Festive feeling kicks off Road Safety Week in South Yorkshire

With National Road Safety Week just around the corner, the South Yorkshire Safer Roads Partnership (SYSRP) is urging drivers and riders to consider their speed on the county’s roads.

The campaign, organised by road safety charity Brake, begins on 20 November under the theme ‘Speed Down Save Lives’. The aim of the week is to inspire schools, businesses, communities and individuals to take action to encourage road safety and promote life-saving messages during the week and beyond.

To kick the week off the SYSRP team will be at the Sheffield Christmas lights switch on from 11am on Sunday 19 November, encouraging drivers and riders to consider how their road use affects others who may be on the road. They will also have plenty of advice and free accessories for cyclists and pedestrians to help them stay visible to other road users.

CycleSheffield will be joining SYSRP this year to demonstrate their ‘close pass’ mat, which shows the recommended distance at which cars should overtake cyclists on the road.

For the rest of the week the team will be out and about at primary schools, children’s centres and colleges throughout the week talking with teachers, parents and pupils about what they can do to encourage safer road use and how to minimise the risk to themselves.

Joanne Wehrle, Safer Roads Manager at SYSRP, said: “Road Safety Week is an important time in the calendar for us and we are pleased to support it once again. This year’s focus on speed is welcome, as speeding remains one of the main contributory factors to road collisions in South Yorkshire.

“Speeding is an easy habit to fall into – four in ten drivers in the UK admit to driving at 30mph in 20mph zones according to a recent survey by Brake. But while it is tempting to drive faster in the hope of saving time, we may be putting lives at risk. It is one of the most common contributory factors for causing road collisions alongside not wearing a seatbelt, using a mobile phone at the wheel and driving under the influence of drugs or alcohol.

“SYSRP works hard all year round, not just in Road Safety Week, to try and reduce the number of people killed and injured on our roads. We have a number of educational interventions aimed at road users across all ages, many of which are delivered in schools but also in workplaces and in the community. While our school children aren’t driving yet, it is never too early to instil road safety messages which they will need to know later in life and which they can apply now when walking or cycling down the street.”
SYSRP will have a presence at a number of events in the weeks leading up to Christmas. Details of where the team will be can be found on the website at sysrp.co.uk/events.aspx

ENDS

Note to Editors

The Road Safety Week website is roadsafetyweek.org.uk

SYSRP team members will be visiting the following schools and children’s centres
20 Nov – Thrybergh Rainbow Children’s Centre, Rotherham
  • 21 Nov – Dalton Willow Tree Children’s Centre, Rotherham
  • 22 Nov – Worsbrough Common Primary School, Barnsley
  • 23 Nov – Coppice School, Hatfield, Doncaster

The aim of the South Yorkshire Safer Roads Partnership (SYSRP) is to reduce the number of people injured in road traffic collisions and make South Yorkshire roads safer.

The Partnership Team is available to provide advice, training, support and information on a variety of topics including safety for pedestrians, cyclists, powered two wheeled riders and drivers. If you would like some road safety advice, please visit us at www.sysrp.co.uk or email enquiries@sysrp.co.uk

SYSRP is made up of Barnsley, Doncaster, Rotherham and Sheffield Councils, Highways England, SYPTE, the University of Sheffield, the Yorkshire Ambulance Service, public health bodies, South Yorkshire Police (including South Yorkshire Safety Cameras), Peak District National Park Authority and South Yorkshire Fire and Rescue.

Further information can be found by visiting the SYSRP website www.sysrp.co.uk or by calling 01709 832462. You can also find us on Twitter @safer_roads and Facebook at fb.com/sysaferroadspartnership

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