



Barnsley



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Sheffield

Safer Together



**South Yorkshire Safer Roads Partnership
Countywide Road Safety Update
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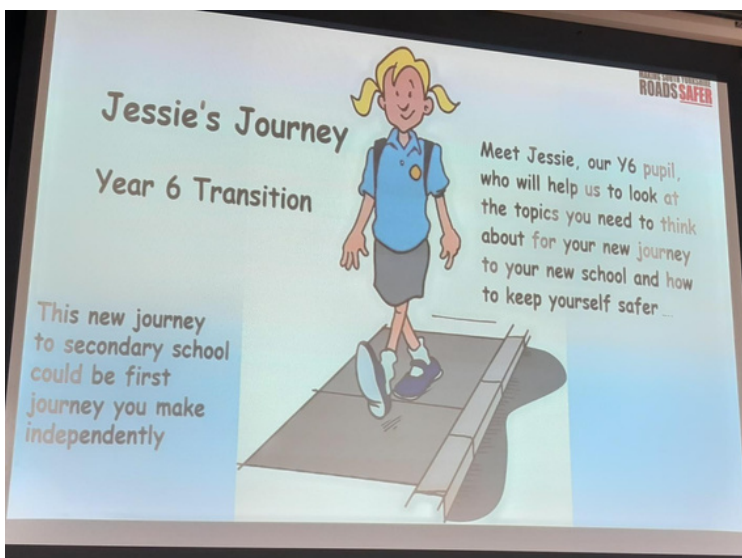
Overview:

Seatbelts took centre stage in June as we supported the three-week National Police Chiefs' Council campaign. This also coincided with Child Safety Week so we ensured our suite of messaging included infant car seat guides.

The transition from primary to secondary school continued to be the theme of our school visits, with Martin supporting Allison due to high demand. We also had a number of requests for our digital summer safety presentation.

We worked alongside our Community Safety colleagues delivering Crucial Crew lessons at Lifewise.

The Queen's Jubilee celebrations were promoted on our socials with messaging around pedestrian safety as well as drink driving.



SRP Classroom:

It was a busy, busy month for Y6 transition sessions 😊 The team worked with a total of 64 schools, 24 of which involved face-to-face classroom visits - reaching 1,063 pupils. A further 1,895 pupils, from 40 schools, were shown the digital transition training.

Allison offered out the summer safety digital assembly which was taken up by 54 South Yorkshire schools, potentially reaching more than 51,300 pupils.

Our digital resources, designed for Y7, Y8 and Y9 assemblies, were also delivered to pupils at a Sheffield secondary school.



16-24-year-olds

We dedicated a week of social media messaging to young drivers, in particular the changes to the Highway Code. We also promoted the our 3-month subscription to Driving Test Success.



Powered-two-wheelers

- June's social media week theme was Summer Riding Tips including the need to still wear appropriate clothing in hot weather - #ATGATT - All The Gear All The Time.
- We supported Ride2Work Day with commute-safe messaging.
- We began to display the #ThinkBike Summer Safety signs ahead of a launch with Rivelin Valley Fire Station.
- John has been out and about delivering P2W resources to training providers.



Safer Driving at Work

Work continued on our light goods vehicle checks film, which is to be used alongside the NPCC campaign. An article about the film and the campaign itself has been drafted for the next edition of UnLtd business magazine.

SOAR Active Travel event

Wendy and John attended a health and well-being open day to share road safety information on walking and cycling. SOAR is a community regeneration charity that provides services designed to improve people's health, well-being and employability.



Social media:

In June we had 4,859 Twitter followers, 4,298 Facebook followers and 833 Instagram followers. We are also using TikTok where appropriate.



Social media reach:

86,972

Web unique users:

1,893

Total reach:

88,865

Press releases:

- New Laws on Dangerous Driving
- BikerDown! Promotion
- One Click is All it Takes (seatbelts)
- Blog: Saving Money at the Pumps

The road ahead...

- Summer Getaway
- Drink and Drug Drive Summer Campaign
- Speed - themed week



Thank you for taking the time to read our newsletter...we hope you are all safe and well. You can find more details about all our activities and courses [here](#).



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