



# What might work?

---

Why does non-compliance occur and how understanding 'why' can influence enforcement?

Road Safety **GB**  
 analysts  
network



Department  
for Transport



# Agenda

Reasons for non-compliance

How do we discover the reasons?

What does this mean for interventions?

How do we measure if it works?



# Why do some drivers disobey traffic laws?

---

Over to you...

CAPABILITY



MOTIVATION



OPPORTUNITY

COM-B



BEHAVIOUR



# What influences speed? (Fiona Fylan)

Attitudes

Norms

Personality

Self-  
identity

Intention



## Fylan segmentation of speeders

- Sleepy
- Dopey
- Grumpy
- Happy

## To know there is a problem

- STATS19
- Speed survey data
- Observation data (mobiles and seatbelt compliance data)
- Offence data
- Community Speed Watch/VAS data

## To understand why there is a problem

- STATS19 (Contributory factors)
- Questionnaire data (Driver Behaviour and Driver Attitude Questionnaires)
- Focus groups and interviews
- Observations
- Existing research

# Gig economy drivers

---

Example of van driver





## Poll

---

Which of these interventions do we think would be most effective at encouraging delivery drivers to comply with speed limits?

Communications

Enforcement

Company policy

Black Box

# How to measure effectiveness?

---



## To know if the problem is reducing

- STATS19
- Speed survey data
- Observation data (mobiles and seatbelt compliance data)
- Offence data
- Community Speed Watch/VAS data

## To know if your intervention(s) are effective

- STATS19 (Contributory factors)
- Questionnaire data (Driver Behaviour and Driver Attitude Questionnaires)
- Focus groups and interviews
- Observations
- Existing research

# Forthcoming Webinars

January 2021

---

<https://roadsafety.network/>



Safety and Compliance Performance Indicators  
**January 2021**



Examples of best practice within police forces and partnerships  
**January 2021**



New horizons: Expert panel to discuss the future of evidence, interventions and data to deliver effective roads policing  
**January 2021**