

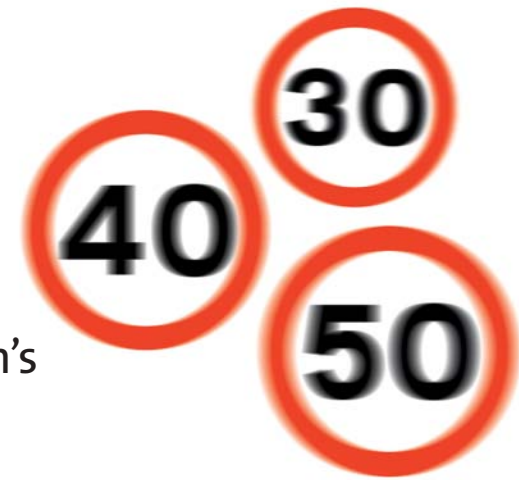
# 1

## Speed



# Did you know?

- Excessive speed contributes to 12% of all injury collisions, 18% of crashes resulting in a serious injury and 28% of all fatal collisions
- This means that around 1,000 people are killed each year on Britain's roads, and over 6,000 are seriously injured, because drivers and riders travel too fast.



## Highway Code Rule 103

*You MUST NOT exceed the maximum speed limits for the road and for your vehicle. Street lights usually mean that there is a 30 mph speed limit unless there are signs showing another limit.*

Speeding is not just exceeding the speed limit. It is also driving within the speed limit but too fast for the conditions (known as 'inappropriate speed'). Describe some situations where it is not safe to drive as fast as the speed limit.

## What do you think?

Find out the normal speed limits for different types of roads and different vehicles. Why do some vehicles (for example, heavy goods vehicles) have lower limits?

Why are speed limits necessary? What would happen if drivers were allowed to drive at any speed they wanted? Would they all choose the same speed on a particular road? Would they choose speeds that were safe for pedestrians and cyclists?

How do higher speeds make crashes more likely? How do higher speeds make collisions more serious?

## Discussion Points

### Stopping Distances

The faster a car is travelling, the longer it takes to stop. At just 30 mph, a car travels 44 feet (about 3 car lengths) each second.

Using the Highway Code, make a chart showing the differences in stopping distances between various speeds in between 20 mph and 70 mph. If a driver reacts slowly, the stopping distance will increase. What else increases stopping distances?

As well as being dangerous itself, going too fast also makes other types of driving more dangerous, e.g. driving too close to the vehicle in front. Make a list of types of bad driving that are made even worse at higher speeds.





## Activities

For a period (a week or a month) collect articles from local and national newspapers about road crashes. Work out how many there were, how many involved car drivers, pedestrians, cyclists, etc. How many involved speeding (either exceeding the limit or driving too fast for the conditions).

Produce a report showing your findings. Present this to other members of the group/class and hold a Question & Answer session with them.



## Did you know?



- 45% of fatal and serious crashes and 53% of road deaths occur on rural roads.

Why are rural roads so dangerous? Think about speed, the nature of the roads and the types of vehicles using them.



## Activities

Road engineering is a successful way of helping drivers drive at safe speeds.

In small groups, pick an area (a few streets wide) and design a road engineering scheme to reduce traffic speeds and make the roads safer for everyone. Some groups should pick an urban area and some a rural area. Mark the changes you propose on a large scale map of the area chosen and produce notes to explain the changes and the reasons for them.

In an urban area, you could choose to design a 20 mph zone or a traffic calming scheme (but keeping the speed limit as 30 mph). In a rural area, choose a village where you want to reduce speeds from 60 mph on the road approaching the village to 30 mph through the village. Don't forget to consider pedestrians and cyclists and to include road markings and signs.

At the end of the project, each group can present their design scheme to the rest of the class.

Ideas about different engineering schemes can be found in the DfT's Traffic Advisory Leaflets and its "Road Safety Good Practice Guide".





## Speed cameras

Cameras are used to discourage drivers from exceeding the speed limit.

Using the websites **www.dft.gov.uk** (click on Road Safety and then Safety Cameras) and **www.nationalsafetycameras.co.uk**, find out the rules for placing speed cameras. On a road map, mark the locations of cameras in your area. Why do you think they are where they are?

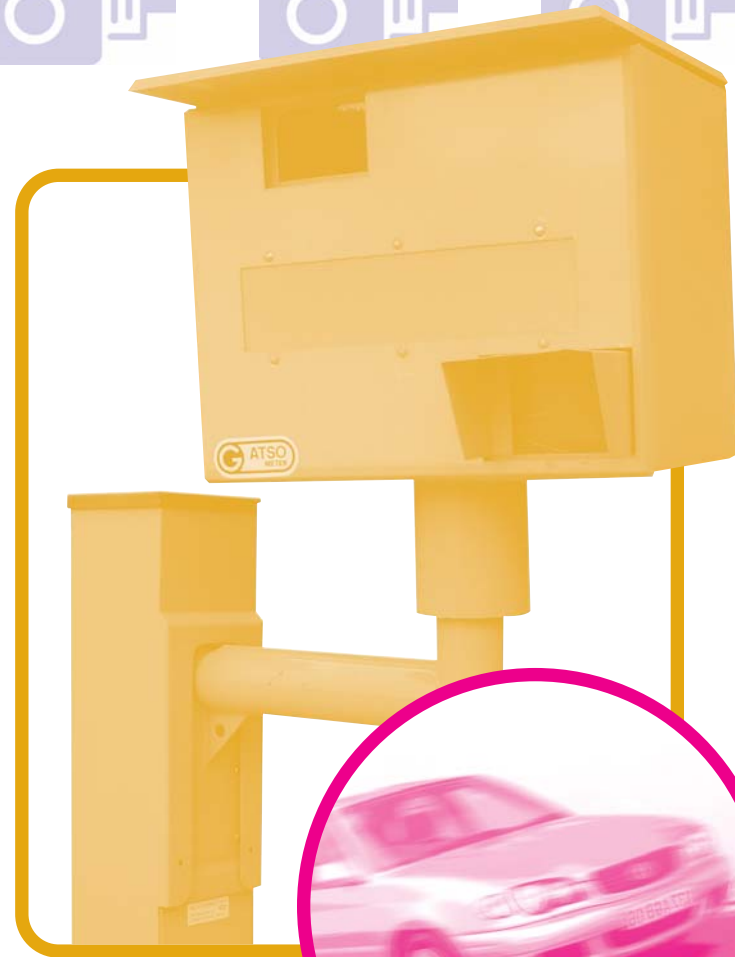
Write an article describing how cameras work, why they are needed and how effective they are. This could be for a local newspaper. Could you use quotes or statements from family members or friends about their views.

## Cars

What features of car design help drivers to control their speed? Do any aspects of car design encourage drivers to go too fast? Also think about how cars are advertised and promoted. What sort of adverts would influence your choice of car and why? What else could manufacturers do to help drivers?

Most speedometers are a dial with numbers around the edge and an arrow pointing towards the speed the vehicle is doing. Is this the best design? Are there other types?

Design a new speedometer. Think about how it tells the driver what speed they are doing and how it could warn him or her if they are going too fast.



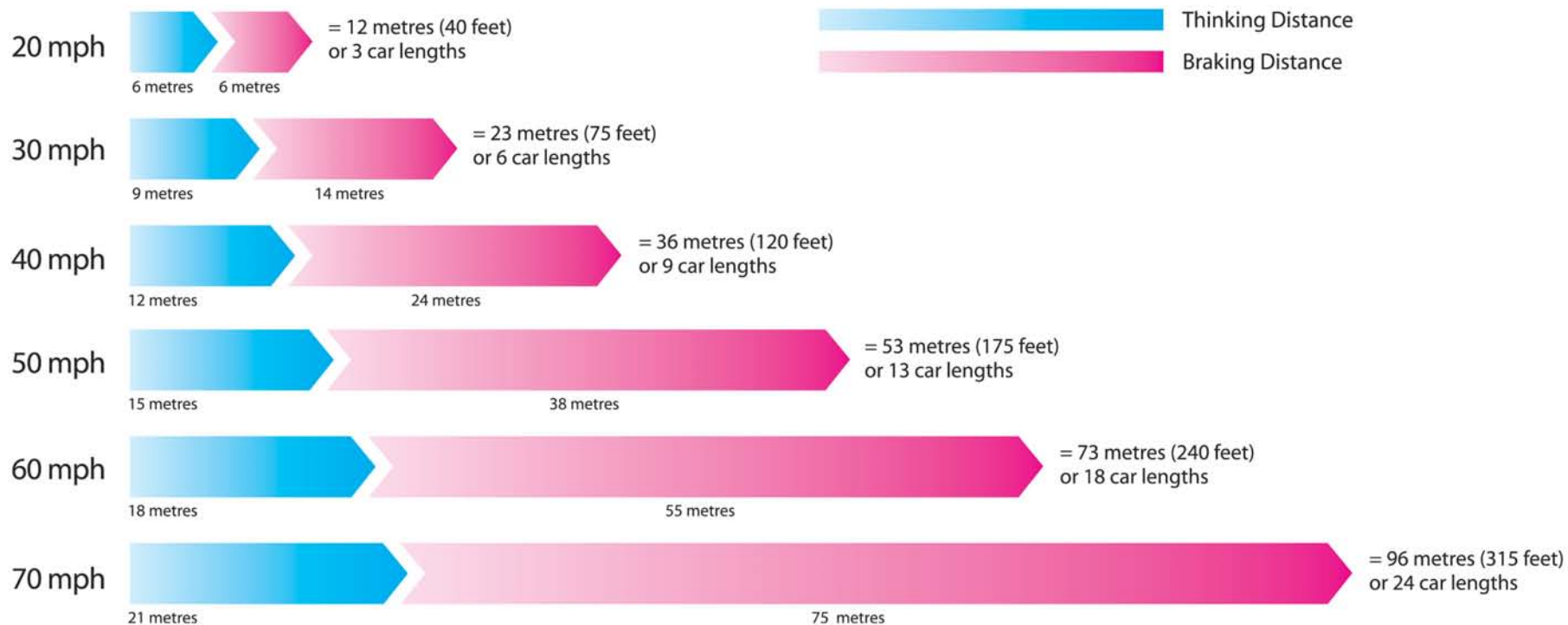


# Did you know?

A pedestrian hit by a car at:

- 20 mph, has a 97% chance of surviving (almost all live)
- 30 mph, has a 80% chance of surviving (most live)
- 35 mph, has a 50% chance of surviving (half live, half die)
- 40 mph, has only a 10% chance of surviving (almost all die).

Small increases in speed have massive effects





## Activities

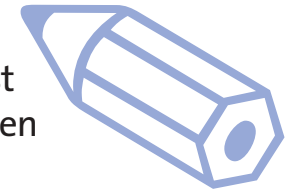
There are many reasons and excuses for speeding (such as “I was late”, “everyone else does it” and “I enjoy driving fast”).

### In a pair:

- Make a list of all the reasons you can think of
- Create a questionnaire (example opposite)
- Ask people you know who drive (parents, their friends, teachers, etc) to complete the questionnaire
- Keep the questionnaires anonymous, but record whether the respondents are male or female and their age
- Collate all the responses together.

## Speeding Questionnaire

Produce a report analysing the results and identifying the most common reasons for speeding and any differences between men and women and between age groups.



Respondent 1	Male	Female	Age	
<b>Reason for Speeding</b>	<b>Never</b>	<b>Sometimes</b>	<b>Often</b>	<b>Always</b>
Late				
Other drivers speeding				
I think it's safe to speed				



## Discussion Points In small groups:

- Brainstorm the best ways of raising awareness about the dangers of speeding.
- What methods would you use e.g. TV adverts, posters, something else?
- Where would you target publicity? (locations/events)





# Activities

Design an awareness raising campaign to include a leaflet, poster and press release.

Who do you think are the key target groups? Think about age, sex, and also social activities. Also take into consideration those locations and times where speeding is more common. Decide whether to cover all drivers or a specific group (does your decision change the method you would use, your target group or where you would locate the campaign?)

Think about campaigns used by other groups and try to make yours effective for your target audience. Run your campaign either in school or in your local community, make sure that you establish a way to evaluate the success of the campaign. Set a time limit for the campaign, this could be a couple of days or a week or more. You will need to

draw up a plan of action to ensure the smooth running of the campaign and source all the materials that you need to set it up. Have you ever been a passenger in a car and been concerned that the driver is going too fast? Look at [www.brag.org.uk](http://www.brag.org.uk) to see how one group of young people have dealt with this issue.



## Take it further...

### Did you know?

In 2004 a survey of vehicle speeds in Britain:

- 53% of car drivers exceed the speed limit on 30 mph roads in built-up areas
- On 40 mph roads, 27% of car drivers exceed the speed limit
- On motorways, 56% of car drivers exceed the speed limit
- On dual carriageways in non-built up areas, 49% of car drivers exceed the speed limit
- 48% of motorcyclists exceed the speed limit on 30 mph roads in built up areas.



# Activities

In the future, cars may not be able to exceed the speed limit. Using the Useful Links section, find out about Intelligent Speed Adaptation (ISA). Organise a class debate. Have one or two people to speak for and against the motion "This class calls for all cars to be fitted with technology to stop them exceeding the speed limit". Think about the advantages and disadvantages of taking the control away from the driver. What is best for society?





# Useful Links and Publications

## Useful Links

### RoSPA

[www.rospa.com/speed](http://www.rospa.com/speed)

### Department for Transport

[www.dft.gov.uk](http://www.dft.gov.uk)

(Click on road safety and then Speed Management or Safety Cameras)

[www.thinkroadsafety.gov.uk](http://www.thinkroadsafety.gov.uk)

[www.nationalsafetycameras.co.uk](http://www.nationalsafetycameras.co.uk)

### Driving Standards Agency

[www.dsa.gov.uk](http://www.dsa.gov.uk) (Click on 'Drivers')

[www.ask-what-if.com](http://www.ask-what-if.com)

### Local Authority Road Safety Officers Association

[www.larsoa.org.uk](http://www.larsoa.org.uk)

### Driver and Vehicle Licensing Agency

[www.dvla.gov.uk](http://www.dvla.gov.uk)

(Click on 'Driver Information' and/or 'Vehicle Information')

### Transport Research Laboratory

[www.trl.co.uk](http://www.trl.co.uk)

### Road Safety Scotland

[www.road-safety.org.uk](http://www.road-safety.org.uk)

### Bexley Road Safety Action Group

[www.brag.org.uk](http://www.brag.org.uk)

### [www.slower-speeds.org.uk](http://www.slower-speeds.org.uk)

### [www.its.leeds.ac.uk/projects/isa/](http://www.its.leeds.ac.uk/projects/isa/)

### The Road Safety Department at your local authority

## Useful Publications

(If the direct links are not working, follow the instructions in brackets to find the publications)

### Road Casualties Great Britain: 2004

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Transport Statistics', then 'Route to Data', then 'Transport Accidents and Casualties' and then 'Road Casualties Great Britain')

### The Highway Code

(Go to [www.highwaycode.gov.uk](http://www.highwaycode.gov.uk))

### Transport Statistics Great Britain

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Transport Statistics', then 'Route to Data', then 'Transport Statistics for Great Britain')

### Traffic Advisory Leaflets

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Roads and Vehicles', then 'Traffic and Parking Management', then 'Traffic Advisory Leaflets')

### Road Safety Good Practice Guide

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Road Safety', then 'Local Authority Guidance', then 'Road Safety Good Practice Guide')

### Helping Drivers Not To Speed

(Go to [www.rospa.com](http://www.rospa.com), click on 'Road Safety', then 'Driving', then 'Speed' and then 'Helping Drivers Not to Speed')

### New Directions in Speed Management

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Road Safety', then 'Speed Management', then 'New Directions in Speed Management')

### Speed: Know Your Limits

(Go to [www.thinkroadsafety.gov.uk](http://www.thinkroadsafety.gov.uk), click on Road Safety Campaigns, then 'Slow Down', then 'Printed Media' and then 'Speed: Know Your Limits')

### Handbook of Rules and Guidance for the National Safety Camera Programme

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Road Safety', then 'Safety Cameras', then 'Handbook of Rule sand Guidance for the National Safety Camera Programme')

### National Safety Camera Programme: Evaluation Report 2004

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Road Safety', then 'Safety Cameras', and then 'National Safety Camera Programme Evaluation Report')

### Speed Cameras: FAQs

(Go to [www.dft.gov.uk](http://www.dft.gov.uk), click on 'Road Safety', then 'Safety Cameras', then 'Speed Cameras: Frequently Asked Questions')

### Speeds Cameras factsheet

(Go to [www.rospa.com](http://www.rospa.com), click on 'Road Safety', then 'Driving', then 'Speed' and then 'Speed Cameras Factsheet')

### Speed Cameras: 10 Criticisms and Why They are Flawed

(Go to [www.pacts.org.uk](http://www.pacts.org.uk), click on 'Policy', then on 'Briefings and Articles', and then 'Speed Cameras: 10 Criticisms and Why They are Flawed')

### Driving for Work: Safer Speed Policy

(Go to [www.rospa.com](http://www.rospa.com), click on 'Road', then 'Free Road Safety Resources for Employers' and then 'Driving for Work: Safer Speeds Policy')



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