

# The Community Speedwatch Programme: An Equality Focused Road Safety Project in Glasgow

31 October, 2018

Tara McGregor, independent researcher

# Background

- Glasgow City Council and Police Scotland
- Evidence from elsewhere – deprivation and ethnicity
- What about Glasgow? What are the real issues?
- Keen to engage communities - two pilot communities

# From start to finish



Initial scoping



Initial statistical research – Road Safety Analysis



Community Consultation – meetings, 496 surveys, community meetings



Delivery of Community Speed Watch



Evaluation

# Initial statistical research

## Road Safety Analysis:

two test communities –  
Dalmarnock and Royston

accidents, where they  
happened, and who

Comparative data –  
Glasgow and Broomhill

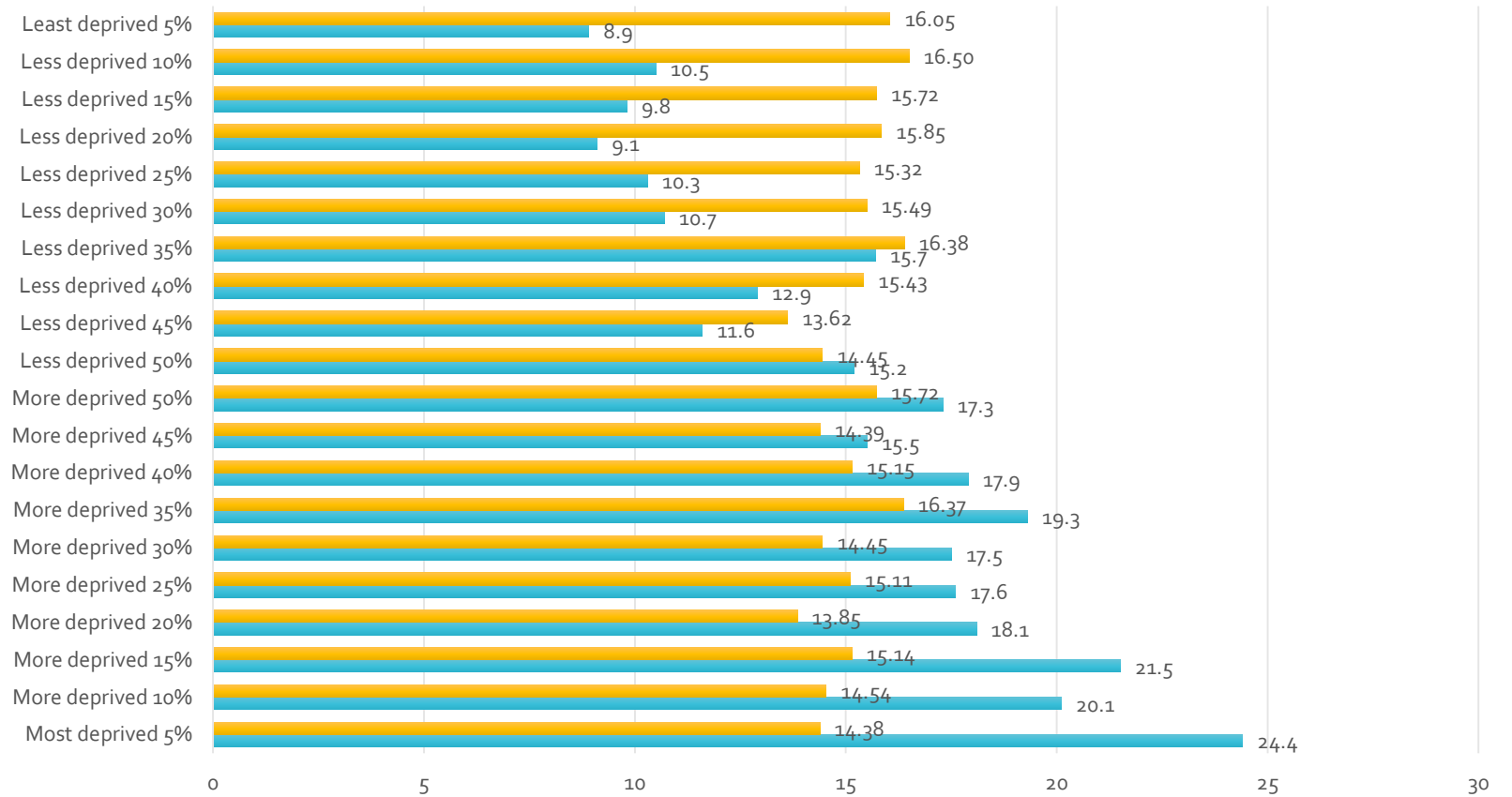
ethnicity and deprivation

## What did the numbers tell us?

- In Glasgow, there is no association between ethnicity and pedestrian casualties, based on available data.
- For residents in the study communities, roughly half of the accidents that happen to them happen within their own community.
- people living in the most deprived areas are experiencing the highest levels of pedestrian accidents

# Pedestrian casualties and deprivation

Glasgow resident pedestrian casualties by Glasgow IMD vigintile 2007-2016, showing expected casualty levels based on resident population of each vigintile





The biggest concerns related to people driving too fast, and parking where they weren't supposed to.



There was also significant concern about not enough safe crossings, and children walking unaccompanied.



Specific places were identified in each community which could be the focus of road safety interventions.

What did people say?

## Study recommendations

- Further **statistical analysis** to understand associations between accidents and car ownership, and seriousness of accidents;
- Potentially **prioritising road safety activities** according to prevalence and seriousness of accidents;
- **Reviewing problems and places** identified by survey respondents, and potentially involving the local community in this process;



## Study recommendations

- Conducting a **parking survey**, then follow with either enforcement or further restrictions, as required;
- Conducting **speed surveys** on main roads and problem areas, and using this to inform campaigns about speed; and
- Developing **clear messages and target groups** for its community speed watch and associated local campaign work.



Looking at speed in  
Dalmarnock and Royston by  
working with the local  
communities and the schools



Four days in each community



Activities with primary school  
children



Activities with community  
members

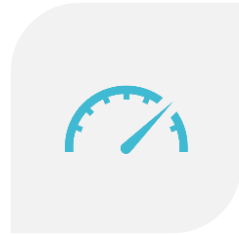
# The Community Speedwatch project



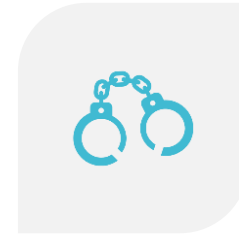
FOCUSED AROUND  
SCHOOLS AND PROBLEM  
AREAS



DESIGNATED TIMES AND  
PLACES



SPEED SIGNS WERE  
POSITIONED, AND SPEEDS  
MEASURED



POLICE ENFORCEMENT



WRAP AROUND  
EDUCATIONAL ACTIVITIES  
WITH CHILDREN

What they did





YOUR SPEED

00

DOWN

Considerate communities  
respect the community

Considerate communities  
secure everyone's safety



## Evaluation activities

### Light touch:

- Reflection workshop with key stakeholders involved in delivery
- Follow telephone interviews, including with local support worker

## Key learning

- Accidents are happening more to people from deprived areas – within and outside their communities
  - Reinforces importance of education
  - But need to understand reasons as well
- Parking a key problem in relation to road safety
- Need more opportunities for deprived communities to raise concerns and issues, and work with authorities
- Need to prioritise some activities in deprived areas

## Key learning

- Engaging educational activity – raised awareness, and was popular
- Drivers seemed to appreciate children talking with them about speed
- There was community interest, but issues with getting volunteers
- Didn't catch many driving over the limit:
  - Study limitations
  - What people mean by 'speeding'

# Any questions?

Tara@taramcgregor.org