

This presentation is for managers to use as a discussion starter in team meetings

- **IMPORTANT! Be mindful that this can be a very sensitive topic. Many people have direct experience of serious road collisions. Be aware of this and advise your staff about the topic before the discussion and provide the opportunity for staff to opt out. Look out for staff wellbeing during the session and respect confidentiality**. The last slide in the presentation signposts to sources of help and advice for anyone affected by death and injury on the road
- You can choose to deliver the full presentation (approximately 20 minutes) or, if time is short, pick out a few of the elements to help start a discussion
- However you use it, **please encourage everyone to sign up to the Vision Zero pledge at the end of the session**
- **Print and familiarise yourself with the notes section of this presentation before you deliver it** to your team. They act as prompts to help you discuss Vision Zero and advise you how to use the slide deck
- **N.B**. **There are two films included in the presentation**. **Press CTL and click to play.** When you share your screen, make sure you switch on the button "include computer sound" so that the video audio will play.

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Aim of the session

- Raise awareness of Vision Zero
- Start a conversation about road safety
- Think about what our organisation can do
- Sign up to the Vision Zero pledge

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Read out the aim of the presentation

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Some Leeds facts

- **How many people do you think were killed and seriously injured on the roads in Leeds in 2025?**
- **In 2025, 463 people were killed or seriously injured on our roads**
- **Between January and December 2025 there were 17 fatalities on Leeds roads**
- **What would be a more acceptable number?**

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1. **Read out the first question then click twice to reveal each fact and read them out**
2. **Mention** that 2025 collision data is currently the most up to date we have.
3. **Ask** everyone to write down (or hold in their mind) what they think would be an acceptable number of road deaths or serious injury in Leeds**. DON'T DISCUSS IT AS A GROUP YET**
4. **Advise** everyone that you are now going to play a film that lasts approximately one minute. Mention that although it was made in Australia, it has a universal message
5. **Go to the next slide and CTRL + click to play the video**

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Play video

1. **CTRL + click** on "Play the video**"**
2. **N.B. if the embedded link fails to load, copy this link into your browser** https://www.youtube.com/watch?v=k2tOye9DKdQ
3. After the film has played, ask how it made everyone feel and what they think the impact of a serious road collision would be on themselves and the people they love; emotionally, physically, financially etc.
4. **Have a discussion**. Ask if anyone has changed their mind about what they think is an acceptable number of road deaths and serious injuries (this should take 5-10 minutes)

5. **Emphasise that ZERO road deaths is the only acceptable number** and everyone can do something that will make a difference on our roads.

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What is Vision Zero?

- **Origin:** Sweden late 1990s
- **A bold ambition:** no one should be killed or suffer serious injury on our roads
- **A mindset change:** road death is a public health issue
- **An acceptance:** people sometimes make mistakes which can lead to crashes, so we need to minimise risk and impact
- **A whole system approach:** everyone needs to play their part
- **Leeds Strategy** adopted in 2022
- **West Yorkshire Strategy** adopted in 2024

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Read out the slide

1. **Explain** that VZ acknowledges that people sometimes make mistakes.
   - It looks at the whole traffic system, from roads, vehicles, and speeds, to attitudes and behaviours.
   - It tries to minimise the risk of collisions happening, and improve survivability when collisions do occur
   - It uses a data-led, evidence-based approach to interventions.
   - It adopts a partnership approach, with input from experts and 'critical friends'

- One of the guiding principles of Vision Zero is that tackling road danger is everyone's responsibility
- Language matters. That's why you might have noticed that when referring to serious incidents on the road, the emergency services, and the media have started to use words like "crashes" or "collisions" not "accidents" and "drivers" not "vehicles"

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Do you know the fatal five?

- **The most common cause of collisions on the road is poor driver behaviour. We need to tackle these behaviours to achieve Vision Zero. We call them the fatal five.**
- **What do you think they are?**



1. Speed
2. Distraction (mobile devices)
3. Seatbelt offences
4. Drink/drug driving
5. Careless driving

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1. **Explain** that the most common cause of serious and fatal collisions, as recorded by police officers, is driver behaviour, and that the most common behaviours are known as the **Fatal Five**
2. Ask the group what they think the fatal five are.
3. **Click 5 times** to reveal the answers and read out the answers.
4. **Explain** that road users who commit any of these offences are much more likely to be involved in a fatal collision.
   - Speeding kills or injuries 137 young people every week in Britain.
   - Drivers distracted by mobile devices are four times more likely to crash.

• Whether a driver or a passenger, you are twice as likely to survive a crash if you're wearing your seatbelt.
• Drink and drug driving. Even a small amount can affect you and can stay in your system much longer than you think . If you're driving, best to have none for the road
• Careless driving is a factor in over half of all fatal and serious injuries on the roads in West Yorkshire.

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Do you know the hierarchy of road users?

- **In 2022 changes were introduced to the Highway Code**
- **The hierarchy of road users says that those with greatest potential to cause harm have the most responsibility to reduce danger to more vulnerable road users**



Play video

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Not everyone is aware of recent updates to the Highway Code. These include;

- giving pedestrians priority at junctions
- requiring vehicles to leave significant space (at least 1.5m) when overtaking cyclists
- allowing cyclists to ride in the centre of lanes on quieter roads for visibility
- clarifying that cyclists should slow down and give space to pedestrians in shared areas
- and promoting mutual respect and safety for all.
- **CTRL and click to play video**

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What can we do to help achieve Vision Zero?

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- **Ask for suggestions from the group and discuss their responses**
- The following slides provide information about:
  - How to pledge your support QR code (**click once)**
  - How to find out more about the Leeds Vision Zero Strategy **(click twice)**
  - Practical suggestions for what individuals can do *after* the session **(click three times)**
  - Things the organisation can do to spread the word **(click four times)**
  - Additional activities about mindful driving and stopping times (**click five times**)
- **The final slide provides information about sources of support for people affected by road traffic**

collisions

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Pledge your support - scan the QR code

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Vision Zero

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



- **Explain that Leeds are working in partnership across West Yorkshire to eliminate road deaths**.
- There is a West Yorkshire pledge that people can sign to show their support and think about what they can do to contribute
- Ask everyone to talk to colleagues, family and friends about Vision Zero
- Ask everyone to pledge support for Vision Zero by scanning the QR code today

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Find out more about

Leeds Vision Zero Strategy 2040

Leeds.gov.uk/visionzero

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Remind everyone to visit Leeds City Council's Vision Zero webpage to find out more about:

- Leeds Vision Zero Strategy 2040 and the 2025-2028 Action Plan
- Road traffic collisions in Leeds

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Practical tips

- **Stay informed by following** @connectingleeds and @visionzerowy
- **Operation Snap:** send footage of dangerous driving www.westyorkshire.police.uk/SaferRoadsSubmissions
- **Report highway issues:** call (0113) 222 4444 or report online at www.leeds.gov.uk/parking-roads-and-travel/report-an-issue-with-a-road-or-pavement
- **Register for Highway Code updates:** www.gov.uk/guidance/the-highway-code
- **Sign up to the free Driving for Better Business Programme:** www.drivingforbetterbusiness.com

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Here is a list of practical things that you can do to help to deliver Vision Zero:

- Follow social media accounts to see our regular messages about road safety
- Report incidents of poor driver behaviour captured on vehicle dash-cams to **West Yorkshire Police Operation Snap**. Over two-thirds of submissions have resulted in further action being taken
- If you see a problem on the highway when out and about, report it using the Leeds City Council helpline or search to use the online form

- Register for Highway Code updates
- Sign up to National Highway's **Driving for Better Business Programme** to access free online tools and resources including a **Driving for Work Policy** builder

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Help spread the word

- Use the asset pack provided with these slides to raise awareness of Vision Zero in your organisation
- Share posts about Vision Zero and the pledge on your social media
- Encourage high profile figures in your organisation to make the pledge. Video them talking about it and encouraging others to do it
- Post about it on your intranet site
- Send out an all-staff email
- Add the pledge to internal newsletters
- Encourage organisations in your supply chain to sign up

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Here are some suggestions about things organisations can do to spread the word about Vision Zero.

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Optional activities

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The following slides provide added some optional additional activities including mindful driving and safe stopping distances.

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Practice motoring mindfulness



Invite everyone to try a mindfulness exercise next time they drive:

- **Switch off**: When you get into the car, try turning off your mobile devices, not just your phone. Smart watches, hands free and other devices can be just as distracting. Silence it. By "silence" I mean turn off the vibrate function as well. No notification, call or message or is worth the risk of dying or killing someone else
- **Notice your attitudes:** Make a practice of noticing other road users and giving them equal consideration. Notice if you're in a hurry. How does this make you feel? How does it feel if you let the pace slacken a little?
- **Turn off the soundtrack:** Loud music can be a distraction and increase the chance of a collision. Switch off the radio and experience the silence. At first it might seem as if something is missing, but silence gives you an opportunity to fill your awareness with other perceptions
- **Realise you can't change the past:** Sometimes, other road users' behaviour can leave you feeling angry, and this can increase the chances of a collision. Beeping the horn or getting too close to the other vehicle will not change what's already happened. You are still likely to get to your destination in the same amount of time, and their behaviour will have no impact on you or your life
- **Take it slow:** Most of us tend to push the speed limit, driving just a little faster than allowed. Try driving at or just below the speed limit. Driving just a fraction

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under the speed limit can take away a lot of tension

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Know your limits

- **71% of drivers don't know the safe distance to keep between them and the vehicle in front**
- **How many metres (or car lengths) do you think an average car takes to stop at each speed limit?**
  - **20mph**
  - **30mph**
  - **40mph**
  - **50mph**
  - **60mph**
  - **70mph**

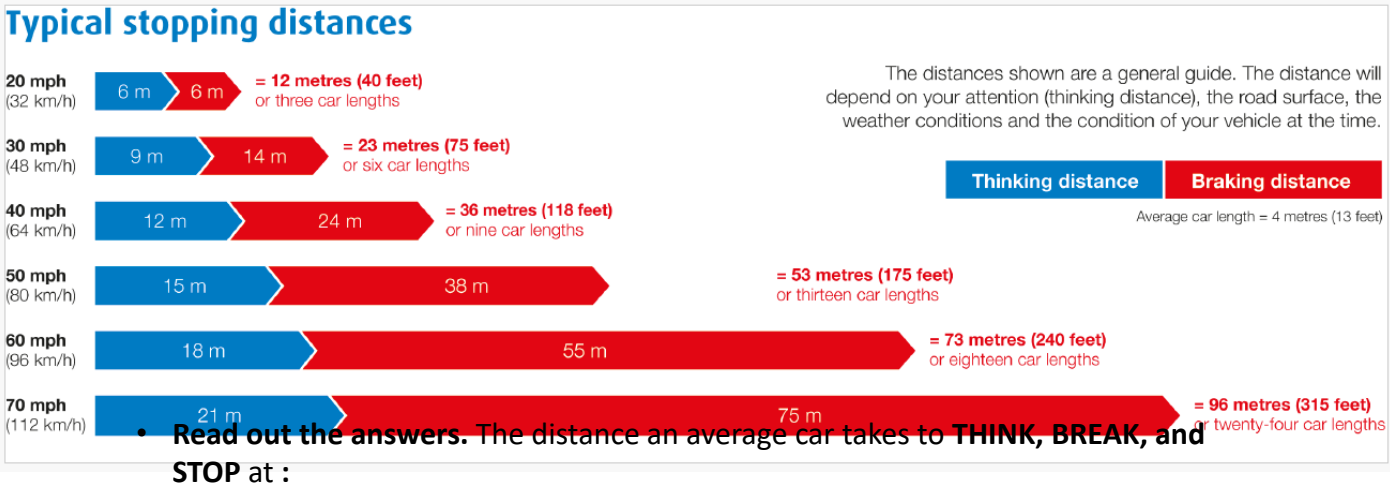
1. **Click to reveal the question** on the slide. Ask the group to say what they think the stopping distance is at each speed limit
2. **Click 6 times** to reveal the prompt for each speed limit.
3. **Go to the next slide** to reveal the answers

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Time to stop



- **Read out the answers.** The distance an average car takes to **THINK, BREAK, and STOP** at **:**
  - 20mph = 12 metres or 3 car lengths
  - 30mph = 23 metres or 6 car lengths
  - 40mph = 36 metres or 9 car lengths
  - 50mph = 53 metres or 13 car lengths
  - 60mph = 73 metres or 18 car lengths
  - 70mph = 96 metres or 24 car lengths
- **Emphasise** the contrast between **thinking distance and breaking distance**
- **Remind** everyone how far a car can travel in the few seconds it takes for the driver to notice and react to danger
- **Mention** that distances can increase in adverse weather **by up to 10 times**

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20 is plenty

- **Leeds has reduced the speed limit in many residential areas to 20mph, but many drivers admit to ignoring this**
- **A driver travelling at 20mph can stop in time to avoid a child running out three car-lengths in front of them***
- **At 25mph they wouldn't be able to stop and would hit the child at 18mph, (the same impact as a child falling from an upstairs window*)**
- **Pedestrians have a greater chance of surviving if hit at 20mph (a 1 in 40 chance of being killed)**
- **Compared to a 1 in 5 chance at 30mph**. Rising to a 1 in 3 chance at 35mph*****

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Read the slide

- Emphasise that most of us are good drivers, but we all live busy lives.
- Research by Brake (the road safety charity) in 2018 showed that 3 in 4 people admit to driving above the speed limit
- A crash at 30mph is twice as likely to cause severe injury than a crash at 20mph.
- Excessive speed is a contributory factor in 1 in 3 crashes**.
- At higher speeds vehicles crash with greater force.

Remind everyone to think twice next time they consider driving above the speed limit

* *Fatal 4 Fact Sheet - https://www.manchesterfire.gov.uk/your-safety/road-safety/fatal-4/*

** *Road Safety GB 20mph policies are anti-death, not anti-motorist*

*** *Brake https://www.brake.org.uk/get-involved/take-action/mybrake/knowledge-centre/speed*

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Where to find support

SCARD
Support and Care After Road Death and Injury

Support and care after road death and injury
Web: scard.org.uk/
Tel: 0345 1235542

Brake
the road safety charity

Help for victims & their families
Web: brake.org.uk/
Tel: 0808 800 0401

Financial and emotional support for grieving families in West Yorkshire
Web: naomicherigoughfoundation.org.uk/
Tel: 0793 4271395

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If you, or someone you know, has been involved in or affected by a road traffic collision, here are local and national organisations that offer support. They offer practical and emotional help by phone, online or in person.