

SAFE VEHICLES



SAVE LIVES.

16-22
November
2025

Road Safety Week



Toolkit for emergency services

www.brake.org.uk/RoadSafetyWeek
#RoadSafetyWeek

- How to take part in Road Safety Week
- Shout out on social media
- Run a vehicle safety checks event
- Sign up for a free Road Safety Week webinar
- Fundraise to help Brake support more road victim families

Organised by



Sponsored by



Thank you for signing up to take part in Road Safety Week 2025.

Road Safety Week is Brake's biggest annual campaign. Every year, thousands of communities, schools and organisations get involved to shout out for road safety where they live and work.

This year, we are putting safe vehicles at the heart of Road Safety Week. We're raising awareness of the devastating impact of road crashes on everyone involved and shouting out about some of the amazing ways that safe vehicles can stop road crashes and prevent road harm. We're delighted you have decided to join us.

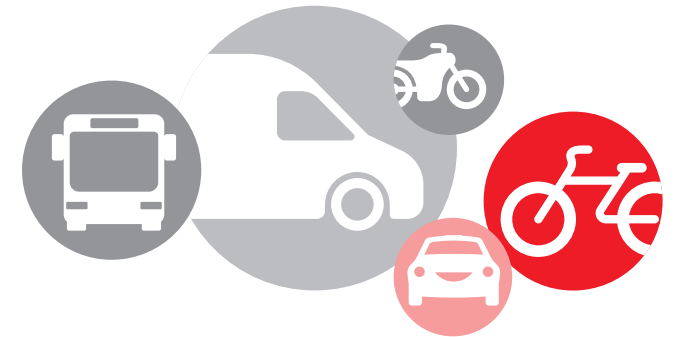
Every year, more than 1,700 people die on UK roads. Another 30,000 receive serious, life-changing injuries.

The numbers are shocking, and there has been no significant reduction for more than a decade.

At Brake, we believe that every road crash is a preventable tragedy. We believe in a world where no one is killed or harmed on a road. Safe vehicles can help us get there...

Emergency services organisations have the power to make a real difference, by promoting safe vehicle practices for both work-related and non-work-related driving, and preventing road death and injury through enforcement, education and improved compliance.

I urge you to do everything you can within your sphere of influence to raise awareness of the importance of



life-saving vehicle technology, and encourage its use. This Road Safety Week, we want to make sure that every time we get in a vehicle we are as safe as possible, whoever we are and however we travel.

Because safe vehicles save lives!

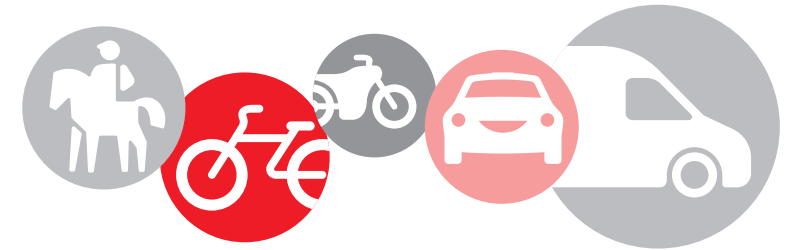
Thank you for your support.
We couldn't do it without you!

Ross Moorlock

CEO
Brake, the road safety charity



Use this simple toolkit to help you take part in Road Safety Week and talk about why it is important.



- Tell people why you are taking part in Road Safety Week 2025
- Raise awareness of the devastating impact of road crashes
- Support Brake's campaign for life-saving vehicle safety technology to be fitted as standard in all new vehicles
- Review your policies and procedures to ensure you are buying or leasing the safest vehicles you can
- Help drivers understand the safety benefits of advanced driver assistance features in their vehicles
- Join our free Road Safety Week webinar, for anyone who drives for work
- Host a Big Tea Brake and raise vital funds to support families affected by road crashes
- And much more.

You'll find all the resources you need to take part in your Road Safety Week action pack, available on the Brake website at www.brake.org.uk/road-safety-week/action-pack

Toolkit contents

Find out more about Road Safety Week	3
What is a safe vehicle?	4
How to take part in Road Safety Week	5
Campaign for change	8
Shout out on social media	9
Fundraising – The Big Tea Brake	11
Remember road victims	13
Share your photos	15
Press releases	16
Find out more about Brake	17

Road Safety Week is an annual campaign, organised by Brake, the road safety charity.

Every year, thousands of communities, schools and companies get involved to shout out for road safety where they live and work.



Why is Road Safety Week important?

- Five people die on UK roads every day.
- Every day, six children are killed or seriously injured on UK roads.
- Last year, 1,671 people died on UK roads. Another 28,804 suffered serious, life-changing injuries.*

Road Safety Week gives us all the opportunity to

- Remember people killed or injured on UK roads.
- Raise awareness of road safety.
- Call on the Government for a road safety strategy based on the solutions we know will prevent road death and injury.
- Raise funds to help Brake care for road victims and campaign for safe roads for all.

Road Safety Week 2025: Safe vehicles save lives

This year, we are putting safe vehicles at the heart of Road Safety Week.

We want to help people understand how safe vehicles can help prevent road crashes and protect people if a crash does happen.

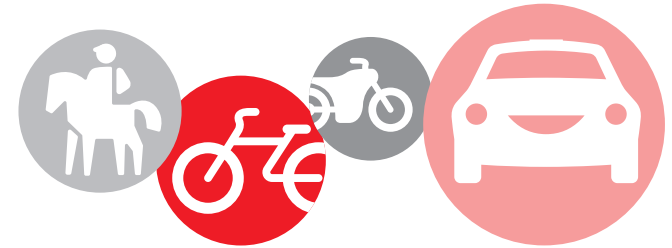
Read on to find out how you can get involved.



* Department for Transport (2025) Reported road casualties Great Britain, annual report: 2024 and statistical tables.
Police Service of Northern Ireland (2025) Police Recorded Injury Road Traffic Collisions and Casualties Northern Ireland: 2024 Key Statistics Report

What is a safe vehicle?

Safe vehicles are designed to prevent road crashes and protect people inside and outside the vehicle if a crash does happen



Safe vehicles...



Prevent crashes - Automated driver assistance systems keep vehicles in the right lane and below speed limits, detect hazards and brake in an emergency.



Are roadworthy - Vehicles are maintained to the highest standards and drivers carry out checks before every journey.



Protect people inside and outside the vehicle - Seatbelts, airbags and 'forgiving' vehicle parts protect people inside and outside the vehicle in a crash. Vehicles must pass stringent crash tests.



Record crashes - Event data recorders record what happens in a crash and notify emergency services immediately.



Manage driver safety - Vehicle technology detects unsafe driving behaviour (e.g. due to tiredness) and informs authorities.

Safe vehicles are an important part of the safe systems approach to road safety – a shared approach to prevent death and serious injury from road crashes.

Let's make every journey we make as safe as possible, whoever we are and however we travel.

How to take part in Road Safety Week

Road Safety Week is for everyone and there are lots of different ways to get involved.

Shout out about Road Safety Week

Use our posters, letter templates and social media images to tell staff and people in your community that you're taking part and supporting Road Safety Week.

Encourage others to sign up too at www.brake.org.uk/RoadSafetyWeek.

Review your policies and procedures to ensure you are buying or leasing the safest vehicles you can

Road Safety Week is a great time to **review your policies and procedures to ensure you are buying, hiring or leasing the safest vehicles you can afford**, with advanced technology to help prevent crashes, and prevent death or serious injury if a crash occurs. As a responsible organisation that puts safety first, you should also **ensure that all vehicles driven by your employees,**

including employees' own vehicles, conform to the same high standards for safety, and are maintained to high standards. Drivers should be supported to carry out regular inspections before every journey, and your policies should clearly state when vehicles will end their life of service.

Help drivers understand the safety benefits of advanced driver assistance features in their vehicles

Road Safety Week is a great opportunity to **educate your drivers about the safety benefits of vehicle safety technology, to promote acceptance and use**. Advanced driver assistance systems, with safety features such as **advanced emergency braking, intelligent speed assistance and attention warning in case of driver drowsiness** are now widely available in most new vehicles and play a significant role in improving road safety, helping to prevent

crashes and protect drivers and their passengers, as well as other road users such as pedestrians and cyclists.

Although this technology is widely accepted as having great potential to prevent crashes and reduce the likelihood of death and injury if a collision does occur, new Brake research shows that many people switch off the safety features in their cars, either because they find it annoying or because they don't understand how it will make them safer.*

Share our factsheets and infographics to help people understand what we mean when we talk about safe vehicles and how the latest vehicle safety technology can make us all safer – but only if we keep features such as intelligent speed assistance switched on when we get in our cars!

* www.brake.org.uk/get-involved/take-action/mybrake/knowledge-centre/reports/vehicle-safety-technology



Support Brake's campaign for all new vehicles to have life-saving technology fitted as standard

This Road Safety Week, Brake is amplifying its call for life-saving vehicle safety technology to be mandated for all new vehicles in the UK, in line with the General Safety Regulations that have now been introduced in Europe. Go to page 10 to read more about this campaign.

If you want **to support this important campaign, please share our social media posts** to help get our message to as wide an audience as possible. You can also use our template letter to write to your MP to ask them to support the call for stronger vehicle safety standards to save lives. Ask them to raise this issue with the Transport Secretary and add their voice in calling for Britain to align with the GSR without delay. Go to page 10 to find out more.

Host or attend a vehicle checks event in your community to help people learn how to carry out regular vehicle checks before every journey

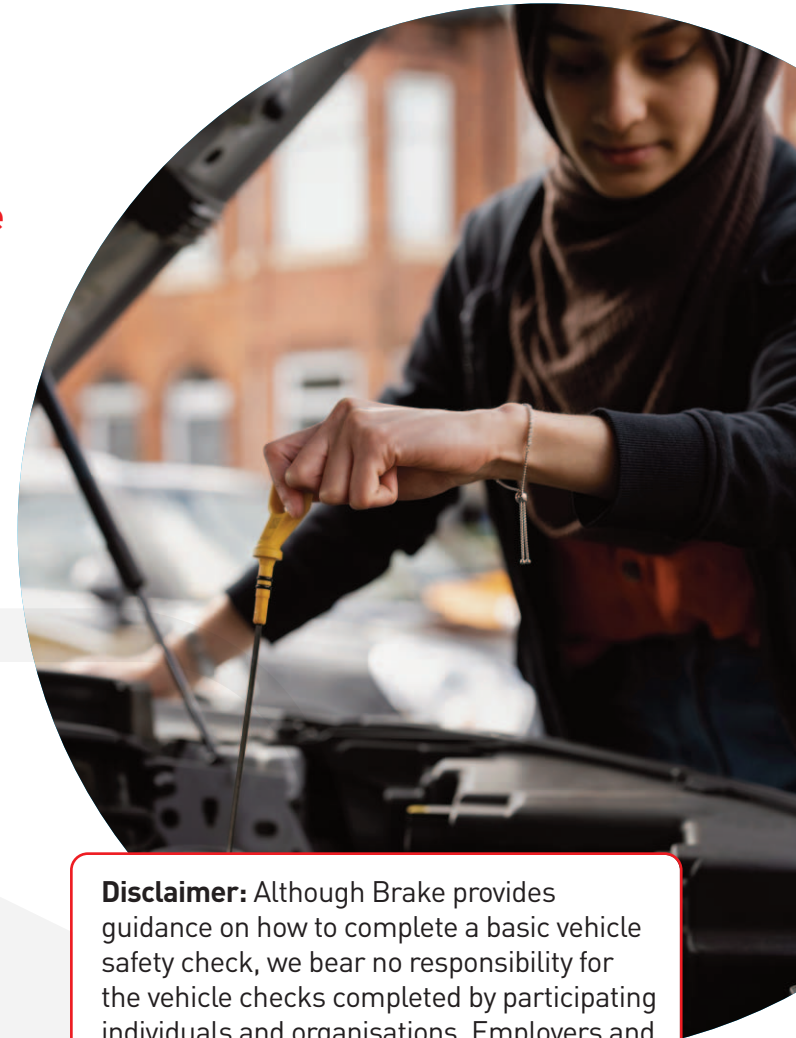
This Road Safety Week, why not run a vehicle checks event in your community and ask them to commit to checking their vehicle regularly.

Whoever we are and however we travel, we all have a responsibility to make sure that the vehicles we use are roadworthy and well-maintained for our safety, and the safety of others. Helping people in your community learn how to do some quick checks, before every journey, is a great way to help keep them, and other road users, safe.

We've put together some useful guidance and checklists for how to carry out a quick walk round check on a car or bike.

You could also **offer to go into local schools to help students learn how to carry out safety checks on a bike or car.**

You could also run this event as a fundraiser for Brake, and ask people to make a small donation to Brake for every vehicle check. You can use the vehicle checks fundraiser toolkit in your Road Safety Week action pack.



Disclaimer: Although Brake provides guidance on how to complete a basic vehicle safety check, we bear no responsibility for the vehicle checks completed by participating individuals and organisations. Employers and drivers maintain responsibility for remedying any faults found during vehicle checks and Brake cannot be held responsible for any faults that are not picked up in vehicle safety checks.



Join our free Road Safety Week webinar

On Wednesday 19 November at 10am, Brake will host a free Road Safety Week webinar for anyone who drives for work.

- Learn why **safe vehicles are so vital in helping make our roads safer and preventing road death and injury.**
- Understand the importance of buying and leasing the safest vehicles and carrying out essential safety checks before every journey.
- Learn how the latest vehicle safety technology can make us all safer – but only if we keep essential features switched on!

Sign up now at
www.brake.org.uk/Road-Safety-Week-webinar

Fundraise to support Brake

Make time for tea this Road Safety Week. Put the kettle on and join the Big Tea Brake.



It's the perfect excuse to gather with colleagues for a cuppa, enjoy some sweet treats, and raise vital funds to support road crash victims and campaign for safer streets. Go to page 12 to find out more.

You'll find all the resources you need to take part in Road Safety Week on the Brake website at www.brake.org.uk/road-safety-week/action-pack

Support Brake's campaign for all new vehicles to have life-saving technology fitted as standard

During Road Safety Week 2025 we are calling on Government to make life-saving vehicle safety technology mandatory for all new vehicles in the UK, in line with the General Safety Regulations that have now been introduced in Europe.

In July 2022, under the Vehicle General Safety Regulation, a number of important vehicle safety features became mandatory for all new vehicles in the EU, including advanced emergency braking, intelligent speed assistance and attention warning in case of driver drowsiness.

These safety features can play a significant role in improving road safety, helping to prevent crashes and protect drivers and their passengers, as well as other road users such as pedestrians and cyclists. The Vehicle General Safety

Regulation also includes key measures that enhance vehicle crash performance and will significantly improve the protection of women and the elderly in the event of a collision – providing fairer and more equitable transport. Road safety experts have estimated that adopting the Vehicle General Safety Regulation in Britain could prevent more than 1,700 deaths and 15,000 serious injuries over 16 years, saving up to £7 billion in health costs if the full package of measures were to be fully implemented.

During Road Safety Week, we will run a high-profile media campaign across national and local media.

We will:

- Highlight the true extent of road crashes by revealing new research and analysis of government road casualty data, and revealing the stories behind the numbers.
- Raise awareness of the proven benefits of advanced driver assistance features such as intelligent speed assistance, advanced emergency braking and driver-drowsiness-detection systems.
- Host an event for MPs in Westminster to engage them with our call for the Vehicle General Safety Regulation to be adopted into the road safety strategy.



If you would like to support this important campaign, please get in touch with our friendly team by emailing **campaigns@brake.org.uk**.

Shout out on social media

One of the best ways to take part in Road Safety Week is to share our messages and images on social media.

- Help people understand the devastating effects of road crashes on everyone
- Raise awareness for how safe vehicles can save lives
- Follow Brake on social media and share our content
- Use the sample text and social media images provided to write your own posts
- Post from personal accounts and organisation accounts
- Tag Brake and use **#RoadSafetyWeek** to be part of the conversation

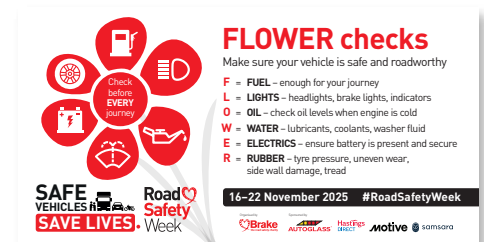
There are dozens of images available to share this Road Safety Week. Find them all on the Brake website at www.brake.org.uk/road-safety-week/action-pack.

-  @brakecharity
-  @brakecharity
-  Brake, the road safety charity
-  Brake, the road safety charity

Click here to access more social media images.



See next page for options on supporting text you can share on social media alongside our images. →



Here are some examples of text you can share on social media alongside our images.

Please share your own thoughts on why this campaign is important to you, and any personal experience you may have to help people understand the true impact of road crashes.



**5 people are killed
on UK roads every day.
It's time to end the carnage.**

SAFE
VEHICLES 
SAVE LIVES.

Road
Safety
Week 

**16–22 November 2025
#RoadSafetyWeek**

Organised by



Sponsored by



samsara

We are taking part in #RoadSafetyWeek with @brakecharity 16-22 November to raise awareness of the 5 people killed on UK roads every day and how safe vehicle technology can save lives www.brake.org.uk/road-safety-week

Safe vehicles help make roads safe for everyone. When someone makes a mistake on a road, people can get killed or badly hurt.

Safe vehicles help protect against the mistakes that people make. They are designed to prevent road crashes and protect people if a crash does happen.

I'm / We're supporting Brake's #RoadSafetyWeek campaign to raise awareness for how safe vehicles can save lives. Learn more at www.brake.org.uk/road-safety-week

We are taking part in #RoadSafetyWeek with @brakecharity 16-22 November to raise awareness of the impact of road crashes and to support and remember road victims www.brake.org.uk/road-safety-week

Organised by



Sponsored by



Fundraise for Brake this Road Safety Week

Make time for tea this November and fundraise for Brake

This November, we'd love you to put the kettle on and join The Big Tea Brake. Whether you're hosting online, in the office, or out in your community, it's the perfect excuse to gather for a cuppa, enjoy some sweet treats, and raise vital funds to support road crash victims and campaign for safer streets.

Host anytime in November, or join the movement during Road Safety Week to help us make an even bigger impact.



Every Tea Brake makes a difference. Whether you raise £10 or £1,000, you can help us be there for families devastated by road crashes and support our campaigns to prevent future tragedies.



How to take part

- 1. Sign up to host a Big Tea Brake** - Register to get your free downloadable Tea Brake kit packed with everything you need.
- 2. Plan your Tea Brake** - Pick a date that suits you during Road Safety Week!
- 3. Raise money your way** - Ask for donations for every drink and slice, run a bake sale, or hold a raffle. It's up to you!

After signing up, you'll get access to our digital Tea Brake Kit, including:

- Invites and posters
- Cake labels and DIY bunting
- An impact poster to show the difference your event makes
- A fundraising toolkit packed with tips and ideas

Sign up today at
www.brake.org.uk/time-for-tea

Why host a Big Tea Brake?

Every Tea Brake makes a difference. Whether you raise £10 or £1,000, your event helps us be there for families devastated by road crashes and fuels campaigns to prevent future tragedies.

- **Make your Tea Brake public** - If you'd like others to join in, we can list your event on our website to connect you with your local community, boost attendance, and spread the impact even further.
- **Host in memory of a loved one** - Many supporters choose to hold a Tea Brake as a way of honouring someone lost in a road crash, turning a moment of remembrance into a powerful act of support and hope.

Sign up today at
www.brake.org.uk/time-for-tea

- **Perfect for workplaces** - The Big Tea Brake is an easy and meaningful way for businesses to bring colleagues together, boost morale, and show commitment to social responsibility while raising funds for safer roads.
- **Take part as a team** - Getting lots of people involved is the easiest way to boost your fundraising! Ask your employer if they can sponsor you, or match-fund your donations.

**Ready to pop the kettle on for a good cause?
Click below to register and get your host pack.
Let's brew up some change together.**

For any fundraising enquiries please contact the Brake team on fundraise@brake.org.uk



How your fundraising helps

£5 Would provide guidance to someone who has been seriously injured in a road crash, offering vital advice and support.

£25 Would fund a triage call, the first step in getting families the help they need from Brake's National Road Victim Service after a road death or serious injury.

£60 Would cover the cost of a home visit from one of our specialist bereavement caseworkers, giving face-to-face support to a family affected by a road crash.

£115 Would support a road victim for one day, offering crucial emotional and practical support during their most vulnerable moments.

£833 Would provide dedicated support for one road victim over three months, helping families navigate the aftermath of a crash.

Remembering road victims

Road Safety Week is a special time to host or attend a memorial event in memory of a loved one who has died in a road crash.

A memorial event can be as big or small as you choose. It could be a public event for others to join, or a private occasion for close family and friends.

Here are a few ideas of how this can happen.

With friends and family

It could be as simple as making time to be together to mark the occasion. Talk about a loved one over a beer in the pub, get out for a walk or invite people over.

Places of worship

Look out for local memorial events taking place at places of worship near you during the week, or get in touch with faith leaders if you'd like them to remember your loved one. It could be a moment's silence at the start of a service, or a dedicated service for road victims.

At work

You could hold a minute's silence in memory of a colleague who has died, or for all road victims. You could also gather for a coffee morning, share photos and memories. Signing a memory book also offers people a way to remember.

Social and community groups

A short period of time for reflection at the beginning of a meeting is a great way to pay respects, or you can host a special event.

For example, a choir group might like to sing a favourite song.

Sports clubs

Ask your local sports club to hold a minute's silence at the start of a game or match, or display messages on screens around the venue during half time. Another example would be to host a charity game or match in memory of a much-loved member of your team or supporter community.

At home

Light a candle in memory of your loved one on World Day of Remembrance for Road Traffic Victims. You could share a photo on social media using **#WDoR**.



Sunday 16 November

Remembering everyone who has been killed or suffered serious injury on our roads

#RoadSafetyWeek #WDoR

WORLD DAY OF REMEMBRANCE
FOR ROAD TRAFFIC VICTIMS
worlddayofremembrance.org

SAFE VEHICLES
SAVE LIVES
Road Safety Week

Sponsored by
AUTOGLOSS DIRECT
Hastings DIRECT
motive samsara

Organised by
Brake the road safety charity

Donations in memory

If you are hosting a memorial event, please consider collecting donations to Brake in memory of your loved one. We can help you with donation buckets and collection envelopes, or help you set up an online fundraiser or tribute page on the Internet where you can remember and share a loved one's stories, pictures and things that made them special to help keep their memory alive.

All money raised through donations will help fund Brake's vital work supporting road victim families and campaigning to end road death and harm.

Please email fundraise@brake.org.uk or find out more on the Brake website at www.brake.org.uk/get-involved/support-us/give-in-memory.



Share your photos!

With your permission, we'd love to use your photos from Road Safety Week on our website and social media channels to encourage others to take part in future campaigns. We can use them in our reports and proposals to help fund our projects – a great way to illustrate how people take part.

In accordance with our data protection policy, Brake will ensure all images are kept securely and will not pass these onto any third parties without written consent.

To give us permission, please email your photos to roadsafetyweek@brake.org.uk with the following information:

- I can confirm that I own the copyright for the photos supplied and have permission from any people shown to share their image.
- I have permission from the parent/carer of children aged under 16 to share their image
- I give permission for Brake to use the photos I have provided on its website and social media channels and in other publications as an example of how people get involved with road safety activities.

Name:

Job Title:

Name of school or organisation:

Date:



Press releases

Share your plans for Road Safety Week with local media.

If you're running an event – whether that's a memorial event, campaigning in your neighbourhood, a fundraising challenge or a simple poster competition – share a press release with your local newspaper, radio or TV news programme to help spread the message of Road Safety Week. Our press release templates have all the information you need, simply add your own details, your story and why road safety matters to you.

For press release templates, go to your Road Safety Week action pack. www.brake.org.uk/road-safety-week/action-pack.

Share your plans with us

We will be issuing our own Road Safety Week press releases to every corner of the UK. If you're hosting a local event or have a story to share and would like to be included, please email us on roadsafetyweek@brake.org.uk.



Supporting road victims and campaigning to end road death and injury

Since 1995, the charity Brake has been working to stop the tragedy of road deaths and serious injuries in road crashes, make streets safe and healthy places for all, and support road crash victims.

What we do

- We give families specialist emotional and practical support to help them cope with the trauma of road death and injury.
- We help the professionals supporting those families to understand their needs so they can provide better support.
- We challenge the Government to adopt solutions that are known to prevent road crashes and reduce harm if a crash does happen.
- We empower people to speak up for their right to make safe and healthy journeys, whoever they are and however they travel.
- We help people understand how they can use roads safely to protect themselves and others.
- We help organisations to learn about, and manage, work-related road risk.

To find out more and read our three-year strategy, go to www.brake.org.uk/about-brake





Last year, Brake's National Road Victim Service supported more than **2,000 families** affected by road death and serious, life-changing injury. Sadly, we know there are many more who need our help.



When the worst happens, Brake is here to help.

We know that the right support at the right time can change the course of someone's life.

Brake's National Road Victim Service is a free, professional, trauma-informed service for road victims run by Brake.

Every year, we provide expert emotional and practical support to thousands of families during their darkest and most difficult times.

To get help after a road crash, call **0808 8000 401** or email **help@brake.org.uk**.

To find out more, go to **www.brake.org.uk/support**.

Campaigning for change

A death or serious injury on roads should be a rare and unusual event. But sadly, today's reality is that five people die on the UK's roads every day, and more than 15 times as many people are seriously injured.

Brake's vision is a world with zero road death and injury, where we can all move in a safe and healthy way, whoever we are and however we travel.

Until our vision becomes a reality, we commit to campaigning for the solutions that we know will have the biggest impact on stopping road crashes, reducing harm and supporting victims.

You can read more about our campaign priorities on the Brake website at **www.brake.org.uk/campaigns**



Thank you for signing up to take part in Road Safety Week. We are so grateful for your support. Together we can make a difference. Together we can make roads safer for everyone.

www.brake.org.uk/RoadSafetyWeek.

To find out more about how Brake is campaigning to stop road crashes and end harm when a crash happens, and helping every family affected by road death and injury to get the support they need, for as long as they need it, go to **www.brake.org.uk**



www.brake.org.uk
[@brakecharity](https://twitter.com/brakecharity)
fundraise@brake.org.uk



©Brake 2025
Registered charity No. 1093244