



Staffordshire Fire and Rescue working in partnership with
Staffordshire Safer Roads

Topic: Road Traffic Collisions – Speed Awareness

Speed Awareness



Speeding – the risk

A driver speeding is a factor in nearly a third of all of crashes in Staffordshire and Stoke-on-Trent in which a person is killed. Speeding includes a driver exceeding the speed limit or travelling too fast for the conditions. Speeding results in:

- Less time to react to hazards
- More time needed to stop your vehicle
- A greater risk to other road users
- A greater risk of death or serious injury in the event of a crash

Speed limits are just that, a limit not a target. It is often much safer to travel at lower speeds, particularly on country or rural roads, where there are people walking and cycling and in poor weather or light conditions.

Safety Advice – Tips for Managing your Speed

RoSPA
accidents don't have to happen

The Royal Society for the Prevention of Accidents

RoSPA's Top 10 Tips to Stay Within the Limit ...

- 1 Check your speedometer regularly**
especially when leaving high speed roads
- 2 Know the limits**
look for signs especially at junctions
- 3 Assume lamp posts mean 30mph**
until signs say otherwise, but remember it could be 20mph
- 4 Remember, speed limits are a maximum**
not a target
- 5 20's plenty when kids are about**
and may even be too fast
- 6 Try no higher than 3rd gear**
in a 30mph limit
- 7 Recognise what makes you speed**
keeping up with traffic, overtaking or being tailgated
- 8 Concentrate**
distracted drivers speed
- 9 Slow down when entering villages**
- 10 Give yourself time**
there's no need to speed – you usually won't get there quicker

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STAFFORDSHIRE
safer roads
PARTNERSHIP
Our roads - let's make them safer

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**Project Edward and National Speed Days****Project Edward and National Safe Speeds Day**

Project EDWARD (Every Day Without a Road Death) is an annual UK-wide road safety campaign backed by the emergency services. **Monday 13th to Friday 17th September** is the week of action

To pledge to drive at a safer speed, take part in Project Edward at www.projectedward.org

**Contact your Local prevent Team**

For further Road Safety advice please contact your local Prevent Team on 01785 898719 or via email: -
WSDGPreventTeam@staffordshirefire.gov.uk.

Please remember to report an emergency please call 999 and ask for the Fire Service.