

Safe Driving!

Why it Matters?

Children under 16 are one of the most vulnerable groups of road users. The equivalent of a class full of children are killed or seriously injured on Britain's roads every 19 days*. The most likely time for a child to be involved in a road traffic collision is during school drop off and pick up times.

Actions You Can Take

01 Slow Down



1 in 4 deaths on UK roads is attributed to vehicle speed*. Stay within the limit and be extra cautious in residential areas, particularly around schools. A child hit by a car at 30 mph has a 20% chance of being killed* compared to 2.5% at 20 mph**. Is that extra minute you might save worth a child's life?

02 Don't Be Distracted



Put your phone away or switch it to driving mode so you won't be distracted by notifications. If you're not focused on the road, you won't see a child crossing in front of you, no matter how much hi-vis they're wearing. A mistake could change their life and yours forever.

03 See And Be Seen



Make sure your headlights are working, and the lenses are clean. Switch them on in low light so you can see, and people can see you. Keep your windscreen and windows clean and replace your wiper blades if necessary, so you can clearly see what's happening around you.

04 Be Patient



You might be in a rush but it's important to give young cyclists time and space. Driving too close behind or trying to squeeze past can be scary for a child on a bicycle and may cause them to panic or force them into an unsafe manoeuvre. Wait patiently behind until it's safe to overtake and give them plenty of room.

*Brake - The Road Safety Charity

**Roadwise - York & North Yorkshire Road Safety Partnership

05 Park Like A Pro



Don't park on zig-zags, crossings, pavements and corners. It reduces visibility and creates congestion around the school. Children are often smaller than the height of a modern car, making it difficult for them to see and for you to see them. Is your convenience worth a child's life? Help protect them by parking safely and away from the school entrance and walking the last 5 minutes.

06 Look Out For Children



Seems like an obvious thing but children can be unpredictable and may cross the road when you least expect it. Be extra vigilant around schools where there are likely to be more children. Pedestrians and cyclists are the most vulnerable road users, and as a driver you have a greater responsibility to protect them.

07 Switch off



Switch off your engine when you're parked. Children are more vulnerable to air pollution than adults. They breathe faster and their airways are still developing. Exposure to air pollution can cause short and long-term health conditions including asthma, heart disease and lung cancer. Every minute of idling produces 150 balloons worth of toxic gasses.

08 Tyres



Check your tyre pressure regularly and ensure they are not worn. Underinflated and worn tyres will affect your ability to stop quickly in an emergency, especially in wet weather. It's also less efficient so will cost you more money in fuel.

We're all responsible for making our roads safer.