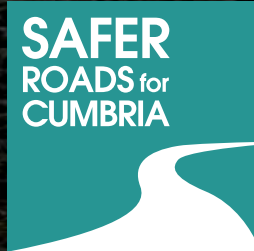


**KILL YOUR
SPEED
NOT A
CHILD**



www.saferroads4cumbria.org.uk

If you are caught speeding you will be penalised. But it could be a lot worse than that. Speeding increases the likelihood of a crash in which both the driver and other road users could be killed or injured. There are two reasons for this:

- **The faster you drive, the less time you have to stop and the harder you hit;**
- **Drivers who speed are more likely to take other risks on the road, such as overtaking dangerously.**

Research shows that drivers who speed are nearly twice as likely to have been recently involved in a road crash.⁴ If we reduce average speeds on our roads by even a small degree, it can reduce the number of crashes dramatically. According to research by transport research body TRL, if average speeds were reduced by 1mph, the crash rate would fall by an average of 5%.

**WATCH
OUT**

**There's a
kid about**

**CUMBRIA
SAFETY
CAMERAS**

**Cumbria Constabulary
Carleton Hall
Penrith
Cumbria
CA11 2AU**

Tel: 01768 217 477

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Child pedestrians are our most vulnerable road users. As well as being difficult to spot, they can act unpredictably and run into the road without warning. Although some local authorities have introduced 20mph speed limits in residential areas and outside schools, and seen a dramatic reduction in casualties as a result, it is not compulsory. This means that many schools are still located on roads with 30, 40 and even 50mph limits. In addition, many children live in close proximity to busy through roads with few safe places to cross, which they must negotiate on their way to school, local parks or friends' houses.

Not surprisingly, child casualties peak in the early morning when children are going to school and then again in the mid to late afternoon when children are coming home from school and playing outside.

Young road users do not benefit from crash protection features, such as airbags, which are available to vehicle occupants. If a vehicle hits them, they are directly exposed to the full force of the impact. In a relatively low-speed crash in which a vehicle occupant could escape with minor injuries, vulnerable road users are much more likely to be killed or seriously injured.

More than half of drivers (58%) speed on 30mph roads. Many drivers are not aware that if you hit a cyclist or pedestrian at 35mph instead of 30mph:

- **the force of the impact increases by more than a third;**
- **the pedestrian or cyclist is two and a half times more likely to die.**

Given the above, it is not surprising that as many as 69% of all crashes resulting in death or injury and 40% of all deaths on the road happen on roads in built-up areas, many of which have speed limits of 30mph or less. In 2002, 1,369 people died on roads in built-up areas.

Drivers who speed are not only more likely to crash, they are also more likely to cause death or serious injury to a cyclist or pedestrian they hit:

- **Hit by a car at 40mph, 15% of pedestrians will survive;**
- **Hit by a car at 20mph, 95% of pedestrians will survive.**

Driving just a few miles per hour faster can make the difference between life and death. Hit at 35mph rather than 30mph, a pedestrian is two and half times more likely to die.

Imagine two cars, travelling side by side, one at 30mph and one at 35mph. A child runs into the road 22 metres ahead. The two drivers brake. What happens? Assuming the child fails to spot the oncoming cars and move out of the way in time, the 30mph car will nevertheless be able to stop with less than half a metre to spare before reaching the child. The car doing 35mph will not stop in time. It will hit the child at a speed of 20mph. At this speed, the child could well be seriously injured. There is a one in twenty chance they will die.

The above example should be considered a best-case scenario. It is based on the average 'thinking time' of 0.675 seconds that is used to calculate stopping distances in the Highway Code. However, a driver would have to be extremely alert to be able to react within this time. If you were impaired or distracted, for example by tiredness or talking on a hands-free mobile phone, the outcome could be much, much worse.

- **In Workington and Whitehaven in 2004 there were four serious child pedestrian accidents and a further 20 slight injury accidents.**
- **The highest number of pedestrian accidents occurred between 3pm and 5pm.**
- **Three accidents were recorded between 9pm and 10pm.**

Collisions by day of the week Workington and Whitehaven

