



## SLOWER IS SAFER

The faster we drive, the greater our risk of crashing, and the harder we hit if we crash. A crash at 30mph has twice the energy and destructive potential of a crash at 20mph.

## SHORTER STOPPING DISTANCES

The faster a vehicle is travelling, the longer it takes to stop. At higher speeds, a driver has less time to react and stop in time in an emergency.

## LIMITS NOT TARGETS

The speed limit is the top speed for any particular road, but it is often safer to travel at much lower speeds, especially in places where people walk and cycle.

# SAFE SPEEDS

Safe speeds reduce the risk of road death and injury and enable more people to make safe and healthy journeys on foot and by bike

## VEHICLE TECHNOLOGY

Intelligent speed assistance (ISA) can help keep drivers within speed limits.

## Why do we need safe speeds?

Speed is a factor in many crashes and effective speed management is a crucial part of the safe systems approach to road safety – a shared approach to prevent death and serious injury from road crashes.

## Safe speeds save lives

We might say it's ok to speed because everyone else is doing it. But if we all drive too fast, we **collectively** increase the risk of crashes on our roads, and we increase the risk of someone that we love being involved in a crash.

## SPEEDING DRIVERS SHOULD EXPECT TO BE CAUGHT

We need comprehensive speed enforcement and investment in roads policing to catch speeding drivers and deter people from speeding.

## RURAL ROADS ARE NOT RACETRACKS

Narrow, bendy roads often lack pavements or cycle paths and are unsuited to high speeds.

## HAPPY, HEALTHY COMMUNITIES

Where traffic is slow, more people choose to walk or cycle. 20mph is an appropriate maximum speed in places where people live.

## ROAD DESIGN

Traffic lights, roundabouts, speed bumps and rumble strips help slow traffic down.

**STEP UP**  
**FOR SAFE**  
**STREETS**

Step up for **Safe Streets** and celebrate the amazing design-led solutions that will allow us all to get around in safe and healthy ways, every day. Find out more at [www.roadsafetyweek.org.uk](http://www.roadsafetyweek.org.uk)

Road Safety Week

Coordinated by

**Brake**  
the road safety charity

Sponsored by

**KwikFit**

**Specsavers**

Supporting

**#RoadSafetyWeek**  
**#StepUp**