

<b>Institution:</b> Keele University		
<b>Unit of Assessment:</b> UoA20 Social Work and Social Policy		
<b>Title of case study:</b> Improving the policing of roads		
<b>Period when the underpinning research was undertaken:</b> 2007-present		
<b>Details of staff conducting the underpinning research from the submitting unit:</b>		
<b>Name(s):</b>  Dr Helen Wells	<b>Role(s) (e.g. job title):</b>  Senior Lecturer	<b>Period(s) employed by submitting HEI:</b>  2007-present
<b>Period when the claimed impact occurred:</b> Sept 2017- July 2020		
<b>Is this case study continued from a case study submitted in 2014?</b> N		
<b>1. Summary of the impact</b> (indicative maximum 100 words)		
<p>In the context of rising numbers of casualties on the UK's roads, Wells' insights are contributing to major national and local roads policing strategy and operations:</p> <p>Wells is the academic advisor to national roads policing projects for the National Police Chiefs Council (NPCC), Highways England, the Department for Transport and Home Office.</p> <p>A successful national programme targeting uninsured driving now operates based on behaviour change and procedural justice insights from Dr Wells' work.</p> <p>Partners in the UK and internationally, including the police, have changed the ways they target mobile phone use by drivers as a result of Wells' work.</p>		
<b>2. Underpinning research</b> (indicative maximum 500 words)		
<p>A series of funded projects have generated the insights that underpin Wells' contributions to roads policing strategy and operations. These include: understanding strategic leaders' attitudes and approaches to roads policing, (interviews x22 with Police and Crime Commissioners and Chief Constables, 2014); designing and analysing 'lockdown' speeding operations, and a new tasking methodology and user-interface for roads policing practitioners (as Academic Subject Matter Expert on the national Galileo programme, 2017-present); analysis of public correspondence with/feedback to participating police forces in the national Tutelage Transition programme, and accompanying programme process data (2018-present); conducting bespoke knowledge exchange consultations with projects targeting mobile phone use by drivers in order to understand the challenges and opportunities faced by practitioners in implementing evidence-based practice (2018-2020).</p> <p>Key Research Insights</p> <ul style="list-style-type: none"> <li>• [KI 1] The importance of procedural justice and accounting for driver perspectives in developing effective and legitimate roads policing. This insight emerged from empirical PhD research on speed cameras but is a theme of subsequent projects (above) where it has been further refined. (3.1, 3.2, 3.5).</li> <li>• [KI 2] Forms of automated enforcement (common in roads policing) may be perceived as lacking in procedural justice, because they lack opportunities to voice and do not respect the individual circumstances of each offence and each offender, posing challenges for likely future enforcement approaches (3.1).</li> </ul>		

- [KI 3] The importance of encouraging normative as well as instrumental compliance in respect of road traffic offences, given that detection is unlikely and underpinning laws are often not fit for purpose and cannot keep pace with technological developments. (3.2, 3.5)
- [KI 4] The difficulty of effectively addressing what is (or may appear) to be 'normal' behaviour, particularly when that behaviour is normalised amongst a population that is also being encouraged to influence police priority setting via increasingly participatory forms of democracy (3.3, 3.4)
- [KI 5] Developments such as dash-cam reporting projects and innovations such as Community Speedwatch represent a potential shift in public attitudes to roads policing, where the public is seeking to co-produce road safety with the police. The police should reframe the narrative around roads policing in terms of police and public versus a minority of dangerous road users (rather than the former narrative that positioned drivers and the police as 'at war') (3.1, 3.2, 3.3, 3.4)
- [KI 6] Drivers can be effectively divided into the intentionally and unintentionally non-compliant via 'nudge' approaches using behavioural change and procedural justice insight in ways that the latter find legitimate and that allow for more effective targeting of the former (Tutelage). (3.1, 3.2, 3.3, 3.4)
- [KI 7] Police and partners benefit from the production of useful and useable research-informed resources to support their activities and appreciate bespoke consultations which further their engagement with research and their commitment to evidence-informed practice. (3.6)
- [KI 8] The law relating to mobile phone use by drivers is unhelpful in that it allows handsfree use despite it being equally as distracting as handheld use. This presents challenges for enforcement and education in this area. (3.5, 3.6)

### 3. References to the research (indicative maximum of six references)

3.1 Wells, H (2008) 'The Techno-Fix Versus The Fair Cop: Procedural (In)Justice And Automated Speed Limit Enforcement'. *British Journal of Criminology*, 48:6 pp798-817. *A top 25% rated (Q1) journal, with an IF of 3.7*

3.2 Wells, H (2012) *The Fast and The Furious: Drivers, Speed Cameras and Control in a Risk Society* Aldershot: Ashgate

3.3 Wells, H (2016) 'PCCs, roads policing and the dilemmas of increased democratic accountability' *British Journal of Criminology* 56:2 pp. 274-292 (nominated for BSC Policing Network Prize 2016) *A top 25% rated (Q1) journal, with an IF of 3.7*

3.4. Wells, H (2018) 'The angered versus the endangered: PCCs, roads policing and the challenges of assessing and representing 'public opinion'' *British Journal of Criminology* 58:1 pp95-113 *A top 25% rated (Q1) journal, with an IF of 3.7*

3.5. Wells, H and Savigar, L (2017) 'Keeping up, and keeping on: Roads policing, risk and the law-abiding driving offender' *Criminology and Criminal Justice* 19:2 pp254-270 *A top 25% rated (Q1) journal, with an IF of 2.2*

3.6. Wells, H and Savigar, L (2019) *Mobile:Engaged - A Compendium of Information and Ideas for Preventing Mobile Phone Use by Drivers* <https://joom.ag/qtUa>

Further funding has supported Dr Wells' work:

- 2019. Wells awarded AUS\$4400 to act as an invited visiting scholar to provide workshops and consultation meetings for academics and practitioners in Griffith University, Queensland University of Technology (QUT) and for the Australian Automobile Association, and also to launch an Australasian branch of the Roads Policing Academic Network (delayed due to COVID-19).
- 2019. Wells awarded £7,638 by Highways England / Transport Research Laboratory (TRL) for a project on compliance and safety on the Strategic Road Network. The awarding of the grant

to TRL was conditional on her being engaged as the technical expert in recognition of her prominence in the policy field.

- 2019. Wells awarded £9,451 from Road Safety Trust for further impact work relating to the Mobile:Engaged project. This was awarded in recognition of the success and further potential of the original grant (see below).
- 2019. Wells (part of a group that was) awarded £500,000 by the Motor Insurers' Bureau to scale up the Operation Tutelage (uninsured driving) operation to national level via the National Tutelage Transition Programme (Wells' share: £40k at this point and ongoing at £20k per year). Wells' insight contributed to the successful business case that secured these funds and the ongoing funding of the programme (currently to 2022).
- 2019. Wells awarded funding for an ESRC CASE studentship (circa £60k including bursary) which is directly aligned with her work for National Roads Policing Operations, Intelligence and Investigation (NRPOII) and on the Galileo programme.
- 2019. Wells awarded £2,320 from the Association of Police and Crime Commissioners to work with Staffordshire Police to assist with development of 'dash cam' reporting capability in force. Templates written by Wells are now used to correspond with submitters of footage and those implicated in the footage.
- 2017. Wells awarded £75,096 by The Road Safety Trust for a 13-month research project: 'Innovators and innovations in preventing mobile phone use while driving: sharing and improving practice'. Examples of projects which were developed and changed as a result of engagement with this project are included below.
- 2017-present. Wells awarded £125,000 (to date) by the NPCC and Highways England to be the Academic Subject Matter Expert for two days per week on a national programme to devise a new operating model for roads policing in the UK.

#### 4. Details of the impact (indicative maximum 750 words)

##### Strategic contribution

Wells sits on national governance and advisory boards providing academic expertise to major projects including the Home Office / Department for Transport (DfT) / NPCC roads policing review (2019-2021), the NPCCs National Roads Policing Operations Intelligence and Investigation portfolio, and the 2019 Her Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS) roads policing inspection. The NRPOII lead observed that Wells' *"insights around procedural justice and behaviour change have been enlightening, insightful, game changing and are routinely embedded at a national level through such forums as NRPOII and in the work of... NPCC, the Motor Insurers' Bureau, and Highways England."* [5.1]

Wells was acknowledged by the HMICFRS lead inspector as *"probably the largest and most significant contributor to this inspection"* [3.2]. Two (of 13) recommendations in the final report (Recommendation 9) - nationally consistent 'dash cam' provision, and (Recommendation 2) - inclusion of roads policing in the Strategic Policing Requirement) were directly attributed to Wells' contribution. The report was renamed following her research-based advice (3.3, 3.4). [5.2, 5.3]. Following Recommendation 2, the DfT made a submission for including roads policing in the Strategic Policing Requirement (November 2020). The NPCC lead stated that if successful *"this would be the most significant achievement in recent years for roads policing"* [5.4]. Wells has been engaged by the national dash cam working group to co-produce national standards in response to Recommendation 9.

##### Operational contributions

###### Uninsured driving:

Wells' work has led to a reduction in uninsured driving. As a national delivery team member for the National Tutelage Transition Programme (2018-present), Wells shaped the design of the national roll-out of the Operation Tutelage pilot to 35 forces, including writing the template 'nudge' letter sent to uninsured drivers (based on KIs 1-3, 5, and 6). Between 1/1/20 and 21/8/20, 100,000 vehicle registrations were processed, with 47,000 letters sent to registered keepers. 65% of those keepers were subsequently insured after 35 days (35% increase on control) and filtered out of the

total to create a Vehicle of Interest list of 4,000+ vehicles which was circulated to all forces for direct action against persistent non-compliers. Correspondence from letter recipients to the police was analysed by Wells leading to workstreams to change the practice of the Motor Insurers' Bureau, Drive & Vehicle Licensing Agency (DVLA) and police forces. Wells has also shaped the overall process design and performance management of the Tutelage concept, clarifying important and potentially derailing misinterpretations of data. The approach has been adopted by the Home Office's Compliant Vehicle Initiative and expanded to include other offences. [5.5, 5.6].

'Dash cam' evidence submissions:

Relating to KIs 1-6, and 7, Wells operationalised procedural justice and driver attitude insights in the development of a new force-based dashcam evidence submission project, focusing on stakeholder stewardship, provision of officer training, policy guidance and communications templates. 409 letters using her template were sent out (June 2019 to June 2020). Previously, submitters had received no contact. The Project Lead observed: *"I personally have found the template letters extremely useful, as they not only address areas for potential complaints, but as the letters were structured in such a conclusive manner, it prevents continual complaints and challenges."* [5.7]

Preventing mobile phone use:

Wells' Research Insights [K1, 3, and 5-7] have changed the way driver mobile phone use is targeted. The *Mobile:Engaged* project (Wells PI) provided 20 bespoke Knowledge Exchange Consultations to police and partner organisations, who changed their practice as a result, as well as a compendium of practical tools for the development of research-based prevention approaches (see KIs 1, 3-5, and 7) [5.8]. The material has been accessed from 18 countries and informed approaches nationally and internationally. A Chief Inspector, from a UK force noted: *"This [resource pack] is absolutely invaluable...the content provided will really stand us in good stead...I can't thank you enough for giving us this head start, it is going to save us huge time and effort"* [5.9]. The compendium was also taken up at a national level in the UK (DfT Think! campaign) [3.6, 5.10], and internationally by the Australian Automobile Association (2020 distracted driving campaign) where it *"became a key source document for us in how we briefed the creative agency that developed the toolkit with us"* [3.6, 5.10]. Wells produced communications materials used by 28 forces and partners during the NPCC mobile phone enforcement campaign in March 2020, including Tweets which secured a reach of 253,000 during the campaign fortnight [5.8].

**5. Sources to corroborate the impact** (indicative maximum of 10 references)

5.1 - Letter from National Roads Policing Operations, Intelligence and Investigation lead, Detective Superintendent Paul Keasey

5.2 - Letter from Pat Casserley, HMICFRS lead inspector on thematic inspection of roads policing

5.3 - HMICFRS thematic inspection report - 'Roads Policing - Not Optional'.

5.4 - Independent Office for Police Conduct 'Learning the Lessons' Roads Policing Special Edition (Issue 38)

5.5 - Letter from Derek Roberts, Tutelage Transition Programme Lead - evidencing contribution to the Tutelage programme

5.6 - Briefing given to National Roads Policing Operations, Intelligence and Investigation, August 2020

5.7 - Email from Resolution Centre lead for dash cam and third-party evidence submission, Staffordshire Police

5.8 - Final Project Report - Mobile:Engaged. Submitted to Road Safety Trust (funder) August 2020

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5.9 - Email from RPU lead, Staffordshire

5.10 – Emails related to the Compendium for Think! Campaign from: (1) Laura Kane, Senior Marketing Manager, Communications Directorate, Department for Transport - evidencing use of compendium for Think! Campaign; and (2) from Australian Automobile Association evidencing contribution of compendium to campaign.