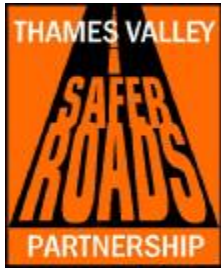


NEWS RELEASE



Thames Valley Safer Roads Partnership

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From	Dan Campsall
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En Route to Safer Roads

The most dangerous commuter routes in the Thames Valley are seeing fewer injuries, thanks to an innovative driver warning scheme implemented by the Thames Valley Safer Roads Partnership.

The annual average of road crash casualties has dropped by over 20% since the "Route Alert!" scheme was introduced in March 2004.

"Route Alert!" uses roadside warning signs to highlight areas of particular concern. Eleven popular routes between towns and cities were targeted, where speed enforcement and engineering measures had already been used.

Although the figures are only for the first year, they are significantly better than average casualty reduction across the Thames Valley for the same period, at 14.9%.

Dan Campsall, Communications Manager at Thames Valley Safer Roads Partnership, is encouraged by the initial success of the scheme. "Previously we were seeing over 450 people hurt or killed on these few routes every year. Its early days, but we're glad to be able to reduce these numbers. Around a hundred people across the Thames Valley may have been spared the pain and trauma of a road traffic crash."

Further details from:

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Thames Valley Safety Partnership members :-

Thames Valley Police : Oxfordshire County Council : Buckinghamshire County Council : Milton Keynes Council : Slough Borough Council : Royal Borough of Windsor & Maidenhead : Bracknell Forest Borough Council : Wokingham District Council : Reading Borough Council : West Berkshire Council : Thames Valley Magistrates Courts Services : Crown Prosecution Service :
The Highways Agency

Richard Owen, Operations Manager at Thames Valley Safer Roads Partnership, is keen to keep drivers informed of the risks they take on the road. "We will be updating the signs in the next few weeks with a three year rolling average. Roadside warning systems work best when drivers know they have the most up to date information, so they can make informed choices about how to approach a roundabout or bend in the road."

The scheme included making leaflets available to motorists along the routes that were being treated. These leaflets explained the particular dangers along the entire stretch of road.

Ends.

Notes to editors

Results for all Route Alert roads. Where the scheme has been successful in reducing casualties, the result is highlighted green. The exact overall reduction is 22.5%

Route	March '01 to Feb		
	March '01 to Feb '04 Total	'04 Annual Average	March '04 to Feb '05 Total
A361 Banbury to Burford	151	50.3	23
A4 Newbury to Reading	112	37.3	18
A4 Reading to Maidenhead	82	27.3	28
A404 High Wycombe to Amersham	101	33.7	24
A4074 - Oxford to Reading	203	67.7	51
A41 - Bicester to Aylesbury	171	57.0	44
A413 - Buckingham to Aylesbury	108	36.0	34
A418 - M40 to Aylesbury	146	48.7	41
A421 Finmere To Milton Keynes	154	51.3	60
B4011 - Thame - Blackthorn	91	30.3	22
B482 - Stokenchurch to Marlow	63	21.0	12
	1382	460.7	357

Road Type	Reduction in Casualties March '04 to Feb '05 against previous annual average
All Thames Valley roads	14.9%
Route Alert! Roads	22.5%

Electronic copies of the leaflets are available online at www.saferroads.org and click on Route Alert in the left hand panel.

Thames Valley Safer Roads Partnership

To reduce the number of people being killed or seriously injured on our roads, Thames Valley Safer Roads Partnership was formed in 2000. The partners are committed to reducing casualties by deterring drivers from speeding, and informing the public through road safety education and publicity.

Further Information

For more information please contact Dan Campsall or Becky Thornton on 01295 731812 / 07967 446506