For further information please contact Jim Kane on 01563 576310

**Implementation Officer: Jim Kane**