

We're keeping an eye on you  
(Wealden and Lewes Road Safety Action Group)

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# The Wealden District



- Over 800 miles of roads (only 11 miles of dual carriageway)
- Poor road safety record
- Young male drivers at particular risk
- Speed features in the top causatory factors

# What we have done...

- ❑ Social Marketing Project with young male drivers
  - Focus groups
  - Self-completed questionnaire
  
- ❑ Survey of attendees at behaviour training courses

# Branding for the project

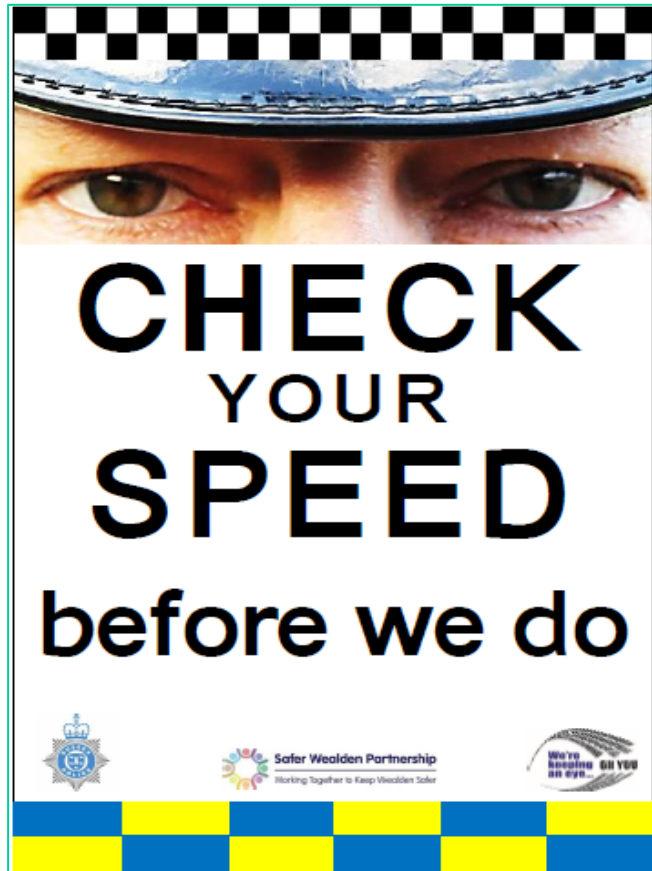


# Insights from the behavioural sciences

- ❑ If we think we are being watched most people behave more virtuously
- ❑ Availability and simulation
- ❑ Loss aversion
- ❑ Optimism bias
- ❑ Negativity bias



# Design of roadside posters





# Testing our project

- Pilot tests in areas where there is a history of non-compliance with speed limits
- An on-line questionnaire
- Further tests in areas where there are active Community Speedwatch schemes.

# Conclusions and the way forward...

- ❑ Change the siting of the signs regularly
- ❑ Try and use them where there is likely to be some form of visible speed checks
- ❑ Investigating other road safety messages and tying them into other campaigns





# Contact Details

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