

Welcome...

Welcome to **Snapshot**. This month read about:

- Don't drive to your P45
- Phone and seatbelt enforcement stepped up
- Speed Shatters Life

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Speed Shatters Life Campaign reminds motorists why cameras are there



The head injuries charity **Headway** helped the Partnership launch the latest stage of the 'Speed Shatters Life' campaign which highlights to motorists that safety cameras are there because

killed or injured.

The initiative saw green and white boards erected at camera sites showing the number of casualties in the three years before each camera went in.

Each safety camera acts as a memorial for those who have been killed or seriously injured on the county's roads and the Partnership hopes that 'Speed Shatters Life' will make motorists slow down and think about their driving not only at camera sites but on all roads in the county.

Katherine Barrett, Communications Officer for the Partnership, said: "Speed Shatters Life aims to remind road users that cameras have been installed to prevent death and serious injury on roads in Kent and Medway and are not there to make money."

Linda Kerley, Headway East Kent Chief Executive, said: "Road traffic crashes cause up to 50 per cent of all brain injuries and Headway are therefore more than happy to work with the Partnership to help reduce these numbers. A brain injury is a hidden disability, which affects not only the survivor of a crash but also their family and friends."

Don't drive to your P45

Invicta FM staff are out in force across the county, visiting companies and business parks with the next phase of the Partnership's 'Driving Business Safely' campaign.

Ice scrapers, speed limit cards and windscreen stickers showing the different speed limits for commercial vehicles are being handed out to drivers and fleet managers to make them aware of the importance of sticking to the limit.

Business drivers also have the chance of winning a Sony digital SLR camera in the online competition 'How good a driver are you?' on Invicta FM's website.

In addition, fleet managers have been sent a newsletter as part of the campaign, which contains information about the Corporate Manslaughter law now that it has been in place for nearly a year, the safe way to carry loads, and the effects of fatigue whilst driving.

One in three road traffic crashes involves someone who is driving for work and



companies are spending thousands of pounds each year on insurance claims, speeding tickets and time wasted on subsequent paperwork.

'Driving Business Safely' aims to educate drivers about the dangers of speeding, not wearing a seatbelt and talking on a mobile phone whilst driving. Safer driving saves time and money, and most importantly lives.

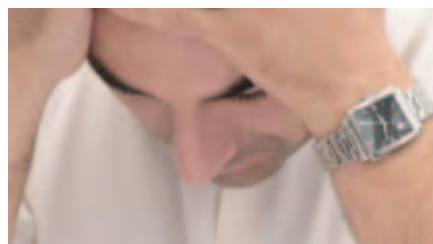
To find out more and to read the latest 'Safety Matters' business newsletter visit: www.drivingbusinesssafely.org.

A Corporate Manslaughter case study

Courtesy of Brachers Solicitors

Atkinsons Kitchens would have been liable to face charges under the new Act if this incident had occurred post April 2008:

An employee of Atkinsons Kitchens was involved in a crash whilst driving a work van. He had been travelling for an extensive amount of time covering hundreds of miles to carry out two jobs. He was accompanied by his managing director; however he had done the majority of driving, only stopping to get fuel and to pick up food that was eaten on the



move. The driver had been working since 3.30am. On the last leg of the journey back to the depot a crash occurred at approximately 9.53pm due to the driver falling asleep at the wheel. The driver was seriously injured in the crash.

The managing director, whose favourite catch phrase was "you can sleep when you are dead", had refused the driver's request to stay overnight somewhere and complete the journey the following morning, whilst taking the opportunity to sleep in the passenger seat. The case went to court, and at the time the jury found Atkinsons liable to pay damages to the driver however with a one third deduction to show the driver's contribution to the accident for not wearing a seatbelt and driving while knowing he was tired.

Consequences post April 2008:

If the events leading to the crash had led to a fatality and had occurred after the Act came into force, it would have ticked all the boxes for an investigation. If found guilty of violating the Act, businesses are liable to be issued with an unlimited fine and will receive a publicity order, which means that the company is legally required to publicise details of the conviction and fine, undoubtedly damaging its corporate image. All companies must sit up and pay attention to the new legislation or be prepared to face the consequences.



Know where the cameras are and slow down

The Partnership doesn't actually want to catch you speeding. Quite the opposite - the idea of safety cameras is to slow traffic down to a safe speed on certain stretches of road with a history of serious crashes.

The yellow dots on the map above are the fixed yellow cameras at the side of the road, the white dots are the mobile safety camera van sites. Each yellow dot is where 3 or more people have been killed or seriously injured in a 1km stretch three years before the camera was installed, and for each white dot there was one person killed or seriously injured.

You can look at the crash statistics for each camera site by visiting www.kmscp.org

Diary dates:

Road Casualty Reduction Meeting

Wed 11 March

K&MSCP Board Meeting

Thurs 12 March

Phone and seatbelt detection continues

Despite drivers being warned that they will be caught on camera if they commit mobile phone and seatbelt offences, safety camera vans have been detecting about 100 offenders a month.

Two months into the pilot scheme in Medway, there have been 178 people caught on camera not wearing a seatbelt (80% of which were van drivers), and 24 people caught driving while talking on a phone.

In order to try and get the message through, the Partnership is increasing activity in the final few weeks of the scheme.

Katherine Barrett, Communications Officer for the Partnership said: "The only reason we are doing this is to get people to belt up and switch off. You are twice as likely to die in a crash if you are not wearing a seat belt. Many people might be put off wearing a seatbelt on a short



journey at low speeds, but in a crash at 30mph your body weight would be multiplied 25 times. Imagine multiplying your weight by 25 and then think about how you would try to stop that weight hitting the steering wheel. The outcome would be either smashing into something inside the vehicle, like other occupants, or smashing through the windscreen. That could be the reality of not wearing a seat belt."