

EQUALITY IMPACT ASSESSMENT (EIA)

Title of EIA		Average Speed Enforcement (ASE)
EIA Author	Name	David Keaney
	Position	Head of Network Management
	Date of completion	26/01/2026
Head of Service	Name	John Seddon
	Position	Strategic Lead - Policy & Innovation
Cabinet Member	Name	Patricia Hetherton
	Portfolio	City Services

PLEASE REFER TO [EIA GUIDANCE](#) FOR ADVICE ON COMPLETING THIS FORM

SECTION 1 – Context & Background

1.1 Please tick one of the following options:

This EIA is being carried out on:

- ☐ New policy / strategy
☐ New service
☐ Review of policy / strategy
☒ Review of service
☐ Commissioning
☐ Other project (*please give details*)

1.2 In summary, what is the background to this EIA?

Since 2019, Coventry City Council (CCC) has successfully delivered six phases of Average Speed Enforcement (ASE) across 18 corridors, covering a total of 46 km of strategic routes. ASE has proved highly effective in reducing speed related collisions and improving road safety outcomes by encouraging greater compliance with posted speed limits. This approach directly supports the West Midlands Regional Road Safety Partnership's ambition to halve the number of people killed or seriously injured (KSI) on the region's roads by 2030.

Average Speed Enforcement cameras operate using Automatic Number Plate Recognition (ANPR) technology to calculate vehicle speeds by measuring the time taken to travel between defined points. All ASE zones are clearly and prominently signed, as the primary aim is to encourage safer driving behaviour rather than issue penalties. Further information on ASE is available on the Council's website: <https://www.coventry.gov.uk/roads-highways-pavements/average-speed-enforcement-ase>

It is intended that the ASE programme within the city will be continued and where appropriate expanded in order to target and address concerns over inappropriate speed across the city. As part of this approach, the Council will continue to:

- Support ongoing operational expenditure, including maintenance, calibration and reactive repairs
- Explore opportunities to expand the ASE network, where aligned with corporate, political and community priorities

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- Work in partnership with West Midland Police and the West Midlands Road Safety Partnership to ensure the financial sustainability of ASE operations without compromising other network management activities

1.3 List organisations and people who are involved in this area of work

Coventry residents, visitors and business
Enforcement team

1.4 Who will be responsible for implementing the findings of this EIA?

John Seddon - Strategic Lead - Policy & Innovation

SECTION 2 – Consideration of Impact

Refer to guidance note for more detailed advice on completing this section.

In order to ensure that we do not discriminate in the way our activities are designed, developed and delivered, we must look at our duty to:

- Eliminate discrimination, harassment, victimisation and any other conflict that is prohibited by the Equality Act 2010
- Advance equality of opportunity between two persons who share a relevant protected characteristic and those who do not
- Foster good relations between persons who share a relevant protected characteristic and those who do not

To find out more about local data, please visit the below links:

[Facts about Coventry](#)

[Census 2021](#)

[Joint Strategic Needs Assessment \(JSNA\)](#)

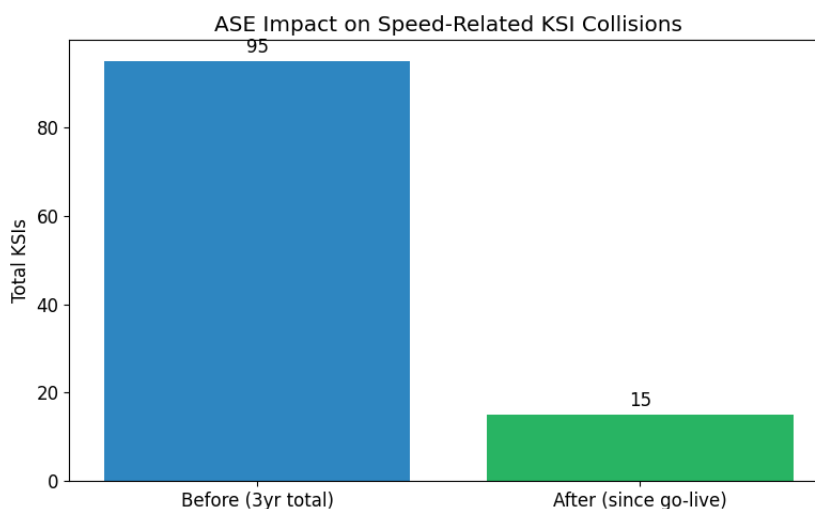
2.1 Baseline data and information to include data on Protected Characteristics, Health Inequalities and Digital Inclusion

Please include a summary of data analysis below, using both your own service level management information and also drawing comparisons with local data where necessary. Where possible, compare your data to local data using: Facts about Coventry; Census 2021; JSNA.

Road traffic collisions in the city have steadily declined over the last 15 years, as shown below, with ASE now being one of the primary interventions deployed in order to continue this good progress seen.

The total Killed and Serious Injury collisions which occurred in the three years before ASE was introduced (95) compared with speed related KSIs since go live (15) across the 18 ASE corridors is shown below. This represents an 84% reduction, demonstrating the substantial safety impact of the programme. It should be noted that a number of the sites have not been live for a three-year period yet and as such further time will be needed to establish and review a robust data set. The initial figures are however promising.

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Whilst West Midlands Police operate and enforce the network of Average Speed Cameras in the City, the most recently available data from 2025 provided by them shows that there is on average over 4000 Activations a month across the 18 corridors, generating on average over 2500 offences being referred to the Central Ticketing Office each month.

2.2 Please highlight which Marmot Principles does this EIA Support.

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
- 3. Ensure a healthy standard of living for all**
4. Create fair employment and good work for all
- 5. Create and develop healthy and sustainable places and communities**
- 6. Strengthen the role and impact of ill health prevention**
7. Tackle racism, discrimination and their outcomes
- 8. Pursue environmental sustainability and health equity**

SECTION 3 – Protected Groups

3.1 On the basis of evidence, complete the table below to show what the potential impact is for each of the protected groups.

- Positive impact (P),
- Negative impact (N)
- Both positive and negative impacts (PN)
- No impact (NI)

Protected Characteristic	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Age 0-18	P	Children are disproportionately at risk of serious injury in speed related collisions. Improved compliance with speed limits reduces the

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		likelihood and severity of accidents, supporting safer streets and travel routes.
Age 19-64	P	Older people are disproportionately at risk of serious injury in speed related collisions. Improved compliance with speed limits reduces the likelihood and severity of accidents, supporting safer streets and travel routes.
Age 65+	P	Older people are disproportionately at risk of serious injury in speed related collisions. Improved compliance with speed limits reduces the likelihood and severity of accidents, supporting safer streets and travel routes.
Disability	P	Safer traffic speeds benefit disabled people, including those with mobility, sensory or cognitive impairments, by improving confidence when crossing roads, walking, cycling or using public transport along busy corridors.
Gender reassignment	NI	
Marriage and Civil Partnership	NI	
Pregnancy and maternity	P	Reduced vehicle speeds improve safety for pregnant people and those travelling with young children, buggies or pushchairs, particularly when crossing roads or walking near strategic routes.
Race (Including: colour, nationality, citizenship ethnic or national origins)	P	<p>Coventry is a multi-ethnic city</p> <p>The ASE scheme will indirectly help provide an enhanced environment for all road users, regardless of race. In addition, creating roads where driver behaviour will become more predictable is expected to improve the perception of safety for all.</p> <p>It is expected that benefits will be significant for ethnic minorities falling under levels of deprivation. A study by 'Agilysis' out of 100,000 annual pedestrian casualties in the UK, 62% were deprived and an ethnic minority whilst 20% were white and not deprived. This means that ethnic minority pedestrians from deprived communities are over three times more likely to be injured on Britain's roads than White non-deprived pedestrians.</p>
Religion and belief	NI	
Sex	P	Women and girls often report higher concerns around traffic danger and road safety. Lower vehicle speeds improve perceived and actual safety when travelling or accessing local services.
Sexual orientation	NI	

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3.2 On the basis of evidence, complete the table below to show any impact on the following characteristics which are not specified as protected characteristics but should be considered.

Group	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Care Experienced	NI	
Armed Forces	NI	
Social Economic Groups (low income, poverty, education, unemployment, community safety and social support)	P	The continued operation and expansion of Average Speed Enforcement (ASE) is expected to have a positive impact on socio-economic groups, particularly residents in more deprived areas who are more likely to live near busy routes and be affected by road traffic collisions. Safer speeds benefit people on lower incomes who rely more on walking, cycling and public transport by improving safety and access to jobs, services and education. Overall, ASE helps reduce inequalities in road safety outcomes and supports fair access to a safer transport network across the city.

SECTION 4 –Next steps

Planned Action	Owner	Timescale
None identified.	NA	NA

4.2 How will you monitor and evaluate the effect of this work?

The impact of this proposal will be monitored through feedback received during the consultation process and after implementation.

SECTION 5 – Impact on Council Staff

5.1 Will this area of work potentially have an impact on Council staff? Yes/No

If yes

Nature of impact and any mitigation required

No

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SECTION 6 – Completion Statement

As the appropriate Head of Service for this area, I confirm that the potential equality impact is as follows:

- No impact has been identified for one or more protected groups ☐
- Positive impact has been identified for one or more protected groups ☒
- Negative impact has been identified for one or more protected groups ☐
- Both positive and negative impact has been identified for one or more protected groups ☐
- The potential impact of this proposal on protected groups is not yet known ☐

Before you submit this form - please save your progress and forward the email you receive with any questions to equality@coventry.gov.uk. The team will review your Equality Impact Assessment and provide you with feedback.

Only click submit if the Equality Impact Assessment has been reviewed and you have been advised to by the equality team.

7.0 Approval

Name of Head of Service: John Seddon	Date approved by Head of Service: 27/01/2025
Name of Director: Andy Williams	Date sent to Director: 27/01/2025