

Travel Safe Bucks want to make sure that their work is being distributed across the local community via our Parish Councils, and so will be sending out regular email updates with road safety news. Please distribute this information as you see fit within your Parish.

## **Speed Awareness Campaign continues...**

Throughout the month of August, we have been running a speed awareness campaign to support Thames Valley Police (TVP) with their increased enforcement during August. Every day we have been sharing a different snippet of info about speeding on our Facebook page (<https://www.facebook.com/TravelSafeBucks/>) and our Twitter feed (<https://twitter.com/TravelSafeBucks>) There's just a couple of days left but it's not too late to go and have a look at some of the tips we've been sharing – why not share them to your own social media channels to spread the message further?

If you've been following the campaign, have you found it useful? We'd love to hear your feedback!

## **Young riders encouraged to #ridebetter**

A new campaign has been launched in London in an effort to resonate with young riders and help influence their decisions. The campaign has been developed by 2Wheels London on the back of statistics that show motorcyclists and moped riders are among the most vulnerable road users in London – a figure which rings true across most of the country too.

The campaign features eight videos designed to encourage riders to use the roads in a manner that gives them the best chance of staying safe and avoid being in a collision. Each film features 'Angry AI', who acts as the 'devil on your shoulder', encouraging bad behaviours. You can find out more about the campaign here: <http://roadsafetygb.org.uk/news/young-riders-encouraged-to-ignore-angry-ai/>

Whilst the campaign is aimed at Londoners, it is important for *all* motorcyclists to take heed and keep safe on the roads. Why not sign up to one of our Be A Better Biker courses to gain skills that will help improve your safety and enjoyment on a bike? <https://www.buckscc.gov.uk/services/transport-and-roads/road-safety/book-a-motorcycling-assessment/>

Feel free to share the Angry AI films across your own social media and raise awareness of biker safety. Don't forget to use the hashtag #ridebetter



### 3 Tips to remember when driving in rural areas

Harvest season is in full swing, which means more tractors and agricultural vehicles on the roads. They're big, they're heavy and they're slow moving – if you're in an accident, the chances are that you'll come off worse than the tractor! We want you to be safe on the roads of Buckinghamshire. Be more careful than ever on rural roads and make use of these top tips...

- Brake before the bend! If you whizz around a bend at top speed and then see a tractor, an animal, a horse rider or a pedestrian, it will be too late. Brake before the bend!
- If you get stuck behind a slow moving vehicle like a tractor, be patient. Dips in roads, bends and other junctions joining your road often hide oncoming vehicles, so unless it's absolutely safe, don't overtake.
- Anticipate potential hazards. Look out for upcoming bends, hidden dips, blind summits and concealed entrances.

59% of fatalities occur on country roads. Please don't be one of them. Drive safely.

### Safe Drive Stay Alive 2019: Save the date!

Safe Drive Stay Alive is back for another year. The hard hitting road safety road show teaches young people across Bucks about the importance of not speeding or using your phone or drink driving and reminds them of the importance of wearing a seat belt, made all the more impactful with the appearance of emergency services and survivors of road accidents. To book your place, contact June Howlett at [t: jhowlett@buckscc.org](mailto:jhowlett@buckscc.org)

### Interesting road safety news...

If you're interested in what's going on in the world of road safety at the moment, here's a few links to some interesting stories!

- HGV 'supercabs' are improving motorway safety, recording nearly 200 offences in just one week: <http://roadsafetygb.org.uk/news/hgv-supercabs-to-improve-motorway-safety/>
- New drink drive figures released, showing a need for 'decisive action' to stop repeat offenders: <http://roadsafetygb.org.uk/news/decisive-action-needed-to-stop-repeat-drink-drivers-brake/>
- Do you drive a commercial vehicle? Why not attend the FREE Commercial Vehicle Safety conference: <http://roadsafetygb.org.uk/news/agenda-taking-shape-for-north-west-commercial-vehicle-conference/>