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Essex County Council

Thank you for 'Making the Commitment'

When you have completed this form please put it in an envelope and return to:

Make the Commitment

Essex County Council
Road Safety Office
Highways and Transportation
County Hall
Chelmsford
Essex
CM1 1QH

For further information contact **Highways and Transportation 0845 603 7631**

All information will be held on computer and will be used to send you further information regarding this campaign only.



Essex County Council



What is 'Make the Commitment'?

'Make the Commitment' is a community focused anti-speeding campaign led by Essex County Council's Road Safety Team and supported by Highways Engineers and Essex Police.

The Campaign asks you to make a personal written commitment to drive at an appropriate speed for the environment and road conditions and always within the legal speed limit. 'Make the Commitment' is part of the long-term campaign to make speeding as socially unacceptable as drink driving.

Why is speeding a problem?

It's not rocket science when we say that the higher the speed at which a vehicle impacts with a pedestrian or cyclist, the more severe the resulting injuries and the less likely their chance of survival.

Hit by a vehicle travelling at:



9 out of 10 pedestrians are killed



5 out of 10 pedestrians survive.



9 out of 10 pedestrians survive.

Inappropriate speed and misjudgement of speed are a factor in 43% of crashes. A very high proportion of these would be avoided if vehicles were driven at speeds whereby they could be controlled or stopped safely.

What are the benefits of signing up?

For your community

- A reduction of the speed of vehicles travelling through your town, village or work site.
- A safer environment for you to walk, cycle and ride.
- A sense of community spirit as everyone works together to tackle a issue that directly affects them.
- A reduction in the frequency and/or severity of speed-related road incidents and casualties in your area.
- But most of all, you may help to save a life – maybe even the life of someone you know.

For you

- It won't cost you anything to take part.
- A car window sticker, tax disc holder and key fob to display your commitment and bring the campaign to the attention of others.
- A safer environment for you and your family.
- Save you money – staying to the speed limit will

mean you won't receive a speeding fine or have your insurance increased.

- Chance to win a reward if your vehicle is spotted displaying a 'Make the Commitment' sticker.

Non-drivers/passengers

If you don't drive or are a passenger in someone else's vehicle, we still need you to sign up. Exercise your peer group pressure and your right to ask speeding drivers to slow down.



I am "Making the Commitment"

I will drive within the speed limit and at an appropriate speed at all times. When I am a passenger, I will encourage the driver to do likewise.

Title(Please Tick)

Mr Mrs Miss Ms

Age 17-25 26-54 55-64 65+

Name

Address

Post Code

E-mail

Car Registration Number

(If you want to enter the draw)

Signature

Thank you for your support.

All information supplied to Essex County Council will be held electronically and will, with your consent, be used to send you further information regarding this campaign only. It will not be shared with any third parties and will be held in line with your rights under the Data Protection Act. Your information will be stored for 1 year.

If you do not wish to receive further information, please tick here