

Third phase of an eye catching road safety campaign is launched

Issue Date: 30/07/2010

The third phase of a high profile road safety campaign has been launched along a busy Staffordshire commuter route.

A series of eye catching billboards have been put on the A38 between Fradley and Hilton to remind motorists to their distance from the vehicle in front.

The posters have been put up as part of a year long initiative to urge people to take extra care on the stretch of road.

The campaign got underway towards the end of 2009 with a poster reminding motorists of the dangers of talking on hand held mobile phones.

The second phase of the road safety scheme featured a billboard reminding motorists and passengers to wear their seat belts.

Staffordshire Safer Roads Partnership, which includes Staffordshire County Council, Staffordshire Police, Staffordshire Fire and Rescue Service, has joined forces with the Highways Agency and East Staffordshire Borough Council to host the campaign.

The partnership targeted this particular stretch of road after records revealed that 140 collisions have taken between Fradley Lane and the county boundary from January 1 2007 to December 31 2009. A total of 45 of these involved drivers aged 21-25.

Staffordshire County Councillor Mike Maryon, Cabinet member for Road Safety, said: "This high profile campaign drives home a powerful message to motorists travelling along this busy commuter route.

"The rules are simple and could save your life – keep your distance from the vehicle in front, fasten your seatbelt and don't use handheld mobile phones."