



## Supporting local communities and increasing safety

# Road Safety Partnership

### The Problem

In a recent report commissioned by Brake the UK Road Safety Charity, in conjunction with Direct Line Insurance, the following question was asked - "Within the past 12 months, how often have you driven at 35mph or faster in a 30mph zone?"

63% of drivers (nearly two thirds) admit to speeding by 5mph or more in a 30 limit, and many do so habitually.

### Speeding Statistics\*

- 75% of crashes that result in injury happen on urban roads
- 98% of pedestrian casualties occur on urban roads, which equates to 25,346 people being injured or killed
- 30% of pedestrian casualties are amongst children aged 16 or under

When you ask any member of a roads policing unit what the most frequently used excuse is when people are stopped for speeding, they invariably reply that they didn't realise just how fast they were travelling.

\* Statistics are taken from Reported Road Casualties 2011, Department for Transport, 2012

### Our Solution

Local authority led Road Safety Partnerships bring together representatives from a range of authorities, including police service, fire and rescue services, healthcare and local schools, with the aim of reducing the number of people killed or seriously injured on their roads every year. This multi-agency, partnership approach allows resources to be shared and maximised and widens the pool of expertise available.

Unipart Dorman has worked alongside a number of these partnerships, providing them with industry support on a wide range of services, including:

- Free loan of equipment that records traffic speed and density data, whilst modifying driver behaviour
- Hosting safety seminars where the extent of a problem is identified and remedies are demonstrated
- Organising effective publicity campaigns to launch and support awareness campaigns



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"The installations of the DFI I units across the County is the result of a culmination of road safety initiatives that we have been working on for a number of years to increase road safety and reduce casualties through road traffic accidents in our County. The DFI I unit, from Unipart Dorman, was selected for it's functionality and ease of use. It's flexibility to be readily moved around multiple locations fulfils our over-arching desire to allow each local community to have a greater influence on the issue of speed related safety. Unipart Dorman's philosophy of working with local Councils also enabled us to fully understand the speed issues at the chosen trial site. The data that was provided enabled decisions to be made based on accurate data".

## Lincolnshire Police Casualty Reduction Department

### Working with you... The Road Safety Partnership Package

Unipart Dorman will bring the experience we have gained working with local authorities including Lincolnshire and Sefton and we will work closely with you and your team to determine exactly how we can help you.

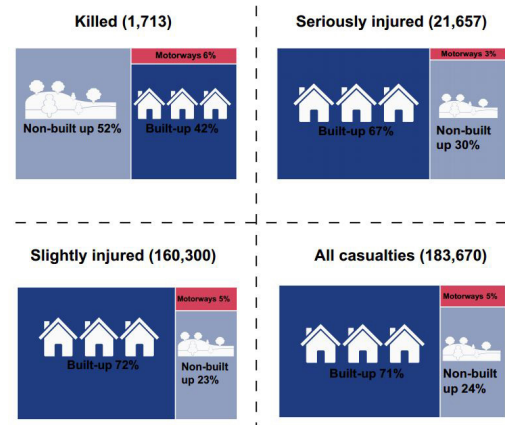
We will provide a tailored package of presentations and/or factory visits, to ensure that a consistent and comprehensive message is delivered to all of your Stakeholders.

Many agencies take advantage of our free trial service where we will install one of our DFI I Speed Feedback units for two weeks.

Some authorities have worked in conjunction with local schools and we have supported both teachers and community police officers in getting the message across, whether it is via a safety awareness lesson in the school or structuring and running targeted email campaigns to parents, parish councillors and local action groups.



Chart 9: Casualties by severity and road type, GB: 2013



### The Benefits

- Lightweight & portable for rapid relocation
- Proven effectiveness & cost benefits
- Speed data logged against time of day
- Simple reports on speed and traffic density statistics against time
- Increases confidence in the community that speeding issues are being addressed
- Customer specified fascia design available

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