

SPEED- the facts



ROAD
SAFETY
WEEK



WHY SPEED MATTERS

Every year, driver speed contributes to:



More than **75,000** crashes



Around **1500** deaths



Almost **20,000** serious injuries



Almost a quarter of fatal crashes involve someone who was driving too fast.

Speed is a global issue

Road death is the biggest killer of young people globally.



According to the World Health Organization, speed is responsible for about a third of deaths on the roads in developed countries. In low- and middle-income countries, the proportion is even higher.

Everyone else is doing it, so why can't I?



Many drivers think it's ok to speed because "everyone else is doing it". Sometimes drivers are unaware that they're going too fast. But every time we drive too fast for the road conditions, or forget who we share the road with, we collectively increase the risk of crashes on our roads, and increase the risk of someone **that we love** being involved in a crash.

STOPPING DISTANCES

The faster a vehicle is travelling, the longer it will take to stop.

20 Stopping distance = **12m**

A driver will be able to stop in time if a child runs into the road three car lengths in front

30 Stopping distance = **23m**

The same driver will not be able to stop in time, and will hit the child at a speed of **27mph**

Higher speed = Greater impact = Death + Serious injury

Risk of injury **increases exponentially** with impact speed

If a child is hit by a car travelling at **27mph**, the impact is equivalent to falling from the third floor of a building.

27

At **18mph**, the impact is equivalent to falling from the first floor.

18



Coordinated by



Sponsored by



Supporting



Continued →

Limits are not targets

The speed limit is the top speed for any particular road.



It is often safer to travel at much lower speeds, especially in bad weather or poor visibility, or in places where people live, work and play.

SPEED LIMITS



Four in 10 drivers admit to sometimes driving at **30mph** in a **20mph zone**.



More than two-thirds of people (69%) support **20mph zones** in places where people live.



Vehicle technology such as **intelligent speed assistance** can help drivers to keep within speed limits.

Rural roads are **NOT** racetracks



The majority (57%) of road deaths occur on **rural roads**. With high speeds, blind bends and few cycle routes, rural roads are particularly dangerous for cyclists.



Brake is campaigning for the default speed limit on rural roads to be **reduced** from 60mph to 50mph.



Where traffic is slow, more people choose to walk or cycle. 62% of people think it is too dangerous to cycle on roads.

Find out more about the safe system and road safety



Brake has made a short film to explain how the design of cities and towns, roads, public transport systems and vehicles can deliver safe and healthy mobility for all. youtu.be/tiJFvzRqwUU

The safe system and safe speeds



The safe system is an amazing solution that makes roads safe for everyone. It's a shared approach to road safety that protects against the mistakes people make to prevent crashes and stop people getting hurt on roads.

Safe speeds are a crucial part of the safe system. The other parts are safe roads, safe vehicles, safe road users, caring for people after crashes, and finding out why crashes happen so we can stop them from happening again.

The different parts of the system work together so that we all can make safe and healthy journeys where we live, on safe streets that are designed for us.

MANAGING SPEED

Road deaths have been successfully reduced in many countries through:



SPEED LIMITS – Setting a maximum speed limit of 20mph on roads where lots of people walk and cycle.



ENFORCEMENT - Catching speeding drivers using speed cameras.



INFRASTRUCTURE - Building roads with more traffic lights, roundabouts and speed humps, which slow the traffic down.



VEHICLE TECHNOLOGY - Making clever cars and trucks that can keep themselves to the speed limits.

Coordinated by



Sponsored by



Supporting



References

World Health Organization (2019) Global status report on road safety 2018
World Health Organization (2017) Managing speed
Department for Transport (2020), Reported road casualties Great Britain, annual report 2019, table ras50008
Tefft, B.C. (2011), Impact speed and a pedestrian's risk of severe injury or death, AAA Foundation
Brake and Direct Line (2017), Report on safe driving: Speed
Department for Transport (2017), British social attitudes survey 2016: Public attitudes towards transport
Department for Transport (2020), Reported road casualties Great Britain, annual report 2019
Department for Transport (2018), Walking and cycling statistics

©Brake 2020