***Speeding is everyone's concern.***

*Proactive members of local communities join with the support and supervision of their local police to record*

*details of speeding vehicles using approved detection devices.*

*Registered keepers of vehicles exceeding the speed limit are contacted - initially with a letter explaining the*

*potential risks and consequences of their dangerous behaviour. Repeat offenders will receive a visit from the*

*local police, irrespective of where they live. Beyond these friendly gestures, focused enforcement and criminal*

*prosecution follow based on the collated evidence.*

*For many understandable reasons, enforcement and broad-stroke campaigning have made little progress over*

*the past decade, and focused, large-scaled education is currently only organised efficiently in the shape of*

*Speed Awareness Courses after an offence is detected. Modern preventative educational methodologies like*

*Speedwatch have yet to been utilised to its fullest extent. Now is a good time to change that.*

*Research show that on average 97% of speeding offences (not including Speedwatch observations) are*

*detected by speed cameras. The vast majority of these are fixed at the roadside in areas known to both local*

*residents and regular commuters, hence - and in spite of the so-called 'Halo-effect', they have little effect in*

*areas not covered by camera technology.*

*Equally relevant - and especially to rural areas where fatalities are four times more likely to happen than in*

*urban areas, the discussion about road safety has a tendency to focus on number of collision casualties alone.*

*In most areas where Speedwatch operates and where speeding evidently is a concern to the communities, the*

*quality-of-life issue as well as feeling safe when using the roads recreationally, are equally important to the*

*affected areas' residents. This is not an attempt at diminishing the dismay of the high number of fatal and*

*seriously injured victims but a reminder that the problem of speeding goes well beyond quantifying its*

*consequences with casualty statistics alone.*

*Inconsistently applied enforcement methodology is not likely to change socially perceived acceptable behaviour*

*if the majority of those caught speeding either are not - or consider themselves habitual speeders. Increased*

*compliance with the law can be achieved with other means than enforcement. In the case of Speedwatch,*

*personalised education is a methodology that is just as efficient to help bring the problem under control.*

*Organising concerned, proactive community volunteers on a grand scale is vital to succeed with this goal.*

*Frustrations with apparent lack of interest by the police in dangerous levels of speeding is widespread and felt*

*everywhere. There is, however, no cynicism involved, only lack of funding, resources, and a political reluctance*

*to prioritise unintentional killing over or on par with intentional killing. Although more people are killed in*

*traffic than in all other crimes combined, we need to keep in mind that road deaths are a biproduct of a*

*colossal number of miles driven by millions of road users every day. Murder is a very different story.*

*That does not excuse - or make the death, destruction, injuries, grief, and devastation by a traffic collision any*

*more acceptable. Speed kills, end of story. Speeding is antisocial, and collisions caused by driving too fast for*

*the circumstances are wholly avoidable. But where do we start? Prevent the automotive industry from selling*

*cars that can exceed the national maximum speed limit, and accelerate at atrociously short times? Change the*

*road infrastructure? Throw fines at the 52% of drivers who admit to speeding? Confiscate and crush their*

*vehicles? We believe that intelligent, personalise education is the answer to solve the problem for most*

*offenders, especially if we can mass-organise the recording of driver details.*

*Meanwhile, people die needlessly in avoidable crashes caused by inattentive or antisocial drivers. In most of the*

*rest of the country, residents feel unsafe using their local roads, their quality of life is diminished, and half of*

*the UK population is angered by the fact that not many seem to be bothered, or even worse: they just talk and*

*write reports with no or little effect or change.*

*Speedwatch activity is not about interfering with neighbours' behaviour; it is a proactive solution to improve*

*the safety and quality of life for everyone in their local community.*