



BUILT FOR SAFETY

Roads between places are built for safety, with safe speed limits, clear road marking, consistent signing and street lighting

DESIGNED FOR PEOPLE NOT VEHICLES

so everyone can travel in a safe and healthy way, every day

ENCOURAGE PEOPLE TO WALK AND CYCLE

with footpaths, cycle paths, safe crossing places and slow traffic in places where people live

SAFE ROADS

Safe roads are designed to meet the needs of people not traffic, so everyone can make safe and healthy journeys

SAFETY BARRIERS

separate vehicles travelling in opposite directions

Why do we need safe roads?

Safe roads are a fundamental part of the safe systems approach to road safety and are vital to prevent death and serious injury from road crashes

Safe roads save lives

Star ratings are a simple way to measure the level of safety on different types of road. Five-star roads are the safest and one-star roads are the least safe. Road safety experts estimate that achieving more than 75% of travel on 3-star or better roads by 2030 could save 467,000 lives every year. Find out more at irap.org

WELL MAINTAINED

road surfaces are free from damage and roadside obstacles

INTELLIGENT INFRASTRUCTURE

connects with vehicles to enable safety

ACCESSIBLE CHARGING POINTS

encourage use of electric vehicles

STEP UP
FOR SAFE
STREETS

Step up for **Safe Streets** and celebrate the amazing design-led solutions that will allow us all to get around in safe and healthy ways, every day. Find out more at www.roadsafetyweek.org.uk

Road Safety Week

Coordinated by



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#StepUp