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Norfolk Police - Norfolk Police support Road Safety Week 2020.

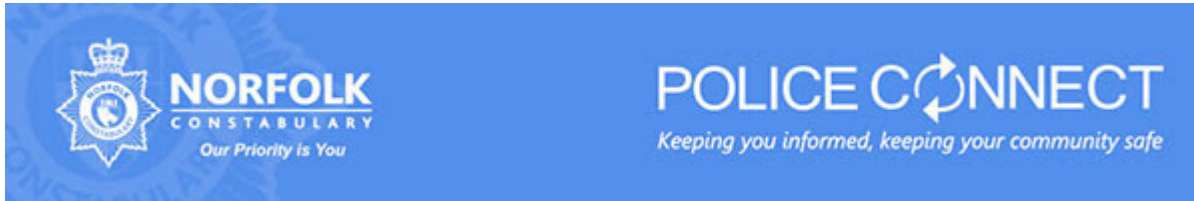
Police Connect <noreply@everbridge.net>

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Reply-To: Police Connect <conf-5fb27b65f17b726274ff98fb-5fb27b5ee9d73b1f4dfafb5f@smtpic-ne.prd1.everbridge.net>

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The following is a Police Connect message.



Norfolk Police support Road Safety Week 2020.

Norfolk's Road Safety Partnership members are joining forces to remind drivers that there is #NoNeedtoSpeed as part of a national campaign aiming to reduce the number of people killed or seriously injured on our roads.

Road Safety Week, which starts today (16 November) and runs until Sunday (22 November) is organised by the charity Brake, and aims to raise awareness of the dangers on our roads and the steps drivers can take themselves to help improve their own safety, and the safety of other road users.

During this period Norfolk Police will also be supporting the NPCC roads policing campaign targeted towards vulnerable road users, including pedestrians, cyclists, motorcyclists and horse riders.

Between November 2019 and November 2020, Norfolk saw a total of 415 reported collisions in which someone was killed or seriously injured. 33% of these collisions involved a vulnerable road user. These vulnerable road users accounted for 25% of the total number of people killed in collisions between this period.

As part of the enforcement activity of Road Safety Week, officers from the Joint Roads and Armed Policing Team will be conducting high visibility roadside speed checks across both counties, educating and informing drivers of the risks posed by speeding and the effects this can have on vulnerable road users. Both marked and unmarked police vehicles will be used, equipped with speedometers and video recording equipment in order to target speeding drivers.

We will also be sharing road safety messages on social media throughout the week, alongside our partners at Norfolk Fire and Rescue Service and Norfolk County Council's Road Safety Team.

As part of the campaign, road users are also being encouraged to download the What3Words app. This provides people with a simple and precise way to share their location quickly and easily and can help to assist when involved in a collision that has happened in an unfamiliar or hard-to-describe area.

Temporary Chief Inspector Jon Chapman for the Joint Protective Services said: "Due to recent lockdowns we have seen more pedestrians, cyclists and horse riders using the roads as part of their daily exercise routine, which they are perfectly entitled to do. It is therefore extremely important that we use this campaign to raise awareness of the dangers speeding drivers pose to not only themselves and other drivers, but to these vulnerable road users.

"There are many reasons that people might give as to why they were driving at excess speed, for example, they are in a rush to get somewhere, they are unaware of the speed limit, or they enjoy driving fast. There are no excuses for putting the lives of others in danger.

"As we continue to reiterate speeding is one of the 'Fatal Four' offences which makes you more likely to be involved in a serious or fatal collision. The faster a vehicle is travelling, the more energy is transferred in a crash, and the higher the risk of death or serious injury.

"It's simple - there really is No Need to Speed!"

Councillor Margaret Dewsbury, Cabinet Member for Communities and Partnerships at Norfolk County Council, added: "Everyone can play their part in improving road safety. Adhering to speed limits is a simple way every motorist can reduce the risk of serious accidents and injuries.

"Drive according to the road conditions and watch out at all times for vulnerable road users such as pedestrians and cyclists. Driving at excess speed is not only against the law, but also puts lives at risk."

Motorists caught speeding will be issued with a Traffic Offence Report (TOR) and face a fine, points on their licence or even court action. Some drivers can opt to take part in a speed awareness course.

For results and updates throughout the campaign follow the Roads Policing Unit on Twitter @NSRAPT using the hashtag #NoNeedtoSpeed

For more information about Road Safety Week please visit: <https://www.brake.org.uk/how-we-help/raising-awareness>

To manage your contact details, additional information and subscriptions, please login through the [member portal](#).