



SLOWER IS SAFER

The faster we drive, the greater our risk of crashing, and the harder we hit if we crash. A crash at 30mph has twice the energy and destructive potential of a crash at 20mph.

SHORTER STOPPING DISTANCES

The faster a vehicle is travelling, the longer it takes to stop. At higher speeds, a driver has less time to react and stop in time in an emergency.

LIMITS NOT TARGETS

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

ROAD DESIGN

Traffic lights, roundabouts, speed bumps and rumble strips help slow traffic down.

SAFE SPEEDS

Safe speeds reduce the risk of road death and injury and enable more people to make safe and healthy journeys on foot and by bike

VEHICLE TECHNOLOGY

Intelligent speed assistance (ISA) helps drivers keep within speed limits.

Why do we need safe speeds?
Speed is a factor in many crashes and effective speed management is a crucial part of the safe systems approach to road safety - a shared approach to prevent death and serious injury from road crashes.

SPEEDING DRIVERS SHOULD EXPECT TO BE CAUGHT

We need comprehensive speed enforcement and investment in roads policing to catch speeding drivers and deter people from speeding.

Safe speeds save lives
We might say it's ok to speed because everyone else is doing it. But if we all drive too fast, we collectively increase the risk of crashes on our roads, and we increase the risk of someone that we love being involved in a crash.

RURAL ROADS ARE NOT RACETRACKS

Narrow, bendy roads often lack pavements or cycle paths and are unsuited to high speeds.

HAPPY, HEALTHY COMMUNITIES

Where traffic is slow, more people choose to walk or cycle. 20mph is an appropriate maximum speed in places where people live.

Shout out for safe speeds and safe streets where you live. Find out more at brake.org.uk.

ROAD SAFETY WEEK 

Coordinated by



Sponsored by



Supporting



#RoadSafetyWeek
@brakecharity
brake.org.uk