

# Application Note

## Cheshire Police Initiative

### Implementation of TagMaster's TrafficRadars by Cheshire Police

#### TRAFFICRADARS ENABLE TARGETED MONITORING



#### OVERVIEW

##### Background

In January 2024, Cheshire Police began deploying TagMaster's TrafficRadars as a technological solution to address public concerns regarding speed and inappropriate road use. The primary motivation for adopting this technology was to collect data that could validate or dispel these concerns. This data is crucial for enabling local authorities to take appropriate actions when necessary.

#### IMPLEMENTATION & DEPLOYMENT

##### Selection of Locations

The locations for deploying TrafficRadars within Cheshire were selected based on public concern over speed, driver behaviour, and collision statistics. This approach ensured that the devices were placed in areas with the most significant need for monitoring and intervention.

##### Installation & Set up Process

The installation and setup process for the TrafficRadars was straightforward. TagMaster provided a demonstration, which, coupled with a few calls to the technical team for permissions, facilitated a smooth setup process.

##### Initial Challenges and Solutions

While the deployment process was mostly smooth, some initial challenges were encountered:

- Some lamp posts required longer securing straps.
  - One council mistakenly removed a unit, highlighting the potential vulnerability to criminal removal or vandalism.
- These issues were addressed by ensuring the correct securing straps were used and by communicating more effectively with local councils to prevent accidental removals.

#### DATA COLLECTION & UTILISATION

##### Integration with Existing Systems

The TrafficRadars were integrated into the existing traffic management and safety systems, allowing traffic managers to prioritise sites in conjunction with the relevant local authorities.

##### Data Collection

The TrafficRadars collect several types of data:

- Speed (high, low, and percentage over given thresholds)
- Traffic volumes
- Time-specific traffic patterns

The data collected helps identify problem roads and areas with high traffic incidents. Initially perceived problem areas are validated through data, which helps in confirming actual issues.

The deployment of TrafficRadars is showing promise in providing indications of the required level and type of intervention. This includes increased patrol activity, use of static enforcement, or community speed watch (CSW) programs.

##### Feedback and Future Plans

Officers and personnel have provided positive feedback, highlighting that the data from TrafficRadars is trusted and accepted by local authorities. This data clarity helps direct necessary actions if issues are identified.

A significant benefit is that the data collected is shared and accepted by local authorities, allowing the police to concentrate on areas needing attention. This supports the ethos of intelligence-led policing, ensuring that resources are used effectively.

#### CONCLUSION

The implementation of TagMaster's TrafficRadars by Cheshire Police addresses public concerns about speeding and road use. Strategically placed based on feedback and collision data, these devices enable targeted monitoring. Integration with existing systems has enhanced data collection, providing valuable insights into traffic patterns. The data is guiding actions such as increased patrols and community speed watch programs. Positive feedback from officers and local authorities underscores the data's accuracy and utility. This case study highlights the importance of technology in intelligence-led policing, anticipating that continued use of TrafficRadars will improve traffic management and public safety in Cheshire.