



Road Safety Week 2014 Evaluation report



The headlines

Nearly 10,000 schools and community groups registered to take part – a record
Information on more than 500 confirmed activities were collected afterwards
Print and online media reached a potential audience of 44 million
Broadcast coverage reached a potential audience of 19 million
Brake tweets reached a potential audience of two million
11,750 visits to roadsafetyweek.org.uk during November
30,593 visits to Brake.org.uk during November – most ever in a month
68% of UK police forces carried out heightened enforcement activity

Summary

Road Safety Week 2014 took place 17-23 November, coordinated by Brake, the road safety charity, with headline sponsorship from RSA and Specsavers, grant funding from the Department for Transport, and the involvement of thousands of schools, organisations and communities.

This year's theme was both of wide appeal, so it worked well from a school, company and community engagement perspective, and designed to help communicate vital awareness-raising messages through a powerful media and communications campaign during the Week itself. '[Look out for each other](#)' **highlighted that roads are shared spaces, used by different road users** – HGV drivers, car drivers, motorcyclists, cyclists, horse riders, pedestrians; but ultimately, these are all just people trying to get about, so we all have a responsibility to do all we can to look after each other, particularly drivers towards the most vulnerable. We used the media campaign to emphasise the importance of streets being safe for people to walk and cycle, helping to create communities in which people can live as happier and healthier citizens. We called on drivers to play their part in this by slowing down, looking carefully at junctions, and giving people on foot and bike plenty of room and consideration. In this way, we helped to extend the road safety debate into the realm of social policy, especially public health.



The theme was brought to life through eight media launch events across the UK – Edinburgh, Sunderland, Birmingham, York, Salford, Bridgend, Portsmouth and a national launch at Marble Arch, London – with activities that helped us communicate our campaign messages in a positive and engaging way.

ACPO and Police Scotland confirmed their support and involvement and both issued guidance to forces to carry out heightened enforcement action during the week. 30 police forces confirmed that they carried out such activity. The total number of vehicles stopped during the Week was 16,757, with 12,774 enforcement measures dealt with. Of those, over half were related to speeding offences.

Thanks to **widespread marketing**, community involvement continues to be at the heart of the event. Marketing this year included e-cascades to all registrations from 2013, articles in our various bulletins for members of the public, educators and professionals, 12 marketing press releases to key specialist media, and enlisting the help of 51 partner organisations in promoting RSW).

Emergency services, local authorities, schools, youth groups, and organisations took advantage of the Week to raise awareness of road safety locally, by running campaigns, roadshows, workshops, demonstrations and giveaways. **A record 9,661 schools, organisations and communities registered**

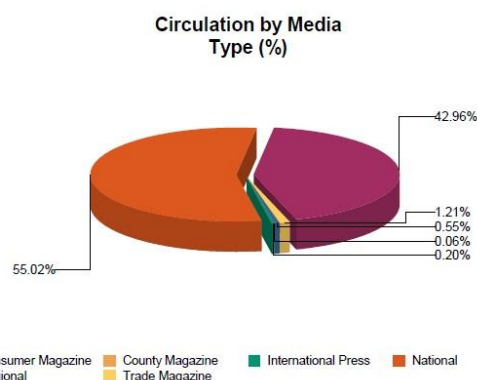
to take part in Road Safety Week 2014 via an online form, stating what activities they were planning, up 24% from 2013. After the event, we have so far (to 16 December) collected feedback and information on 504 activities that took place at grassroots level during the Week. Some case studies can be viewed [here](#).



To support involvement, Brake made a range of improvements to the information on the dedicated [Road Safety Week site](#), which received an average of 9,177 unique visitors per month September-November, and sent [e-action packs](#) to all those who registered. These included **downloadable road safety posters and web adverts, plus guidance** on organising effective activities. Brake also issued monthly countdown bulletins to registered participants with ideas, tips and case studies to encourage active participation.

Media campaign

Brake's RSW 2014 media campaign was hugely successful, reaching millions with crucial road safety messages. Brake issued bespoke releases for each of the 12 main media regions, plus a national news release and specialist releases, promoting the campaign's messages. These were issued and sold-in to media intensively in the two weeks running up, to generate interest, set up interviews for Brake staff and bereaved and injured volunteers, arrange additional filming opportunities, and secure attendance at launches.



The story: Through the DVLA, Brake obtained statistics revealing the extent of 'careless' driving and speeding across the UK. Through thorough data analysis, regional releases, including regional breakdowns, were created. This significantly increased coverage among regional and local media. To accompany this, a survey of 5,000 school children revealed their worries about walking and cycling. Read the national release [here](#).

Crucially, the media campaign was once again supported by [Brake volunteers](#) who had experienced a bereavement or injury. These volunteers gave media interviews (from launch events or their homes) to give an insight into the devastation caused by road crashes. In each case Brake spent considerable time in the run up gathering and verifying information and writing up case studies, and liaising with volunteers to ensure they felt comfortable and supported. These volunteers included:

- **Iris Yee**, whose partner, **Lidia Zoetemelk**, from London, was killed instantly, travelling to work on her 50cc scooter when she was hit by a turning truck. [Find out more](#)
- **Caroline MacIntyre**, whose husband, **Jason**, from Fort William, a well-known Scottish racing cyclist, was hit by a van while on his bike. He died on the way to hospital. [Find out more](#)
- **Avril Child**, mother to **Sarah**, from Birmingham, killed by a speeding driver while crossing the road. [Find out more](#)
- **Caroline Hannah**, mother to **Tyrese**, 7, from Swindon was killed, while walking on the pavement with his mum. [Find out more](#)

Supporting the media campaign, a range of **public affairs activities** took place, including a photo opportunity with the UK road safety minister, Robert Goodwill MP, who proudly wore the Brake t-shirt, and shadow UK road safety minister, Richard Burden, who facilitated our MP drop-in session on the Monday. This was attended by 32 MPs. An [early day motion](#) highlighting the RSW campaign was signed by 52

MPs. A separate motion in Holyrood, seat of the Scottish government, attracted 32 signatures. Parliamentary questions were also submitted, including [this one from Caroline Lucas MP](#).

The campaign also benefitted from supportive quotes from the UK and Scottish road safety ministers, and senior police officers. This helped give the campaign weight.



Brake's eight media launches involved photocalls and filming opportunities organised by Brake in the months leading up in partnership with emergency services and local authorities. All these launches took place on the Monday of the Week to maximise coverage. The launches were mostly attended and run by Brake staff, with one run by a trained media volunteer carefully briefed by Brake, with Brake staff also available to give remote interviews for other regions from studios. The launches were all held outdoors, involving members of the public.

Road safety practitioners, including police, fire and local authority officers, once again played a key role in the launches, running demonstrations and activities. The Metropolitan Police's [Exchanging Places](#) scheme was used at the national launch in London and replicated at several others, showing road users being encouraged to take a different perspective and put themselves in each others' shoes.

"Thought bubbles", were produced, and held up by people for photos, bearing pledges or wishes appropriate for different types of road user: cyclists, walkers and drivers. Emergency service personnel, in uniform, played a key role in running activities at most launches, with many also attended by local authority and school representatives, reflecting their organisations' commitment to road safety.



An innovation this year was an official RSW single, from the band, Me for Queen. They had previously created an album, largely inspired by the band's experience of cycling around London. Their latest single and video, [Slow Jam \(Look Out\)](#) was timed for release on the 17th and the band gave a performance at the national launch event.

Brake recognises that securing UK-wide media coverage is critical to the success of the Week. Brake, and partners, achieved the following coverage that specifically referenced Road Safety Week:

33 items of national coverage:

- 10 broadcast (inc BBC Breakfast, ITV Good Morning Britain, Sky News Sunrise and Sky News Radio)
- 24 press and online articles (inc BBC News online, Daily Express, Daily Mirror, Daily Star, ITV.com, Mail on Sunday, Daily Telegraph, Guardian and The Times)

1,050 items of regional and local media coverage:

- 44 TV (covering every major UK TV region on BBC, ITV or both, including BBC London, STV, UTV and BBC Wales)
- 131 radio (comprehensive regional coverage on both BBC and independent stations, from BBC London, BBC Scotland and BBC Wales, to 15 Heart FM regions)
- 879 press and online articles (including major publications such as Evening Standard (London), Manchester Evening News, The Scotsman, Northern Echo, Wales Online, and Yorkshire Post)



101 items of specialist, trade and consumer coverage:

- 101 press and online articles (including BT.com, Cycling Weekly, Fleet News, Primary Times, Road.cc, The Guardian Teacher’s Blog and Yahoo! News)

The above figures include coverage in advance of the Week marketing it to key audiences, which included 64 items of coverage in regional, specialist, trade and consumer press.

During November – for which Road Safety Week accounted for the overwhelming majority of Brake’s media coverage – Brake reached a potential audience of over 34 million in print media alone, with an AVE of £790,723. Online media coverage reached a potential audience of almost 10 million in the same period – Brake is unable to calculate the AVE of this coverage. Broadcast coverage during the Week itself reached a potential audience of over 19 million, with an AVE of £582,660. This gives a **combined potential reach of approximately 53 million, with an AVE of at least £1,373,383.**

In addition to traditional media coverage, Brake significantly increased its social media activity in Road Safety Week 2014, on both Twitter and Facebook. Brake’s Twitter following increased by over 600 during the Week, with the total now at over 9,000.

Brake tweeted on 472 occasions in the run up to, and during, the Week, compared to 58 tweets last year. These tweets were **retweeted 1,318 times**, compared to 677 times in 2013, at peak **reaching a potential 2,123,692 users**. At the time of writing, Brake ranked number two in the Health and Safety Top 500 - a leader board recognising the most active twitter users involved in health and safety.

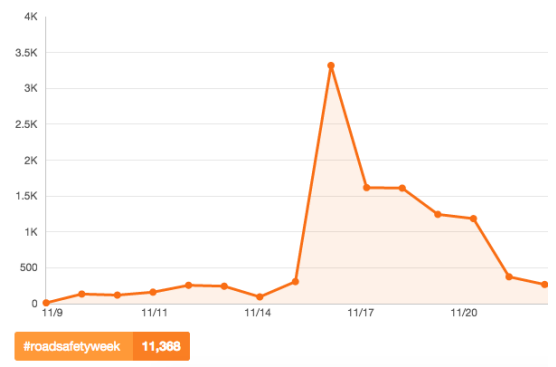
On Twitter, **#RoadSafetyWeek** has been used 11,368 times in the month from 9 November to the 9 December, peaking at approximately 3,400 during the Week itself.

#LookOutForEachOther was used 2,741 times over the month, with a peak of approximately 1,200 uses during the Week itself.

The most popular tweet, on 17 November, was retweeted 97 times, a 34.7% increase on 2013, reaching 87,655 people, over 20,000 in the first two hours alone.

Tweets per day: #roadsafetyweek

November 8th — December 8th



The Road Safety Week Thunderclap surpassed its target by 35%, reaching 657,924 people, with the Department for Transport sharing the Tweet with 42,990 followers.



Tweets most retweeted

- Brake road safety @Brakecharity 9:01 PM - 17 Nov 2014 via Hootsuite **97** **14**
This is why it's so important to #LookOutForEachOther on the roads [ow.ly/EplWt](http://t.co/YqAKINNXnR) #RoadSafetyWeek
- Brake road safety @Brakecharity 12:19 PM - 10 Nov 2014 via TweetDeck **54** **13**
Are you ready? #RoadSafetyWeek It's time to #LookoutforEachOther <http://t.co/bbzM80Ro45>
- Brake road safety
Every day 5 people are killed on UK roads. As part of #RoadSafetyWeek we are campaigning to stop the 35 people that die on roads every week.
- Brake road safety @Brakecharity 8:00 PM - 17 Nov 2014 via Hootsuite **42** **12**
We revealed figures showing extent of selfish driving: [ow.ly/EplWp](http://t.co/SEepFnC3Pn) #RoadSafetyWeek #LookOutForEachOther
- Brake road safety @Brakecharity 9:01 AM - 18 Nov 2014 via Hootsuite **40** **9**
#Cyclists - take part in our #RoadSafetyWeek competition with great prizes from @BrainyBikeLight: <http://t.co/pS4esEJevP>

Community engagement

Through partnership working, Road Safety Week inspires thousands across the UK to devote personal and professional time to activities raising awareness of key road safety issues.

Carrying out email and online marketing, maintaining and developing the Road Safety Week website as an information hub, and distributing free resources encourages schools, organisations and community groups to get involved in the Week at little to no cost, other than time invested.



Brake began marketing Road Safety Week 2014 almost as soon as last year's Week was over; issuing e-cascades and press releases announcing the date and theme. This marketing continued throughout the year, with promotional e-cascades sent to the 7,795 registrations from 2013, numerous articles in each of our various bulletins for members of the public (c. 8k subscribers), educators, nurseries and youth workers (c. 9k subscribers) and professionals (c. 3k subscribers), plus a series of 12 marketing press releases targeting specialist/trade media, and links, articles and promotions set up with 51 partner organisations. Brake also developed search engine optimisation for the RSW site and used charity Google ads to promote the Week.

This marketing encourages involvement from both those working in the road safety field and others keen to promote road safety, directs people to the RSW website, and encourages them to register to get their free e-action pack. The impact of marketing is clear from the surge in traffic to the RSW website in the run-up, with 48,466 unique visitors over the course of the year to date (1 Jan – 15 Dec), 57% of which in September-November. During these months there were on average 9,177 unique visitors per month.

Community engagement in the Week continued to grow significantly, with a record 9,661 registrations this year, up 24% on 2013. All these registrations came through the dedicated [Road Safety Week site](#), which includes a range of information and ideas to inspire key groups to get involved. All those who registered were sent [e-action packs](#) with **downloadable road safety posters and web adverts, guidance** on organising effective activities, and Brake's newly revised and extended guide to teaching road safety.

Brake also issued **monthly countdown bulletins** to registered participants with ideas, tips and case studies to encourage active participation, and ran **two webinars in September** to offer guidance and ideas on utilising the theme and running successful activities. The first webinar, for companies, was attended by 62 delegates and also viewed 140 times online. The second, for road safety professionals, was attended by 20 delegates and viewed 53 times online.

Local authority road safety teams, emergency services and road safety partnerships continued to use the Week as a hook for boosting involvement in and achieving publicity for year-round work. The focus given by the Week can provide new opportunities for partnership-working and outreach, giving organisations a chance to engage key audiences through the excitement of participating in a national event. Many local agencies team up to pool resources and maximise impact.

Many get involved every year, recognising the Week as an important feature in their calendar. Emergency services seem to especially value the Week as an opportunity to raise awareness and boost engagement, and Brake was



pleased to again work with ACPO, CFOA and Road Safety GB to promote involvement. Brake was pleased to see that many participating organisations took on board the 'look out for each other' message and communicated this.

9,661 planned community involvement activities were reported to Brake via the registration form on the Road Safety Week website in advance. These break down as follows:

6,086 educators registered, of which (numbers overlap):

- 2,104 were planning to run road safety assemblies
- 1,948 were integrating road safety into the curriculum
- 1,333 were making a road safety display or creating posters or banners
- 1,289 were promoting road safety or in their newsletter or a mailing to parents
- 763 were inviting a road safety professional to deliver a talk about road safety
- 394 were running practical roadside pedestrian or cycle training with help from their local authority
- 236 were running a campaign calling for safer streets and driving in their community
- 221 were engaging young people to promote road safety
- 195 were holding a road safety event for parents or the local community

743 community groups and volunteers registered, of which (numbers overlap):

- 230 were running road safety educational initiatives or activities with local schools or clubs
- 192 were planning an event, stand or roadshow
- 190 were running publicity activities promoting safer road use, such as displaying posters, handing out flyers, or including info in a newsletter
- 183 were promoting road safety online or by email
- 157 were making a Road Safety Week display, for example in a supermarket, library or shopping centre
- 80 were planning to engage local media
- 70 were planning a local campaign
- 28 were planning fundraising activities



1,192 road safety professionals, including emergency services, driving instructors and local authority road safety teams registered, of which (numbers overlap):

- 655 were delivering road safety training or educational activities
- 532 were running road safety publicity activities, such as displaying posters or issuing communications
- 422 were promoting Road Safety Week online
- 389 were working in partnership with schools or community groups
- 380 were running a road safety awareness event, roadshow or open day
- 193 were engaging local media in their activities
- 185 were running a road safety enforcement campaign
- 53 were running 2young2die workshops with young people

1,640 companies and organisations registered, of which (numbers overlap):

- 462 were promoting Road Safety Week to staff through internal communications
- 481 were putting up a road safety display in their office, foyer or depot
- 372 were promoting Road Safety Week to their partners and customers
- 314 were working with local educators or community groups on a road safety initiative
- 309 were promoting Road Safety Week on their website or via social media
- 284 were planning an educational or training session to promote safe driving to employees
- 236 were launching a new road safety initiative or campaign

113 were running a fundraiser for Brake

After Road Safety Week, Brake collected information on 504 (as of 16 December 2014) school, community and company involvement initiatives that took place, consisting of 232 respondents to a feedback survey issued to those who registered, 195 confirmed Beep Beep! Day events, 13 confirmed Bright Days, 34 organisations who gave direct feedback on their activities, and 30 police forces who ran enforcement activities during the Week. Brake is confident there will be many more initiatives that took place but have not been reported. While it will never be possible to measure precisely levels of engagement in the Week because of its nature, Brake is pleased to continue to be able to collect significant levels of post-event feedback, and is committed to encouraging as many participants as possible to do so. In 2013, we collected information on 564 grassroots activities after the event, and we expect the number of confirmed activities in 2014 to continue to rise to above this level in coming weeks.

Examples of community and organisational activities that took place are available [here](#).

After the Week, Brake issued a short feedback survey to those who registered. This asked for views on materials provided and how activities went. Feedback was extremely positive on the quality of resources, information on the RSW website, and around getting involved again in future.

Organisations fed back that:

- 81% used the downloadable posters from the e-action pack; with 80% thinking they were appropriate for the audience they worked with
- 83% used information and guidance from the action pack to inform and plan their activities
- On average the action pack was rated eight out of 10
- **88% are planning to get involved in RSW again next year.**

Educators fed back that:

- 76% used the downloadable posters from the e-action pack; with 78% thinking they were appropriate for the audience they worked with
- 89% used information and guidance from the action pack to inform and plan their activities
- On average the action pack was rated eight out of 10
- **90% are planning to get involved in RSW again next year.**

Communities fed back that:

- 63% used the downloadable posters from the e-action pack; with 68% thinking they were appropriate for the audience they worked with
- 91% used information and guidance from the action pack to inform and plan their activities
- On average the action pack was rated eight out of 10
- **77% are hoping to get involved in RSW again next year.**

Looking forward to 2015



Brake has set the date for Road Safety Week 2015 - **23 to 29 November** – a week suitable for school involvement, and avoiding clashes with other activities as much as possible. This is a week later than in previous years to avoid clashing with anti-bullying week. As in previous years our marketing will continue to emphasise that community involvement in the Week can focus on any road safety topic. Our campaign strapline and messages are being developed and an overview of the theme will be announced on the Road Safety Week site in late January, alongside a wave of marketing activity.

Our initial intentions in delivering the 2015 Week, Brake's 20th anniversary year, include:

- Make use of participants' feedback and examples of road safety and public health materials and campaigns from around the world, to ensure information and resources provided through the website and our e-action packs is of the highest quality, relevant, attention-grabbing and effective
- Create an increased range of multi-media resources for distribution through the action packs and use by participants
- Continue to use our email marketing platform to provide high quality countdown bulletins and a well-presented action pack, while also directing participants to a wider range of guidance, information and resources available on Brake's and others' websites
- Encourage community involvement and participation in the campaign Brake delivers during the Week, by providing ideas and materials in advance that communities can use to promote the messages of this campaign, including template press releases they can issue to their local media highlighting their involvement
- Further solidify and tap into our growing network of voluntary, community and educational partners and marketing routes to ensure that we engage an even wider audience
- Maintain and develop key partnerships with trade/sector bodies that are critical in promoting involvement in the Week to important audiences (e.g. the Association of Chief Police Officers and Chief Fire Officers' Association), engaging them early in the year to secure their commitment to promoting participation in the event and ensuring participants have plenty of time to plan activities
- Promote specific fundraising activities to key audiences, which are relevant to the theme and include an awareness-raising element
- Develop the Week's online presence and continue to aim to drive more traffic to the RSW site, particularly by continuing work to develop SEO, reviewing sources of traffic and aiming to achieve more coverage on important partner sites
- Ensure the surge in traffic generated by media coverage is effectively captured, through engaging visitors in the campaign, encouraging year-round in engagement in road safety, and promoting the following year's event
- Run key media launches on the Monday again, but probably with a smaller number of events on a bigger scale, where possible, engaging launch event partners to run public-engagement activities linked to their wider programmes, so these support year-round local road safety work
- Again seek to obtain and release data that can be broken down locally, and work with police to aim to arrange an enforcement campaign, to add weight to the campaign and maximise impact
- Ensure media events include simple, visually effective filming and photo opportunities that clearly demonstrate our message
- Continue developing the reach of the campaign on social media, such as possibly through additional platforms, and stepping up engagement of partners with a strong presence.



Brake will be developing this plan, in consultation with partners, and in light of feedback received from organisations and communities that took part in 2014.

Road Safety Week 2014 was coordinated by Brake, with headline sponsorship from RSA and Specsavers, support from the Department for Transport, and the help and involvement of volunteers, schools, colleges, nurseries, local authorities, emergency services and organisations across the UK. A huge thanks to everyone who got involved and made this event possible.

