

# **SLOWER SPEEDS SIGNIFICANT SAVINGS**

Driving at a safe and appropriate speed should be seen as a valuable skill. Employers have a responsibility to ensure that employees are able to manage their time effectively, without having to speed to reduce journey times.

## **SLOWER SPEEDS MEAN FEWER COLLISIONS AND**

- a reduction in insurance premiums.
- fuel consumption improvements.
- a reduction in wear and tear on tyres, brakes and clutches.
- a reduction in harmful exhaust emissions.
- improved public image.
- an efficient and productive workforce.
- reduced stress levels.

## **AND MOST IMPORTANTLY**

- more time to foresee danger.
- more time to react.
- fewer deaths and injuries on our roads.

# **SLOW DOWN! NOT JUST FOR THE CAMERA**



## **YOUR PENALTY**

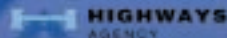
How will you know if one of your vehicles has been recorded breaking the speed limit?

- A Notice of Intended Prosecution will be sent to the registered owner of the vehicle.
- 28 days will be given for you to provide details of the driver or employee.
- The responsibility for naming the driver lies with the registered keeper of the vehicle.

Cumbria Safety Cameras is committed to changing driver behaviour and attitudes to speeding.

For further information visit our website:

[www.cumbriasafetycameras.org](http://www.cumbriasafetycameras.org)



# **IT'S BAD FOR BUSINESS**

# **SLOWING DOWN SPEEDING**



CUMBRIA  
SAFETY  
CAMERAS

# DO YOU...

- depend upon the road network for your living?
- run a business?
- employ drivers?
- have fleet cars or goods vehicles?

If yes, then you need to read on. It could help your employees avoid a fine, points on their licence or even disqualification.

## DRIVE AND SURVIVE

Every year over 40 people in Cumbria are killed and over 300 seriously injured. Driving a vehicle on company business rates amongst the most hazardous of all vocational activities.

## ATTENTION DRIVERS

Speeding is now high on the agenda and employers have a responsibility to ensure that there are procedures in place that encourage safe and responsible driving.

## THE STATISTICS

**66%** of fleet drivers have a crash every year.

THIS FIGURE IS UNACCEPTABLY HIGH AND SOMETHING MUST BE DONE.

Following a crash, average vehicle repairs cost between £750-£4,500.




(statistics published in Roadsafe Magazine)

## THESE INCLUDE

- Reminding all drivers to drive at an appropriate speed within the speed limit.
- Encouraging a safe speed culture.
- Regular reviews of workloads.

These simple measures cost very little yet they can prevent unnecessary death and injury and save your business time and money.

## KNOW YOUR SPEED LIMITS?

	Built-up area (street lit)	Single Carriageway	Dual Carriageway	Motorway
	30 mph	60 mph	70 mph	70 mph
	30 mph	50 mph	60 mph	60 mph
	30 mph	50 mph	60 mph	70 mph
	30 mph	50 mph	60 mph	60 mph*
	30 mph	40 mph	50 mph	60 mph

\*If not articulated or towing the maximum speed is 70mph  
The national speed limit applies to any road unless signs show otherwise