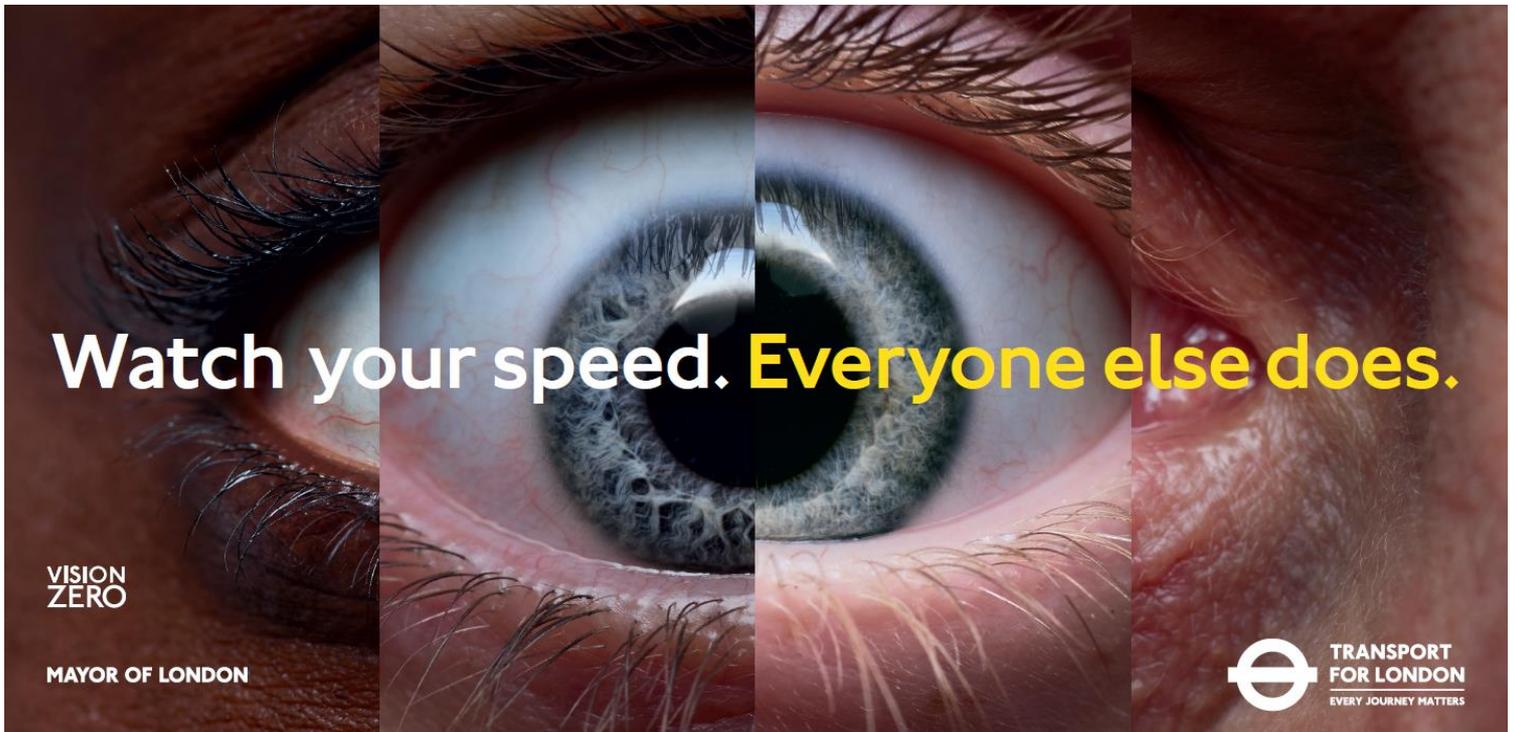


# Toolkit to support the launch of the new 'Watch your speed. Everyone else does' campaign

Launch 18 October 2019



EVERY JOURNEY MATTERS

## Background

Speed is the most important determinant in both the likelihood of a collision occurring and the severity of the outcome. Inappropriate speeding accounts for 37 per cent of all deaths and serious injuries on London's streets. It is a contributing factor for many more.

We are committed to achieving Vision Zero, with no deaths or serious injuries on our roads and public transport network, by 2041.

Our latest campaign '**Watch your speed. Everyone else does**' aims to tackle the issue. In this toolkit you will find:

- Detail of the target audience and insights we have used to plan this campaign
- Campaign strategy and insights
- Press lines and research results
- Social media assets and example text
- Contact details

## How you can support

We are very lucky to have a wide range and breadth of partners from local boroughs and communities to regional, national and international organisations.

Please share the campaign with your audiences. If you don't have what you need, please get in touch and we will endeavour to provide it. In this toolkit you will find assets, the press release and suggested lines for social media. Please feel free to use these or create your own.

We are also trying to share the Vision Zero logo as widely as possible. This is available for all stakeholders to use to help show the wealth of activity underway to support the important Vision Zero objectives.

## Target Audience and insights used to shape this campaign

- Nearly a quarter (23 per cent) of all drivers say they drive under the speed limit but still too fast for the situation
- Eighty-four per cent of drivers agree you should never take a risk; 34 per cent admit to taking a risk they thought was justified
- Driving is an automatic behaviour and the difference between what people think rationally and do when driving results in collisions
- This isn't just about boy racers – we all overestimate our own ability when driving
- Shock tactics don't work. The likelihood of a collision is quite small compared to the number of drivers in London, so drivers are able to distance themselves from the threat of a shocking collision
- Drivers don't see TfL as the authority on the road with the power to tell them what to do
- This campaign targets all drivers. While young drivers are considered the riskiest, our campaign aims to encourage drivers to see themselves as part of the problem and take responsibility for their behaviour

Research documents are available on request.

## Campaign

The new campaign draws on social influencing to impact behaviour. We will prime the target audience through an emotional, engaging and memorable TV advert and then prompt them at key moments while they are driving to remind them to slow down.

We are live from 18 October to 25 November on C4, ITV and London Live as well as video on demand. We have radio slots on Capital, Radio X, Absolute, Magic, First Radio, Kiss and Smooth. We also have out of home posters at key sites across the capital.

## TV

We are launching on C4, ITV and London live from 18 October. The first slot is 20.15 on ITV. The video is available to view at: [https://www.youtube.com/watch?v=AFH\\_AR437pY&feature=youtu.be](https://www.youtube.com/watch?v=AFH_AR437pY&feature=youtu.be)

## Radio

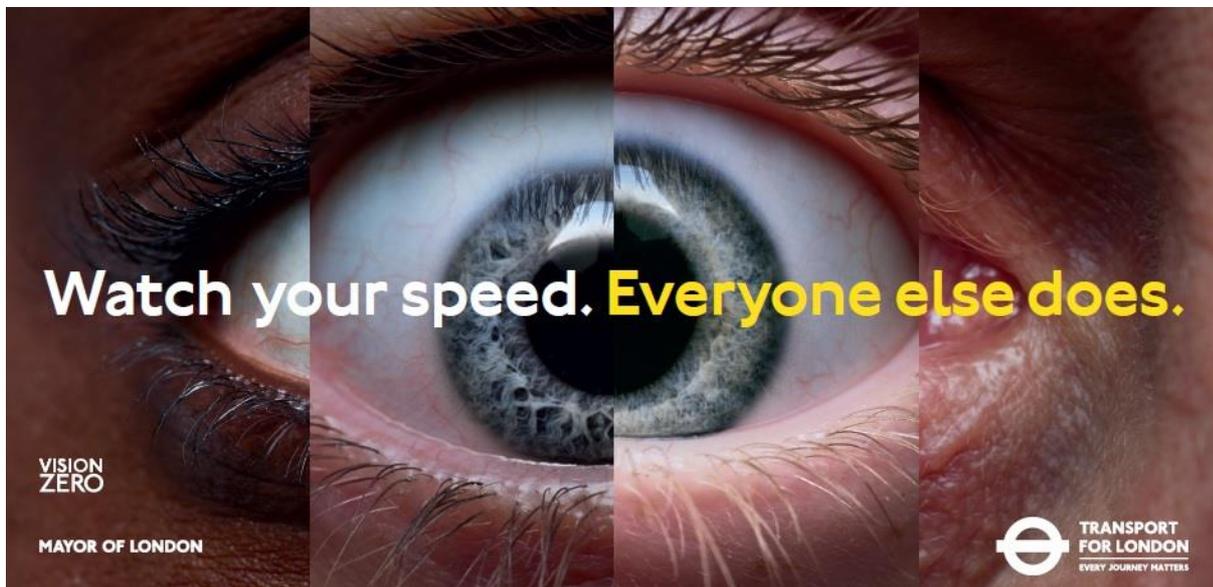
The radio ad is available to hear below:

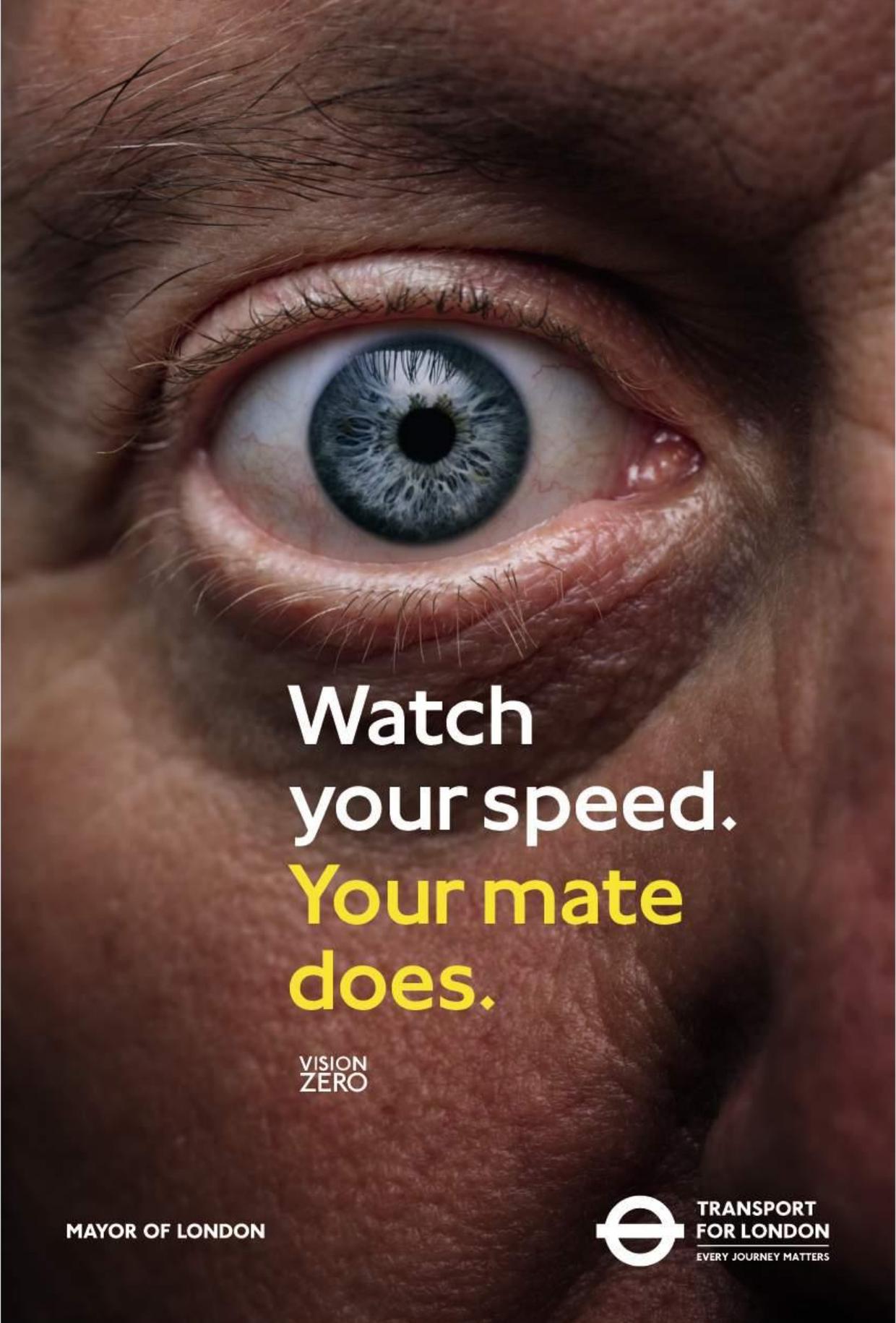


TfL Watch your speed radio.wav

## Posters

The posters used as part of the campaign are copied here. If you require hi res versions or different sizes, please email [hollynoyes@tfl.gov.uk](mailto:hollynoyes@tfl.gov.uk).





Watch  
your speed.  
Your mate  
does.

VISION  
ZERO

MAYOR OF LONDON



TRANSPORT  
FOR LONDON

EVERY JOURNEY MATTERS



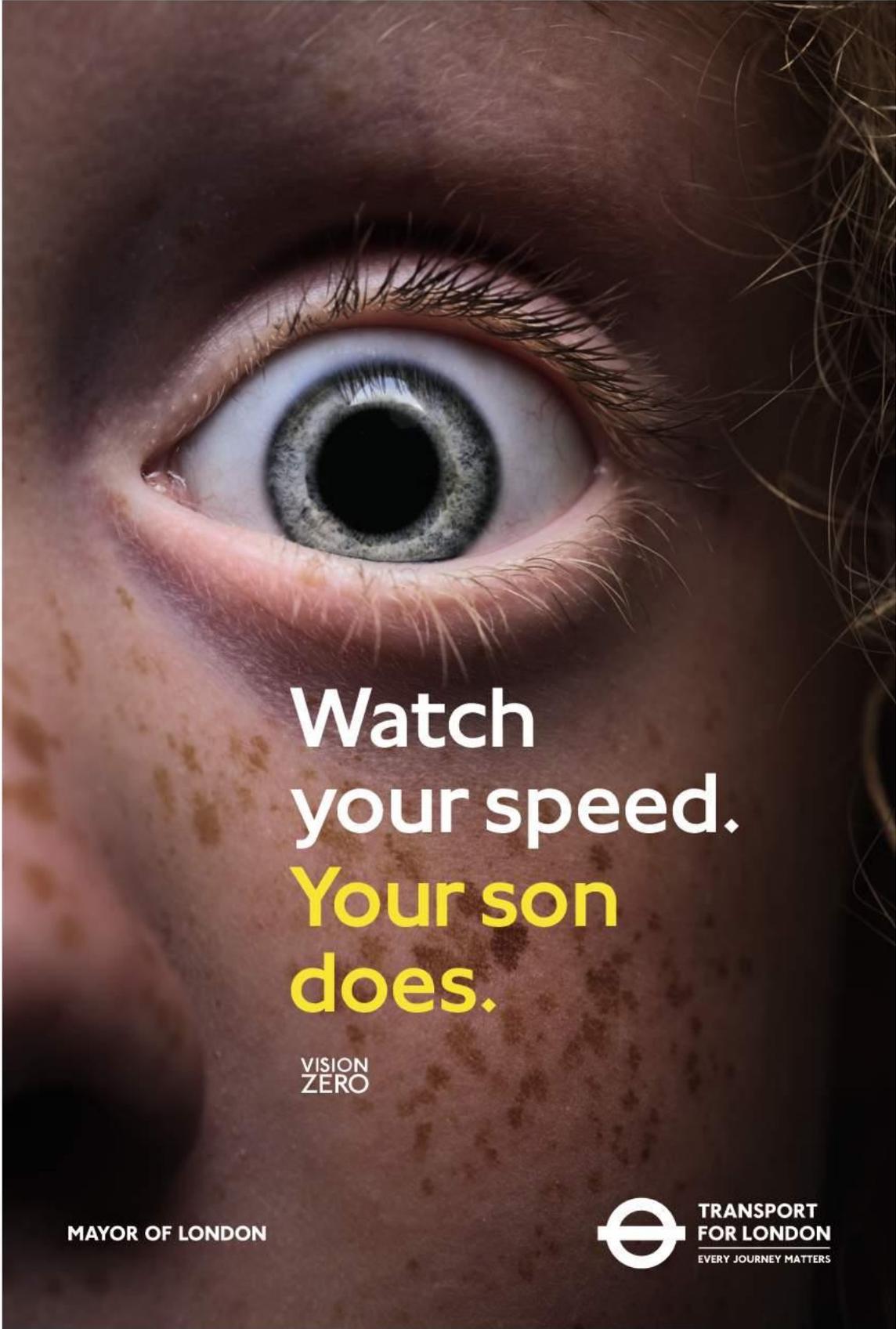
Watch  
your speed.  
**Your best  
friend does.**

VISION  
ZERO

MAYOR OF LONDON



TRANSPORT  
FOR LONDON  
EVERY JOURNEY MATTERS

A close-up, high-resolution photograph of a child's eye, looking directly at the camera. The eye is light-colored, possibly blue or grey, and is surrounded by dark, curly hair. The skin has a natural, slightly freckled texture. The lighting is soft, highlighting the details of the eye and the surrounding skin.

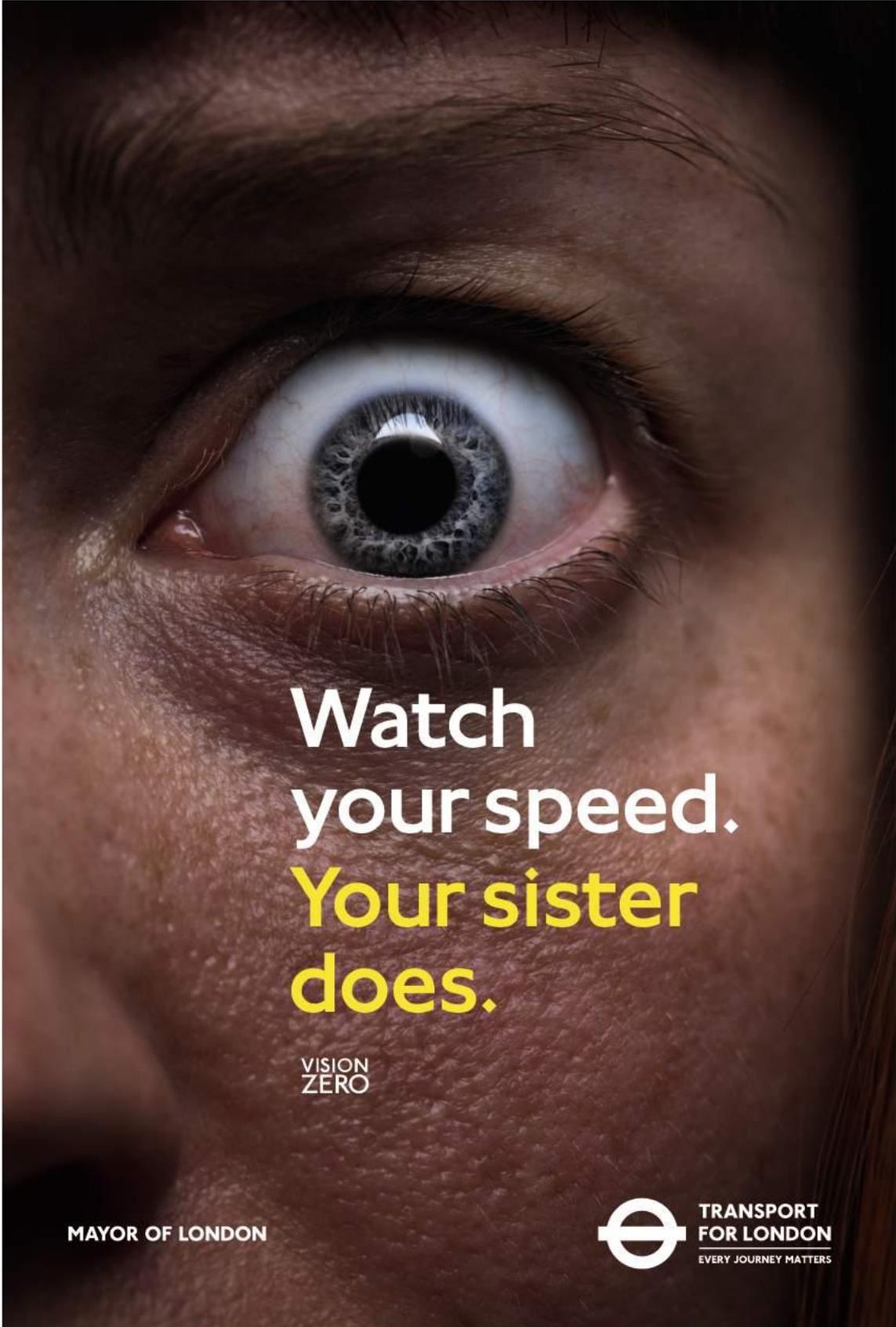
Watch  
your speed.  
Your son  
does.

VISION  
ZERO

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EVERY JOURNEY MATTERS



Watch  
your speed.  
Your sister  
does.

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## Social media

If you are adding a link, please link to “TfL Driver Safety” here <https://tfl.gov.uk/corporate/safety-and-security/road-safety/driver-safety>

If you are using a hashtag, please use #VisionZeroLDN

We will be actively tweeting from Friday 18 October and then every Wednesday for five weeks – look out for our tweets so you can share on your channels.

Here is some suggested content for your own channels:

- Campaign film – New hard hitting @TfL TV ad campaign shows the impact of drivers going too fast on all passengers #VisionZeroLDN
- Campaign film – 2/3 of passengers feel uncomfortable with friends or family members driving too fast. 1/3 feel uncomfortable to say. What do you think? @TfL #VisionZeroLDN
- Campaign film – More than 100 people have tragically died on London’s roads this year. Speeding historically accounts for 37 per cent of road death and serious injuries. New @TfL campaign aims to change that #VisionZeroLDN
- Campaign posters – 2/3 of passengers feel uncomfortable with friends or family members driving too fast. Watch your speed, everyone else does #VisionZeroLDN
- New research from @TfL suggests 1/3 of car passengers would feel uncomfortable asking a friend or family member to slow down #VisionZeroLDN

Images tiles copied below are available on request.



To request any assets or feedback, please email [hollynoyes@tfl.gov.uk](mailto:hollynoyes@tfl.gov.uk)

## Press release

**Two thirds of car passengers have felt uncomfortable with speed when driven by a friend or family member, new research reveals**

- New research, commissioned by TfL, also shows that almost 30 per cent of car passengers would feel uncomfortable asking a friend or family member to slow down
- TfL urges drivers to slow down and people to speak up and challenge unsafe speed as a hard-hitting marketing campaign, including a TV advert, launches to show the effects of unsafe speed on passengers of all ages
- More than 100 people have tragically died on London's roads this year. Analysis by TfL shows that speeding accounts for 37 per cent of road death and serious injuries
- Campaign supports TfL's commitment to Vision Zero, which aims to eliminate death and serious injury from London's roads by 2041

Car passengers often feel uncomfortable with the speeds driven by friends or family members and many are quietly hiding their concerns, Transport for London (TfL) revealed today.

The new research, carried out by YouGov, showed that of 524 people who have travelled as a passenger in a friend or family member's car at least once a month, 61 per cent feel uncomfortable about the speed they are driven.

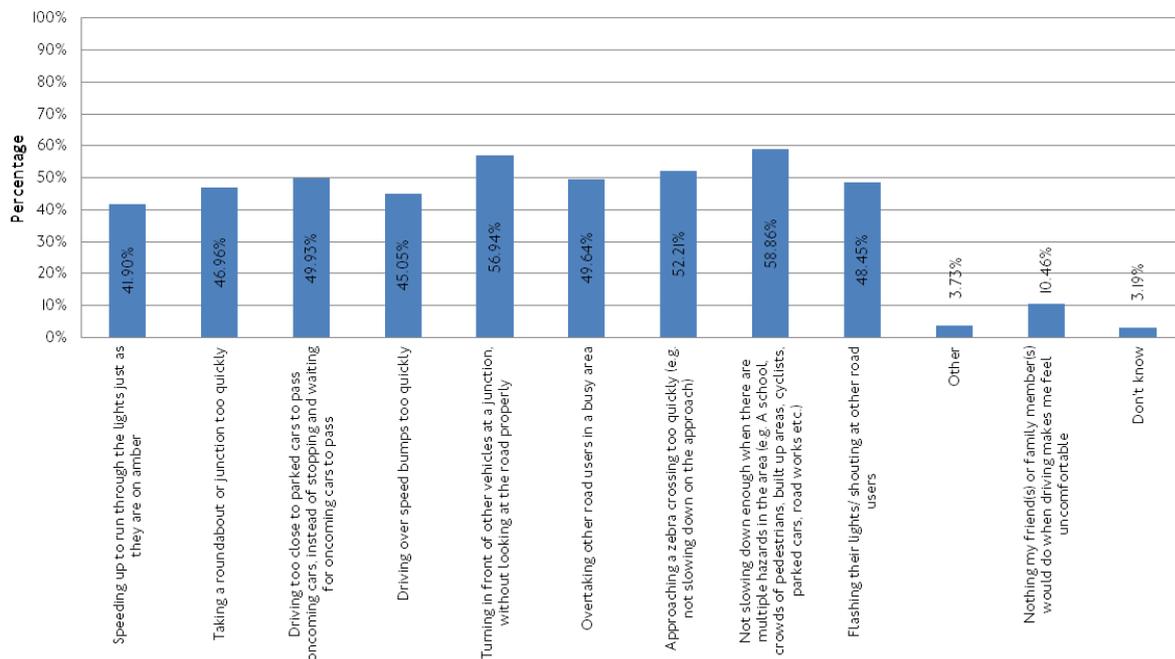
Also 29 per cent felt uncomfortable telling a friend or family member to slow down. This worrying statistic suggests that many drivers may be driving in London unaware that they are driving at an unsafe speed and that their passengers feel uncomfortable about this.

103 people have tragically died on London's roads already this year and analysis by TfL of historical casualty figures recorded by the Police suggests that speed accounts for 37 per cent of all deaths and serious injuries. Collision data from around the world is very clear. It shows that the faster a vehicle is travelling; the more likely a collision will occur because the driver has less time to react, stop or avoid the collision; and the more severe an injury resulting from the collision will be.

While many people driving may feel they are driving safely by adhering to speed limits, their speed may be considered unsafe due to other factors, such as being near to a school, a busy location with many other road users, weather conditions, turning at a junction or driving over or through speed restrictions too quickly.

As part of the YouGov research, passengers who travel at least once a month were asked about various driving behaviours and how they feel about them. These showed that more than half of people surveyed feel that behaviours such as not slowing down when there are multiple hazards in the area, including by schools or on the approach to zebra crossings, both of which are easily avoidable by drivers, make them feel uncomfortable.

**Thinking about being a passenger in a friend or family member's car, which, if any, of the following driving behaviours would make you feel uncomfortable? (Please select all that apply.)**



To help tackle unsafe speed across London, TfL has launched a powerful new marketing campaign which is designed to generate understanding amongst drivers that the speed at which they travel has a wider impact. Also that speeds that they may feel comfortable with behind the wheel can be unsafe for passengers and other road users.

The campaign, 'Watch Your Speed', which includes a new TV advert that premieres this evening, illustrates how driving at speed is perceived through the perspective of friends and family and encourages drivers to ensure they drive appropriately for the road and their passengers. The campaign supports TfL's wider work on reducing speed-related collisions across London, which includes new 20mph speed limits to be introduced in central London early next year, increased speed enforcement by the Metropolitan Police and fitting more than 700 buses with Intelligent Speed Assistance to limit the speed at which they can travel.

**Stuart Reid, TfL's Director of Vision Zero said:** "People are seriously injured or die on our roads each day. It seems that driving at an unsafe speed has now sadly become socially acceptable and many people simply don't think of it as a risk. Nobody gets behind the wheel intending to kill or harm someone but all too often, the way people choose to drive results in death or serious injury. This has devastating consequences for the victim, the driver and their families. I would urge drivers to slow down and also encourage people who feel uncomfortable with the speed they're being driven at to speak up.

"Human life is so precious and we are committed to working to reduce this suffering but we all have a part to play. Through our wider Vision Zero programme we are targeting the root causes of road casualties. By doing so, we can make London's roads safer and achieve our goal that, by 2041, all deaths and serious injuries will be eliminated from London's transport network."

**Chief Superintendent Colin Wingrove, in charge of the Met's Road and Transport Policing Command, said:** "Excess speed is a usual factor in more than 30 per cent of collisions.

"Exceeding the speed limit has dangerous and serious consequences; and is an offence under the Road Traffic Act. People who do so are not properly in control of their vehicle and are more likely to be involved in a collision that can seriously harm the driver, passengers and other road users. "It takes seconds to remind a driver that they are exceeding the speed limit, and in return could save multiple lives."

**Sam Bird is a British racing driver in the all-electric Formula E championship for the Envision Virgin Racing team.** The 32-year-old is no stranger to the capital's roads being a former winner of the London E-Prix and will be aiming to repeat this feat when the series returns next summer to London's ExCeL. Speaking in support of the new road danger reduction initiative, Bird said: "As a professional racing driver, you develop the skills to be able to control a vehicle at high speed but, more importantly, you are fully aware that there is a time and a place for driving fast and a time not to. Driving inappropriately is dangerous regardless where it happens and no-one should be made to feel unsafe by someone else's driving."

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1005 adults. Fieldwork was undertaken between 3rd and 7th October 2019. The survey was carried out online. The figures have been weighted and are representative of all London adults (aged 18+).

ENDS

