

Five people die on UK roads every day

Let's talk about...
SPEED
 ROAD SAFETY WEEK

1 in 4 fatal crashes involve someone driving too fast

Speed is a critical issue for the safety of our roads. Whoever you are and however you travel, **we need to talk about speed.** Here are some important facts about speed you can use to start a conversation.

Why speed matters

Every year, drivers who speed or travel too fast for the road conditions contribute to:



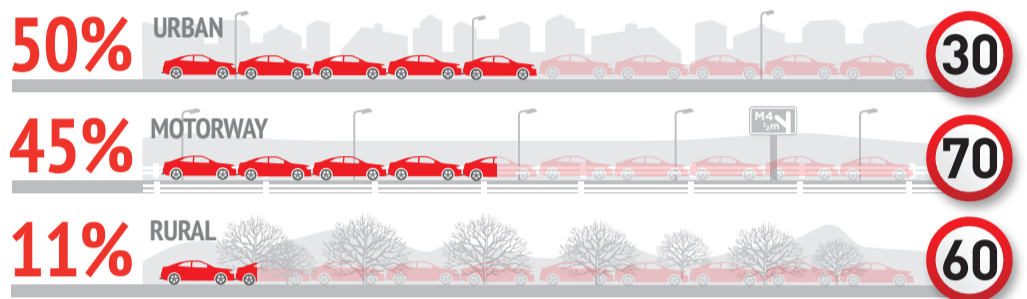
Why do we speed?

“I didn't notice I was going so fast!”
 “A few mph over the speed limit won't make much difference, will it?”
 “It's not a crime to speed, is it?”
 “Everyone else is doing it so why can't I?”

We all drive too fast sometimes...
 The majority of speeding drivers who cause death and injury are normal people on normal journeys. But because we sometimes drive too fast, together we increase the risk of a crash – and we increase the chance that someone we love will be killed or hurt on a road.

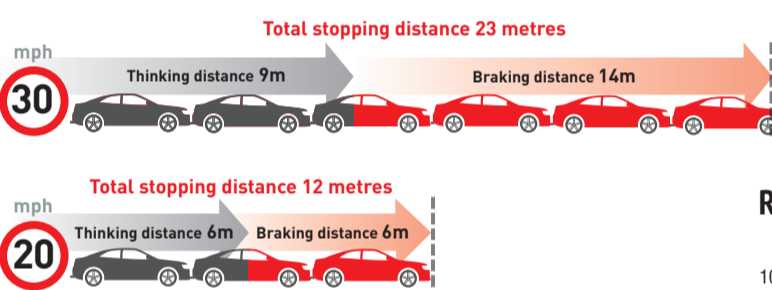
Which roads have the most speeding cars?

Every 1mph increase in speed, increases crash frequency by **5%**.



The science of speed

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

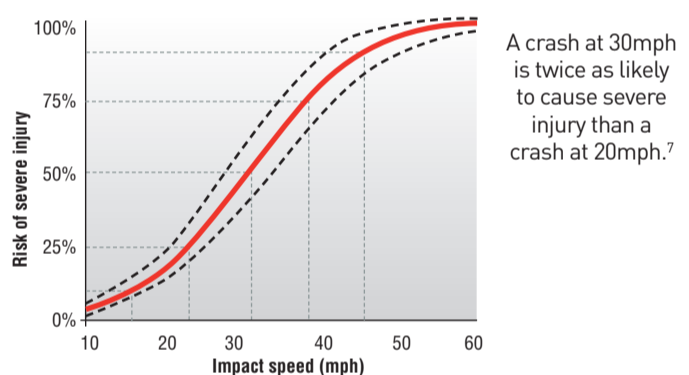


Research by Brake found that **71%** of drivers don't know what distance to keep from a vehicle in front of them.⁵

At higher speeds, vehicles crash with greater force³



Risk of injury increases exponentially with impact speed

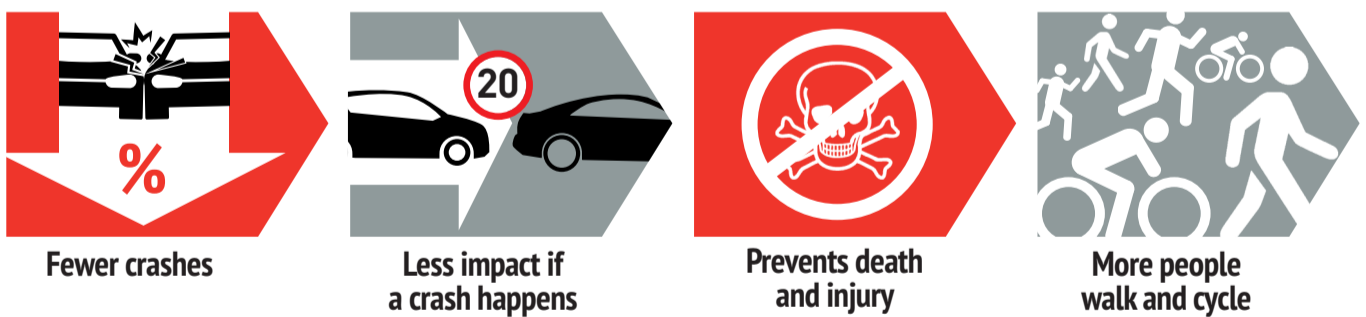


Speed and the law

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

“You must not drive faster than the speed limit for the type of road and your type of vehicle. The speed limit is the absolute maximum – it doesn't mean it's safe to drive at this speed in all conditions.”
 gov.uk/speed-limits

Benefits of safe speeds



20's plenty on roads near schools

25% of parents say traffic is too fast for their children to walk to school

20 Brake is calling for 20mph speed limits around all schools in the UK⁶



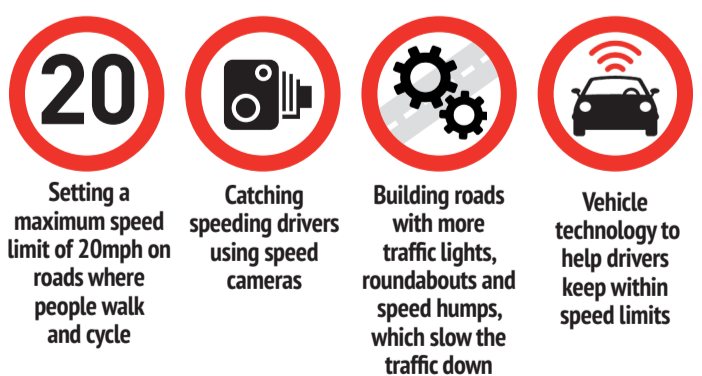
References

- Department for Transport (2022) RAS0704: Reported road collisions, casualties and vehicles where speed was a contributory factor by severity, Great Britain, ten years up to 2021
- In 2022, 50% of cars on 30mph roads exceeded the speed limit; 45% on motorways; and 11% on single-carriageway roads. Department for Transport (2023) Proportion of vehicles exceeding the speed limits by road class in Great Britain, 2022
- Finch et al. (1994) TRL Project Report 58: Speed, Speed Limits and Accidents
- Taylor et al. (2002) TRL Report 421: The Effects of Drivers Speed on the Frequency of Road Accidents <https://trl.co.uk/uploads/trl/documents/TRL421.pdf>
- Research by Brake also found that 43% of drivers thought 'two car lengths' was the right distance to keep from a vehicle in front of them, which is only about 8 metres. Even at speeds as low as 20mph, the stopping distance is 12 metres, and it rises to 23 metres at 30mph. At 70mph, the stopping distance is 96 metres. Brake (2023) Driver testing and education report. www.brake.org.uk/driver-testing-and-education
- Brake (2023) Brake calls for 20mph speed limits around schools. www.brake.org.uk/news
- AAA Foundation for Traffic Safety (2011) Impact speed and a pedestrian's risk of severe injury or death. <https://aaaoundation.org/wp-content/uploads/2018/02/2011PedestrianRiskVsSpeedReport.pdf>

Managing speed

Effective speed management is a crucial part of the Safe System approach to road safety – a shared approach to prevent death and serious injury from road crashes.

Road death and injury can be reduced by:



Find out more about how safe speeds can help us all make safe and healthy journeys at www.brake.org.uk/speed

Let's talk about...



Join the conversation
 #RoadSafetyWeek
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