

Newsflash No. 2017 18

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Every employee and contractor, working for Northern Powergrid, should go home at the end of each shift uninjured and in good health after a productive days work

SPEED DOWN SAVES LIVES (1)



Northern Powergrid is supporting the UK's biggest road safety campaign, Road Safety Week (20 - 26 November), coordinated by Brake, the road safety charity. This year, thousands of organisations, schools and community groups across the UK are backing the **SPEED DOWN SAVE LIVES** campaign, helping to spread awareness about the dangers of driving too fast.

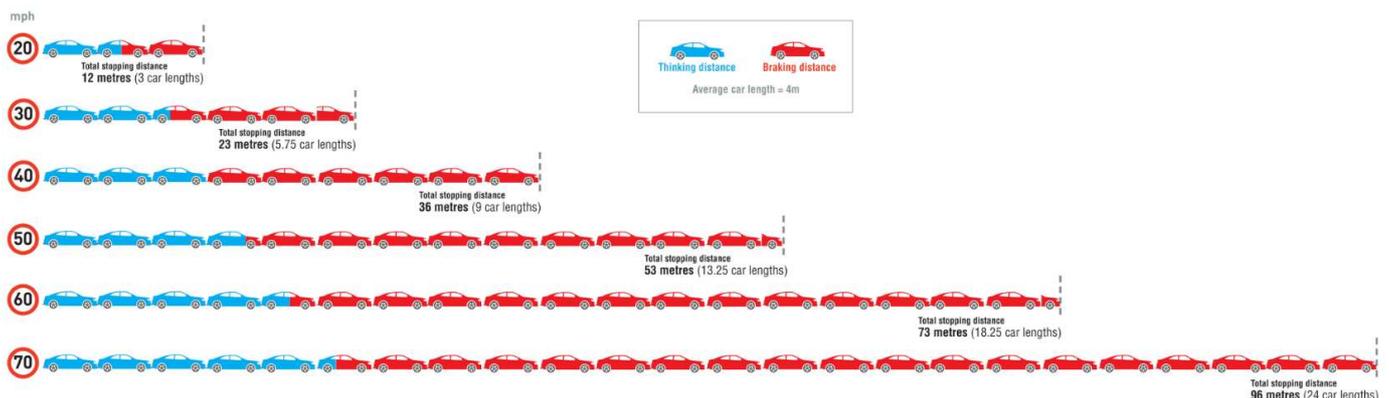
As part of the campaign, Northern Powergrid is running a company-wide poster and briefing campaign, aimed at all of its employees that drive its vehicles or drive on company business.

In the UK the use of excess and inappropriate speed is still a major problem. It causes needless crashes, untold suffering and stops people living safe and healthy lives.

Driving can be unpredictable and if something unexpected happens on the road ahead – such as a child stepping out from in between parked cars, or a vehicle stopping quickly in front – it is the vehicle speed and distance from the hazard that will determine whether the driver can stop in time and, if they can't stop, how hard they will hit.

Remember that stopping distances increase with speed. The stopping distances shown below are reproduced from the Highway Code and are based on a reaction time of 0.67 seconds, which assumes the driver is alert, concentrating and not impaired. Driving while tired, distracted or impaired significantly increases reaction times, so the thinking distances should be regarded as minimums. The stopping distances shown also assume good road and weather conditions and a vehicle that is well maintained. Remember to use the **TWO SECOND RULE** or **TYRES AND TARMAC** to judge the safe minimum distance to the vehicle in front.

Stopping distances increase with vehicle speed



The braking distance depends on how fast the vehicle was travelling before the brakes were applied, and is proportional to the square of the initial speed. That means even small increases in speed lead to significantly longer braking distances. Braking distances are much longer for larger and heavier vehicles, and in wet or icy conditions.

Driving fast is often glamorised and encouraged by sections of the media that seem to worship the cult of the car. We also live busy lives which can lead to a temptation to speed up in the hope of saving time, where in fact we could be costing lives.

These are some of the reasons why Brake is encouraging all drivers to **SPEED DOWN SAVE LIVES** for Road Safety Week 2017:

- Excess and inappropriate speed causes deaths and serious injuries.
- Rural roads are not race tracks.
- 20mph is often the safe maximum speed in heavily built-up areas used by pedestrians and cyclists.
- Slowing down provides more stopping time. Speed can be noisy and frightening. It stops communities being enjoyable places for children and families to walk, talk and play.
- Speed cameras work. They save lives.
- Intelligent Speed Adaptation (ISA) is an important development that is likely to be fitted to all vehicles in the future.

A few facts on why the theme is important:

- Breaking the speed limit or travelling too fast for conditions is recorded by police at crash scenes as a contributory factor in one in four (23%) fatal crashes in Great Britain.
- Drivers with one speeding violation annually are twice as likely to crash as those with none.
- A recent Brake survey found that four in 10 (40%) UK drivers admitted they sometimes drive at 30mph in 20mph zones.

As drivers, we can all play our part and do something positive about the dangers of driving too fast - **SPEED DOWN SAVE LIVES**. Try to make a personal commitment to comply with road and vehicle speed limits. There is no valid reason for any Northern Powergrid driver to exceed a speed limit or drive inappropriately fast but there are many convincing reasons why we should keep within speed limits and be fully compliant.

We're getting
involved in

Road Safety Week

20-26 November 2017



THE SPEED LIMIT FOR A ROAD OR VEHICLE IS A LEGAL LIMIT AND NOT A TARGET – REMEMBER TO DRIVE AT A SPEED THAT IS APPROPRIATE TO THE CONDITIONS. It is often much safer to travel at lower speeds, such as in bad weather, poor visibility, and where there are (or could potentially be) people, especially children, on foot and bicycle.