

MARKETING AND COMMUNICATION PLAN

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MARKETING AND COMMUNICATION PLAN

The marketing and communication plan supports the Partnership's aim to reduce the number of people killed and seriously injured on Kent and Medway's roads.

It sets out the means by which the Partnership intends to deliver its key messages, which are:

- Safety cameras exist where people have been killed or seriously injured.
- Safety cameras are a casualty reduction measure, not a money making exercise.
- Different speed limits apply to different vehicles when the national speed limit sign is present.
- Street lights mean 30mph, unless otherwise stated.
- Locations and crash statistics are available at www.kmscp.org.

Click on the link below to download a PDF of the 2010-2011 marketing and communication plan.

[Marketing and communication plan 2010-2011](#)

Click on the link below to download a PDF of the 2009-2010 marketing and communication plan.

[Marketing and communication plan 2009-2010](#)

Click on the link below to download a PDF of the 2008-2009 marketing and communication plan.

[Marketing and communication plan 2008-2009](#)