# Vision Zero communications toolkit for Leeds businesses and organisations

## Contents


1. About ..... 1
2. Pledge Promotion ..... 2
3. Artwork ..... 3
4. Template social media messages ..... 4
5. Template message for external community messaging ..... 5
6. Template line for press releases ..... 6
7. Template video script ..... 6
8. Template all staff / CEO email ..... 6
9. Template intranet or blog post ..... 7
10. Key Campaign Dates ..... 8
11. Useful links ..... 8
12. Contact Us ..... 8


## 1. About

This guidance note is to be read before using assets provided in the "*Vision Zero Asset Pack for Leeds businesses and organisations*" provided by Leeds City Council.

The Asset Pack includes the following:

- This guidance note, which includes suggested copy to be used in various communication channels.
- Hyperlinks, included in the Contents section above, will take you to the sections that interest you
- An introductory PowerPoint slide deck that can be used in team meetings
- Branding, logos and style guide
- Collateral: poster and leaflet
- Email signatures
- Social media graphics and video clips
- Information from National Highways about the free Driving for Better Business offer and advice from the Royal Society for the Prevention of Accidents ROSPA about driving impaired, driver eyesight and fatigue.

## 2. Pledge Promotion

The Vision Zero Pledge was launched alongside the Leeds and West Yorkshire Vision Zero Strategy.

It asks members of the public, and organisations, to sign and make a commitment to improve road safety. Things such as driving at appropriate speeds for the conditions, giving road users enough space when passing, submitting dashcam footage to the police or maintaining your vehicle for instance.

The pledge also allows those signing to dedicate it in someone's memory. These dedications are then added to our memorial webpage. We would be grateful if you could support the Vision Zero Pledge both externally and internally as below.

**Externally**

- Share posts on your social media channels.
- Send a message out through any community messaging services you may have.
- Encourage public/high profile figures and any willing staff in your organisations to make a video signing it and encouraging others to do so. If you would like to invite the Chief Operating Officer for Highways and Transportation from Leeds City Council to record a joint signing, please email visionzero@leeds.gov.uk
- Produce a press release about any Vision Zero activities and pledge signing.

**Internally**

- Post it on your intranet site.
- Send an all-staff email.
- Work with internal comms colleagues to spread the message and encourage sign-ups.

Templates to assist with activity can be found below. We would also encourage you to sign it yourself if you haven't already.

## 3. Artwork












To support you in raising awareness of the pledge, we have assets for social media, a poster and a leaflet / pledge card. They can be found under ‘Poster and leaflet’ and ‘Social media assets’. If you need anything else to assist you, please email visionzero@leeds.gov.uk




We would also encourage you to film videos of prominent people in your organisation pledging their support and post those on socials – please tag **@ConnectingLeeds** and **@VisionZeroWY**.

## 4. Template social media messages

| |
|---|
| Our organisation [insert organisation name] are supporting @VisionZeroWY<br><br>We can all improve road safety through simple things like:<br>👍 Driving at safe speeds<br>✔ Giving other road users enough space<br>🔧 Maintaining your vehicle<br><br>Sign the Vision Zero Pledge and commit to what you'll do to make our roads safer.<br><br>Visit https://www.westyorks-ca.gov.uk/vz-pledge/ |
| Our organisation [insert organisation name] are supporting @VisionZeroWY<br><br>463 people were killed or seriously injured on Leeds roads in 2025.<br><br>We all have a role in improving road safety.<br><br>Sign the Vision Zero Pledge and commit to what you'll do.<br><br>Visit https://www.westyorks-ca.gov.uk/vz-pledge/ |
| Our organisation [insert organisation name] are supporting @VisionZeroWY<br><br>17 people died on the roads in 2025. That's 17 too many.<br><br>We all have a role in improving road safety.<br><br>Sign the Vision Zero Pledge and commit to what you'll do to help.<br><br>Visit https://www.westyorks-ca.gov.uk/vz-pledge/ |
| Our organisation [insert organisation name] are supporting @VisionZeroWY<br><br>Do you care about road safety?<br><br>Show your support for keeping everyone safe on our roads by signing the Vision Zero Pledge.<br><br>You can also dedicate your pledge in someone's memory.<br><br>Visit www.westyorks-ca.gov.uk/vz-pledge |

## 5. Template message for external community messaging

**Support road safety in West Yorkshire**

Do you care about road safety?

Show your support for keeping everyone safe on our roads by signing the Vision Zero Pledge.

Your commitment could be simple but important things like driving at safe speeds, giving other road users enough space, always wearing your seatbelt and keeping up to maintaining your vehicle.

You can also dedicate your pledge in someone's memory.

To sign the pledge, visit https://www.westyorks-ca.gov.uk/vz-pledge.

On average, around one person a week dies on the roads of West Yorkshire and thousands of people are also injured every year.

Behind those figures are families, friends and local communities who will be deeply affected.

We all have a role in improving road safety, and together we can bring about change.

A plan to eliminate all road deaths and serious injuries by 2040 was officially launched in Leeds in 2022and then across West Yorkshire in 2024. The Leeds and West Yorkshire Vision Zero Strategies are a new, innovative approach to improving road safety and saving lives across the region.

The strategy focuses on the safe system approach - safe roads, behaviours, speeds, vehicles and an effective post collision response. Under each of these themes sit objectives for the short and longer term but at the strategy's heart is the message that everyone has a responsibility to keep people safe on our roads, and we must all work together to create lasting change.

To find out more about Vision Zero, visit www.visionzerowy.co.uk.

## 6. Template line for press releases

Show your support for keeping everyone safe on our roads by signing the Vision Zero Pledge. You can also dedicate your pledge in someone's memory. Visit

https://www.westyorks-ca.gov.uk/vz-pledge.

## 7. Template video script

We would appreciate you filming videos with prominent people in your organisation pledging their support and post them on socials – please tag **@ConnectingLeeds and/or @VisionZeroWY** in if you do.

| |
|---|
| Hi I'm [NAME AND ROLE] |
| I've signed the Vision Zero Pledge to commit to doing all I can to improve road safety, and I'd urge you to do the same. |
| I have pledged to [STATE WHAT YOU WILL DO] |
| ***OPTIONAL*** I am dedicating my pledge to [SPEAK BRIEFLY ON YOUR DEDICATION IF YOU WOULD LIKE TO] |
| *End screen - To sign the Vision Zero Pledge visit www.westyorks-ca.gov.uk/vz-pledge - fade out to VZ logo (there is a folder of logos in the asset pack)* |

## 8. Template all staff / CEO email

**Subject:** Support safer roads in West Yorkshire – sign the Vision Zero pledge

Hi everyone,

West Yorkshire has launched the **Vision Zero Pledge** as part of a regional plan to eliminate all road deaths and serious injuries by 2040.

Whether you walk, wheel, cycle or drive, we're encouraging colleagues to sign the pledge and commit to simple actions that help keep our roads safe. These are things like driving at appropriate speeds, giving other road users space, wearing a seatbelt, and maintaining your vehicle.

You can also dedicate your pledge in someone's memory.

**Sign the pledge:** www.westyorks-ca.gov.uk/vz-pledge
**Find out more:** www.visionzerowy.co.uk
**Pledge memorials:** www.westyorks-ca.gov.uk/vz-memorials
**Leeds information:** https://bit.ly/leedsvisionzero

Thank you for supporting safer roads for everyone.

## 9. Template intranet or blog post

**Support road safety in West Yorkshire: sign the Vision Zero pledge**

Every week, someone loses their life on West Yorkshire's roads and thousands more are seriously injured each year. Behind every statistic are families, friends and communities deeply affected.

**We all play a part in making our roads safer, whether you walk, wheel, cycle or drive.**

**What is the Vision Zero pledge?**

The pledge supports the West Yorkshire Vision Zero Strategy - an ambitious plan launched in August 2024 to eliminate all road deaths and serious injuries by 2040.

By signing, you can commit to simple everyday actions that improve road safety, such as:

- Driving at safe speeds for the conditions
- Removing distractions (phones, devices) however you travel
- Giving other road users enough space
- Wearing your seatbelt
- Maintaining your vehicle

**Sign the pledge here:** www.westyorks-ca.gov.uk/vz-pledge

**Learn more**

Vision Zero West Yorkshire: www.visionzerowy.co.uk
Leeds: https://bit.ly/leedsvisionzero

## 10. Key Campaign Dates

Every year Leeds City Council support local, regional and national campaigns. We produce an annual Safe and Sustainable Travel Campaign Calendar. The 2026 calendar is below. If you would like to support any of these campaigns, please contact us at visionzero@leeds.gov.uk. Please note National Road Safety Week is always in November.




## 11. Useful links

- Vision Zero Pledge - www.westyorks-ca.gov.uk/vz-pledge
- West Yorkshire Vision Zero homepage – www.visionzerowy.co.uk
- West Yorkshire Vision Zero Pledge Memorial page - www.westyorks-ca.gov.uk/vz-memorials
- Leeds Vision Zero homepage - https://bit.ly/leedsvisionzero

## 12. Contact Us

If there is anything you would like to be added to this pack, or you have any queries, please contact us:

- Email: visionzero@leeds.gov.uk

- Phone: 0113 3787306