

Road Safety Week

23-29 November 2015

Co-ordinated by



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Guidance for companies on getting involved

Road Safety Week is coordinated annually by the charity Brake. It involves thousands of people around the UK taking action for safer roads.

The main theme of Road Safety Week 2015 is all about making our roads and communities safer, happier places for everyone, by encouraging people to 'Drive less, live more'. You can focus your Road Safety Week activities on this or any other road safety topic. Read on for advice and ideas on how your company can take part, and see the green boxes below for ideas specifically linked to this year's theme.

**Drive less
Live more** 

Why take part?

Employers, especially those with staff who drive for work, can play a vital role in reducing devastating road casualties and making roads safer for everyone, while improving their reputation, morale, and reducing costs. Getting involved in **Road Safety Week** is a great way to do this. You can engage staff in key road safety issues and encourage them to commit to safe and sustainable travel. Or you could promote road safety to customers, suppliers or the local community.

Companies can reap many benefits from getting involved. For companies with employees who drive for work, reducing the risks your staff face is crucial in controlling costs and delivering on duty of care. All companies will have, at one point or another, staff who are affected by road crashes and casualties, and all companies will serve and be part of communities that care about road safety. Promoting road safety can therefore be part of any organisation's corporate social responsibility work, and help you to establish the organisation as one that cares about staff, customers and local people.

If you're already heavily involved in road safety work, Road Safety Week is a time when you can give these activities a boost, achieve publicity for them, and reinforce your commitment to road safety internally, tied to a national event.

What can you do?

There are endless possibilities of how companies can get involved in Road Safety Week. Here are some ideas and links to further advice and tools:

Raise awareness among staff and customers

There are some simple, effective ways to get road safety messages to your staff, customers and contacts. You can:

- run a campaign asking staff, customers and suppliers to make the **Brake Pledge**. Encourage them to **sign online**, or print a copy of our **Pledge form**;
- include a road safety feature in your newsletter, magazine, intranet or website, using facts and figures from Brake's **road safety fact pages** and **advice pages**;
- use or circulate the interactive resource in your action pack, such as through social media, your website or email bulletin, or by inviting staff or customers to use it in your foyer, canteen or stores;

- run an awareness campaign using social media, asking people to share their views on roads in their area and state what they can do to make travel safer and more sustainable;

Travel planning can reduce the cost, risk and environmental impact of work-related travel. Use the gap analysis questionnaire in your action pack to assess travel planning in your organisation and identify any areas that could be improved.



Use the Week to launch a programme with the aim of reducing mileage, including encouraging and helping staff who drive to company appointments to use sustainable travel whenever possible.

- print and display the free posters in this action pack around the company premises, or use the images on your website, Facebook page or e-newsletter;
- run safe driving presentations for employees. You could explore topics such as speed, distractions, vehicle maintenance, driver tiredness and sustainability. Get trained to do this on a free online **Pledge training course**;
- use the Week to launch a year-round road safety programme, such as promoting safe driving to staff, or improving risk management procedures across your fleet. Make use of Brake's free **essential guide to fleet safety** and see **brakepro.org** for more advice;

Run a car-free day to publicise the 'Drive less, live more' theme, encouraging staff to travel to work using sustainable transport, such as cycle, bus or train. Consider running these regularly, and how you can encourage and help staff to do this in the longer term. See the separate advice sheet in your action pack. If you're a Brake Professional member, also see our guidance report on **promoting cycling to work**.



- run a road safety quiz for staff or customers based on the **Highway Code**. Use the **Road Safety Week website** and Brake's **road safety fact pages** for more info.

Engage the community

Communities care about road safety, and value the support of local companies. You could:

- sponsor a giant **Road Safety Week banner** to be displayed in your community. Order before 30 October by calling 01484 550500 or emailing mbristow@brake.org.uk. Brake may be able to arrange a local site to display the banner, or you can put it up on your own building, and it's yours to keep afterwards;
- organise a road safety competition, quiz, presentation or demonstration with a local school or college. You could use a company commercial vehicle if you run them (safely parked on the school grounds) to demonstrate blind spots around large vehicles and measure stopping distances. Visit roadsafetyweek.org.uk/educators or Brake's [guide to teaching road safety](#) for more ideas of activities for schools you can support;
- run road safety workshops for secondary schools. Attend a low-cost training course to join our network of professionals and volunteers working to engage 11-25 year olds on road safety and sustainable travel, using Brake's guidance and resources;

Communicate our Road Safety Week 2015 theme to the wider community by featuring an article about your company's road safety and sustainable travel initiatives in your publicity material, newsletter, blog or website, and/or issuing a press release to local media. You could make use of and link to the mini factsheet in your action pack.



- encourage local nurseries, child minders or infant schools to take part in a **Beep Beep! Day** during the Week;
- offer staff volunteering time to help road safety activities organised by the local authority road safety team or emergency services;
- support or initiate a campaign in the local community for improved road safety and sustainable travel, for example, lower speed limits, improving speed enforcement, or safe walking and cycling paths. Check out Brake's [guide to community campaigning](#);
- [attend our free webinar](#) on 22 September for more ideas on how you can get involved this year, and to hear from companies that have taken part in Road Safety Week in recent years.

Work with partners

Partnerships are a great way to raise wider awareness and have greater impact through your activities. Partners who work in road safety, such as local authority road safety teams and emergency services, may be able to offer input, presentations, resources or work with you to organise larger events. Other partners, such as schools and colleges, sports and youth clubs and community groups, may be glad of your help in raising road safety awareness, and help you engage a wider audience. It's a good idea to get in touch with them early on, while planning your activities, to find out if and how they can work with you and give them plenty of notice.

Fundraising helps Brake work towards safer roads and support families bereaved and injured through road crashes. It also shows your commitment to road safety and can raise awareness too. All efforts to fundraise for Brake in Road Safety Week are greatly appreciated.



Register your ideas on our website, and promote our 'Drive less, live more' theme by:

- running a competition internally between individuals, branches or depots to see who can travel the most miles on foot or bike during Road Safety Week, and ask every one taking part to make a donation;
- helping staff to arrange a sponsored walk, run or bike ride, where you also promote key facts on the benefits of driving less using resources in your action pack;
- challenging your office to be more sustainable to raise money; for example, by sending your old ink cartridges for recycling to www.cashforcartridges.co.uk and donating the money raised to Brake.

[Read more fundraising ideas.](#)

Order resources now

Free downloadable posters are included in this action pack, providing a great way to raise awareness. Don't forget you can also order low-cost Road Safety Week **t-shirts, balloons and posters** for your activity, or sponsor a **giant Road Safety Week banner**, and check out the Brake shop for more free and low-cost resources. You can also visit the **THINK!** website to browse the government's road safety resources.

Publicise Road Safety Week

Whatever activities you're planning, get everyone talking about road safety by publicising your activities in advance and during the Week itself. You can do this through:

- promoting your initiatives in local media by telling journalists from local papers, radio and TV all about it a week or two before and inviting them along. Work with your PR team or use Brake's [guide on getting in the media](#) and the template press release in your action pack;
- contacting potential partners and asking them to promote Road Safety Week and your activities, such as in their newsletters, magazines, websites, noticeboards and on social media;
- including articles in your own community bulletin/newsletter/website/social media channels. You can use the web banners/ads in your Road Safety Week action pack in any of your communications.

Get in touch

To find out more about Brake's work with companies, and the training and resources we provide through our low-cost Brake Professional membership scheme, email Ellie and Dave at professional@brake.org.uk.