working for safer roads

Neil Macgillivray
Communications Manager
Safety camera sites in Strathclyde

- 67 Fixed Speed
- 37 Mobile Speed
- 25 Red Light
- 1 Average Speed (A77)
- Occasional major roadworks
Effects of safety cameras

- Reduce speeds/red light running
- Reduce personal injury crashes
- Reduce number of offenders
Safety cameras in Strathclyde

- 71% reduction in number of people killed or seriously injured at camera sites following camera enforcement
- 56% reduction in total number of injury crashes at camera sites

Source – Key Scottish Safety Camera Programme Statistics 2010
Speeding – a matter of risk
Risk and effects of speeding

- Death or injury to self or others
- Loss of licence
- Incurring extra costs
Effects of speed

- Less time to see what is on the road
- Less time for other road users to see you
- Less time to react on either side
- Less time for actions to take effect
- Loss of control
- More energy in force of impact
- More severe injury resulting
Loss of licence

- Possible loss of job
- Disruption of family life
- Social life
Increased costs

- Insurance
- Higher fuel consumption
- Wear and tear on vehicle
Why drivers speed

- Enjoy driving fast
- Choose own ‘appropriate’ speed
- Late for an appointment
- Pressure from other drivers
- Peer pressure from passengers
- Following traffic
- Lack of awareness
Tips to avoid speeding

• Check your speedo regularly
• Know the limits – look for signs
• **Leave enough time for journey**
• Don’t get pushed along
• Speed limit is the maximum
• Use your gears
• Be aware leaving fast roads
Information signs

- Traffic signal cameras
- Average speed
- Speed cameras
- 30 mph speed limit
<table>
<thead>
<tr>
<th>Distance (Metres)</th>
<th>Speed (mph) in 0.5 second</th>
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<tr>
<td>2</td>
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66 mph
How we can help
Who is driving your vehicle?

Under Section 172 of the Road Traffic Act 1988, it is the responsibility of the Registered Keeper to know who is driving the vehicle at all times.

Please complete the log book for every journey to ensure you stay within the law.

www.transportlog.co.uk

VEHICLE LOG BOOK