



Twenty really *is* Plenty

West of Scotland Road Safety Forum launches new Campaign

A starkly emotional new advertising campaign launches today (Monday 8th March 2010) to remind drivers in the West of Scotland of the benefits of driving at twenty miles per hour in residential areas. At its centre is a dramatic 50 second advertisement which focuses on every parent's nightmare – the knock at the door with the worst of bad news.

The campaign is the work of the West of Scotland Road Safety Forum and follows on from the success of the Forum's previous road safety campaigns, which have helped towards reducing the number of deaths and serious injuries on the roads throughout the West of Scotland. The campaign is a mix of media and community activities taking place for four weeks from the 8th of March to the 4th of April.

The 12 local authorities that make up the West of Scotland Road Safety Forum have all introduced 20mph areas or limits into roads around schools and residential areas to protect pedestrians and cyclists. Since twenty mile an hour areas were introduced, the effect on pedestrian casualties has been striking. In the West of Scotland between 2006 and 2009 there was 1 fatal pedestrian casualty in 20mph zones, however there were 58 pedestrian fatalities on 30mph roads. In the same period, there were 11 serious pedestrian casualties in 20mph zones, but on 30mph roads there were 872 serious pedestrian casualties.*

Since the introduction of 20mph zones in 1997 there is a considerable body of evidence that supports the positive accident prevention and limitation benefits for individuals and the community as a whole. Even a one mile an hour reduction in vehicle speeds can result in a 5% saving in casualty numbers and severity of injury.



Councillor Hendrie, Chair of the West of Scotland Road Safety Forum, said,

“The West of Scotland Road Safety Forum is delighted to launch this impactful campaign. Twenty mph zones and areas can help save lives and make people feel more secure when they are out walking or cycling on those roads. There is no question of the value of the twenty mph zones. But we still need to remind drivers of the huge difference in survival rates between accidents at 40mph and accidents at 20mph.

As well as the radio campaign highlighting the dangers of exceeding 20mph, we have lots of community involvement in this initiative through community councils, tenants and residents associations, and schools. We all benefit from 20mph zones – but vulnerable road users, especially our children, are the ones who will benefit the most.”

Councillor Hendrie added,

“There are many reasons why people speed: time pressures, distractions, tailgating and a sense that ‘everyone else is doing it’. The message of our campaign is that 20mph really is the *maximum* speed in residential areas and outside schools. Even a few miles an hour over 20mph can make all the difference between life and death. It’s everyone’s responsibility to make *our* roads safer for *our* communities, so remember – Twenty really *is* Plenty!”

Mr Ian Anderson, President of the Royal College of Physicians and Surgeons Glasgow said,

“The Royal College of Physicians and Surgeons of Glasgow strongly supports the 20's Plenty campaign. Road traffic trauma remains a scourge of modern-day living and is largely preventable and well within our means. Health Services have to deal with its immediate and later clinical aftermath. Individuals and families are left with the human tragedy of loss of a loved one, or a lifetime commitment to care and support.

The College urges everyone to adhere to the best known advice on prevention, namely "speed kills" and "speed maims".



For more information visit www.roadsafetywestscotland.com

ENDS

* Strathclyde Police - Reported road traffic accidents involving pedestrian injuries, by speed limit: 1st September 2006 to 31st August 2009

Contacts:

For press enquiries - contact Jan Deans on 07980 851360
(jan@dynamicadgroup.com) For local events, contact your local council.

Notes for Editors:

- ***The West of Scotland Road Safety Forum*** is made up of twelve local councils, Argyll and Bute, East Ayrshire, East Dunbartonshire, East Renfrewshire, Glasgow, Inverclyde, North Ayrshire, North Lanarkshire, Renfrewshire, South Ayrshire, South Lanarkshire and West Dunbartonshire as well as Strathclyde Police and Strathclyde Fire and Rescue. It is chaired by Cllr William Hendrie from West Dunbartonshire Council.