

# Partnership approach to identify and educate prolific speeders

Greater Manchester Police have partnered with the local council and Tektrans, utilising automatic number plate recognition (ANPR) to identify prolific speeders and educating them on the danger of speeding.

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## Key details

<b>Stage of practice</b>	Untested
<b>Purpose</b>	Prevention
<b>Topic</b>	Roads policing
<b>Organisation</b>	<a href="#">Greater Manchester Police</a>
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<b>Region</b>	North West
<b>Partners</b>	Police Local authority Private sector
<b>Stage of implementation</b>	The practice is implemented.
<b>Start date</b>	April 2024

## Key details

<b>Scale of initiative</b>	Local
<b>Target group</b>	Adults Communities General public Offenders

## Aim

The aim of initiative is to promote safer driving by identifying and educating prolific speeders in Bolton.

## Intended outcome

The intended outcomes are to:

- improve driving behaviours and road safety
- reduce the number of speeding offences committed
- reduce the number of road traffic collisions (RTCs)
- reduce the number of deaths and serious injuries caused by RTCs

## Description

Greater Manchester Police conducted a review into the deaths and serious collisions caused by RTCs. The review analysed data on collisions across Bolton over a five-year period and found that speeding and collisions were significant factors in the majority of RTCs. The review also identified one road as one of the routes with the highest number of RTCs.

GMP approached Bolton Council to see if a partnership approach could be established to reduce the number of RTCs. Bolton Council was already working with Tektrans (private camera company) to study anti-social driving and where the council should utilise enforcement cameras. The cameras were equipped with automatic number plate recognition (ANPR) and could measure speed. While the speed measurement was not calibrated for enforcement purposes, the camera could provide an

accurate report on the speed of vehicles. Bolton Council offered to position these cameras free of charge around the area.

Further meetings were held between the force, Bolton Council and Tektrans to understand how data can be used to identify and educate repeat speeders. Tektrans can set their cameras up to capture any vehicle that travelled at over ten miles per hour (mph) the limit (40mphs or more in a 30mph zone) and send a monthly report identifying the most prolific speeders. While GMP acknowledged that the force could not prosecute using the data, it could be used as an educational opportunity. By creating education opportunities through conducting visits with neighbourhood officers, the intention is to remove driver complacency and target the most prolific speeders. An information sharing agreement has been implemented between Tektrans and GMP and a monthly report is provided detailing the top ten speeders.

When GMP received the first monthly report, it was identified that not all vehicles were from the local area and some drivers were driving at 60mphs in the 30mph zone. GMP adapted their response, as neighbourhood officers could not be deployed beyond their district. The force created a letter which is sent to drivers, which includes a picture of their car and information on the speed of the car. Each letter also includes a leaflet which emphasises the risks of speeding. All speeders from treceive a letter, with those living locally also receiving a visit from a neighbourhood officer.

Once the letter has been sent out, and where applicable a visit conducted, the force inform Tektrans. Each month Tektrans send the force a new batch of data including an overview of the vehicles that had received the leaflet, including whether the vehicle had been sighted speeding again in the past six to eight weeks.

GMP created a ladder of intervention for drivers who have not adhered to the educational opportunities. This includes being flagged on ANPR, intelligence recording, and writing to insurance companies.

There has been no cost for the development and implementation of the initiative. Police time has been used to produce the letters and conduct visits. The cameras and data are owned and paid for by Bolton Council.

## Overall impact

- since implementation, there has been an approximately 80% reduction in speeding incidents from the targeted drivers and a reduction in RTCs
- the initiative has been rolled out to another area of Bolton
- the feedback from the community and drivers has been positive who have welcomed the education opportunity to reduce the number of RTCs
- the intelligence leads to further prosecution opportunities for those who do not adhere to the advice

In the last ten months:

- 39 of 100 vehicles had a 100% reduction in speeding after the intervention
- 99 of 100 vehicles reduced their speeding occurrences
- 74 of 100 vehicles reduced their speeding occurrences by more than 70%

## Learning

- An initial challenge was that not all identified prolific speeding drivers were from the local area. The force adapted their response to send out letters and conduct visits if the vehicle was registered within the district.
- Another challenge was the excessive recorded speeds. While the force is committed to prosecuting drivers, the initiative is an educational tool to inform the public of the dangers of speeding. The initiative is primarily an educational tool to inform drivers to slow down.
- The initiative is intended to remain localised to hotspot areas and may not be suitable to expand force-wide, due to resourcing and the potential impact on adherence.

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