

IT'S NEVER JUST

A LITTLE BIT

**THERE'S NO EXCUSE
FOR SPEEDING**

#DriveSmart
SPEED CAMPAIGN



**Safer
Scotland**
Scottish
Government

1 WHAT IS THE SPEED CAMPAIGN?

Speed is always a dangerous driving behaviour, which can have devastating consequences. The majority of people (at least occasionally) exceed the speed limit and latest figures show excessive speed was reported as a contributory factor in 21% of fatal accidents.¹

Speed is a key priority for the Scottish Government and an integral part of the Road Safety Framework to 2030.

To tackle the serious issue of speeding on Scotland's roads, the Scottish Government and Road Safety Scotland (part of Transport Scotland) have launched a road safety campaign urging drivers to watch their speed and consider the severe consequences a

collision can have on the lives of many – including the driver, their family, the victim's family, the emergency services and witnesses.

The Scotland-wide campaign highlights some of the excuses commonly used by drivers to justify their speeding behaviours, while reminding those behind the wheel that, if they're caught, they could face severe penalties such as losing their licence, a substantial fine, a criminal record, unemployment, and possibly even a prison sentence.

It doesn't matter if you think you're only speeding 'a little bit' – there's no excuse for speeding.

¹ Transport Scotland - Reported Road Casualties Scotland 2020

2 THE CAMPAIGN AND HOW YOU CAN GET INVOLVED

There are many ways you can get involved with and support the campaign. From sharing our content on your own social media channels to partnership activity, we appreciate your help in spreading these important messages as widely as possible.

ADVERTISING

The campaign will run across a number of platforms throughout Scotland including radio, social media and outdoor.

PARTNERSHIPS

We are working with a number of stakeholder partners to ensure the campaign reaches as many as possible. If you would like to work with us, please contact roadsafetyscotland@leith.co.uk

PR

We are always on the lookout for real stories, featuring real people, to add impact and help communicate our messages in a way that speaks to drivers across Scotland. If you have experience of the consequences of speeding and would like to share your story with us, we'd love to hear from you. Perhaps you've accidentally exceeded the speed limit on your way home from work or on the school run, or one of your family members has been involved in a speed-related collision. Please get in touch at roadsafety@smarts.agency

Social Media

SOCIAL MEDIA

We will share campaign assets through Road Safety Scotland's Facebook and Twitter accounts, including infographics, short films and campaign visuals. We would appreciate if you would share our content through your own social media channels. Here is what you need to know:

- Our Facebook page is here:
facebook.com/roadsafetyscotland
- Our Twitter handle is **@RoadSafetyScot**
- The campaign hashtag is **#DriveSmart**
- Here is a shortened URL which links to the website:
bit.ly/3qwkGko
- Finally, you can access and download social media assets on the stakeholder page on our website:
bit.ly/3urNcpy

Social media examples

Here are a few example posts you might want to share with your followers to show your support.



We're supporting the **@RoadSafetyScot** campaign reminding drivers there's no excuse for speeding. Find out more on **bit.ly/3pvWY6t #DriveSmart**



Speeding is always a risk. Whatever your excuse, it's still speeding. More on **bit.ly/3pvWY6t #DriveSmart**



Speeding can have devastating consequences on the lives of many. There's no excuse. Read more on **bit.ly/3qKnYRf #DriveSmart**



It doesn't matter if you're a little bit over the speed limit – it's still speeding. Find out more about the risks and consequences on **bit.ly/3qKnYRf #DriveSmart**

3 KEY MESSAGES

OVERALL CAMPAIGN MESSAGES

- It doesn't matter if it's a little bit too fast or you didn't mean to, there's no excuse for speeding.
- Speeding can have devastating consequences on the lives of many.
- A collision involving speed affects more than just you and your car – it also has an impact on your family, the victim's family, the emergency services, and people who witness it.
- If you are caught speeding you could face severe penalties such as losing your licence, a substantial fine, a criminal record, unemployment, and a prison sentence.
- Latest figures show excessive speed was reported as a contributory factor in 21% of fatal accidents.¹

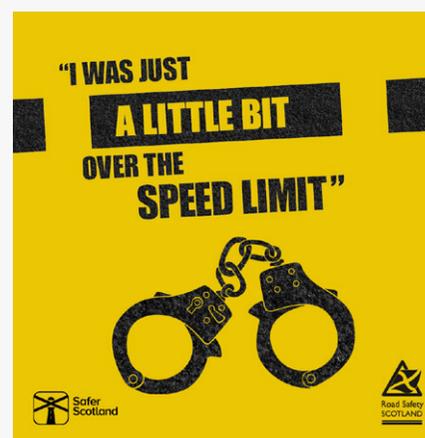
¹ Transport Scotland - Reported Road Casualties Scotland 2020



- Common excuses for speeding are running out of petrol, the road being quiet, and keeping up with traffic also being perceived as exceeding the speed limit.
- Speed is a key priority for the Scottish Government and an integral part of the Road Safety Framework to 2030.
- Speeding is always a risk. Whatever your reason, it's still speeding. #DriveSmart.
- For more information visit roadsafety.scot/topics/speed

SPEEDING

- Research shows the majority of people (at least occasionally) exceed the legal speed limit:²
 - 33%** of people admit to exceeding the speed limit by 5mph in 30mph zones at least once in the past year.
 - 31%** of people exceeded the speed limit by 5mph in 20mph areas in the last year.
 - 8%** admit to having driven at least once in the past year at 90mph on the motorway.
 - 27%** of drivers admit to having sped up through amber at least once in the past year.
 - 13%** admit they have exceeded the speed limit by 10 mph in a 30mph zone.²



2 Transport Scotland - RITS: Driver attitudes and behaviours tracker (August 2021)

4 SAMPLE COPY

If you would like some copy about the Speed campaign for your website, newsletter or other communications channels, feel free to use this as a guide.

There's no excuse for speeding

Campaign highlights the devastating consequences of speeding

A campaign has been launched by The Scottish Government and Road Safety Scotland* to tackle the serious issue of speeding, with a clear message for all drivers – There's no excuse for speeding.

Latest figures show excessive speed was reported as a contributory factor in 21% of fatal accidents.¹

The majority of people (at least occasionally) exceed the legal speed limit:

- **33%** of people admit to exceeding the speed limit by 5mph in 30mph zones at least once in the past year.
- **31%** of people exceeded the speed limit by 5mph in 20mph areas in the last year.
- **8%** admit to having driven at least once in the past year at 90mph on the motorway.
- **27%** of drivers admit to having sped up through amber at least once in the past year.
- **13%** admit they have exceeded the speed limit by 10 mph in a 30mph zone.²

The Scotland-wide campaign highlights some of the excuses commonly used by drivers to justify their speeding behaviours, while reminding those behind the wheel that, if they're caught, they could face severe penalties.

It doesn't matter if you think you're only speeding 'a little bit' – there's no excuse for speeding.

For more information visit roadsafety.scot/topics/speed or check out the Road Safety Scotland Facebook and Twitter (@roadsafetyscot) pages.

* part of Transport Scotland

1 Transport Scotland - Reported Road Casualties Scotland 2020

2 Transport Scotland - RITS: Driver attitudes and behaviours tracker (August 2021)

5 CONTACT

If you want to get involved with the campaign or have any questions, suggestions or comments, please contact the team.

SCOTTISH GOVERNMENT

Amy Witherspoon
amy.witherspoon@gov.scot

PR

Katrina Muir/Anna Hendry
Smarts
0141 222 2040
roadsafety@smarts.agency

