

Just click for road safety

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An exciting new website has been launched promoting the work of the Staffordshire Safer Roads Partnership.

The website can be found at www.staffssaferroads.co.uk and is really interactive with games, feeds to You-Tube and Twitter, and opportunities for feedback and involvement.

It's full of useful information for everyone:

- safety campaigners
- schools and parents
- drivers who want to improve
- drivers who have got a ticket
- students doing a project
- cyclist and pedestrians wanting action
- bikers wanting information and training
- information on speed cameras
- employers wanting support.

The website is the front door to an operation which has won awards for innovation and excellence in tackling death and serious injury on our roads.

Staffordshire Safer Roads Partnership brings together all the road safety actions of Staffordshire County Council, Staffordshire Police, Staffordshire Fire and Rescue Service and Stoke-on-Trent City Council.

The team brings together every aspect of road safety action from cycle training for kids through to motorcycling campaigns and driver offender programmes.

Staffordshire's Highways cabinet member Mike Maryon said: "The website shows how we can really make a difference by targeting our activities at key vulnerable road user groups such as young drivers and motorcyclists. Last year we managed to reduce the number of casualties by more than 20%.

"The website gives you a taste of the amazing range of actions that is going on 365 days a year to save lives".

"Whether it is education, awareness raising, training, engineering or enforcement issues - it is all just a click away on the internet".

"The new website provides a mass of information whether you are concerned about the speed of traffic where you live, a parent trying to find out how to keep your child safe during the winter, a young driver wanting to know what training is

available to them or if you want to know where the mobile cameras will be this week, the website will have the answers," he said.

Superintendent Juliet Prince of Staffordshire Police explains:

"The success is in the mix. Every accident location is unique and needs a different programme of action. This could include engineering traffic calming, a speed awareness campaign or a community speed watch group. We would much rather educate and modify driver behaviour through driver retraining and publicity campaigns. Speed cameras and ticketing is a last resort."

The Staffordshire approach has already made a real difference.

Staffordshire was recently ranked as the third safest county in the country for children with a 19% reduction in those killed or seriously injured.

There has also been 24% reduction in the number of motorcyclists killed or seriously injured with Staffordshire County Council being branded as the most motorcycle friendly in Britain.