

# Speeding

Youth for Brake is a youth-led programme empowering the road users and decision-makers of the future to become powerful, creative advocates for safe and healthy mobility. We raise awareness of critical road safety issues, campaign for safer roads and call for better support for road crash victims. To find out more visit [www.brake.org.uk/youth](http://www.brake.org.uk/youth)



## SLOW DOWN

Speed limits are **LIMITS** **NOT** targets. Every year, driver speed contributes to:

More than **105,000** crashes

Around **1,580** deaths

Almost **20,000** serious injuries

Almost a quarter of fatal crashes involve someone who was driving too fast.

The speed limit is the top speed for any particular road.

It is often safer to travel at much lower speeds, especially in bad weather or poor visibility, or in places where people live, work and play.



## SPEED LIMITS

Four in 10 drivers admit to sometimes driving at 30mph in a 20mph zone.

More than two-thirds of people (69%) support 20mph zones in places where people live.

Vehicle technology such as intelligent speed assistance can help drivers to keep within speed limits.



### Rural roads are **NOT** racetracks

The majority (60%) of road deaths occur on rural roads.

With high speeds, blind bends and few cycle routes, rural roads are particularly dangerous for cyclists.

Brake is campaigning for the default speed limit on rural roads to be reduced from 60mph to 50mph.

Where traffic is slow, more people choose to walk or cycle

62% of people think it is too dangerous to cycle on roads.



## STOPPING DISTANCES

The faster a vehicle is travelling, the longer it will take to stop.

**20** Stopping distance = **12m**

A driver will be able to stop in time if a child runs into the road three car lengths in front

**30** Stopping distance = **23m**

The same driver will not be able to stop in time, and will hit the child at a speed of 27mph

Risk of injury increases exponentially with impact speed

If a child is hit by a car travelling at **27**mph, the impact is equivalent to falling from the third floor of a building.

**27**

At **18**mph, the impact is equivalent to falling from the first floor.

**18**



### Everyone else is doing it, so why can't I?

Many drivers think it's ok to speed because "everyone else is doing it". Sometimes drivers are unaware that they're going too fast. Help drivers understand that because they sometimes drive too fast, they collectively increase the risk of crashes on our roads, and increase the risk of someone **that we love** being involved in a crash.

## WHAT CAN **YOU** DO TO HELP?

### Speak out

Call for 20mph limits in places where people live, work and play. Encourage drivers to slow down on rural roads.

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For the source of the facts and figures used on this fact sheet, visit the Youth for Brake website.