

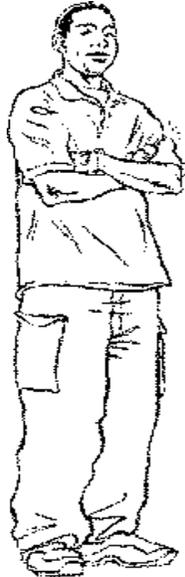
Drivers

Everyone has the right to travel on the road safely, whether by car, motorcycle, pedal cycle, horse or on foot.

Drivers should take extra care to avoid collisions with vulnerable road users, because a pedestrian, cyclist, motorcyclist or horse rider will always come off worse.

Whenever and wherever you drive:

- Watch your speed
- Expect to encounter different road users
 - Be patient
- Give others time and room
- Be ready for others to make mistakes
- Concentrate on your driving
- Never drive and use a mobile phone - You can easily be distracted from concentrating on the road
- Drive considerately
- Consider taking advanced driver training



Vulnerable Pedestrians

More than 60 child pedestrians are killed or seriously injured every week. Children often misjudge the speed and intentions of drivers. They are easily distracted, and may dash into the road without looking

Nearly half of all pedestrians killed are aged over 60. Older people may have difficulties in seeing or hearing approaching traffic, and may have decreased mobility

How can you help pedestrians?

- Remember you're a pedestrian sometimes too
- Give them time and room to cross, especially the elderly or disabled.
- Your speed can literally make the difference between life or death
- Remember, they may be hard to see, especially children
- Be ready for the unexpected
- Don't park on pavements
- Stop at zebra crossings if someone is waiting to cross
- You must stop for School Crossing
- Patrols
- Never wave a pedestrian across the road - there may be other traffic overtaking from behind you

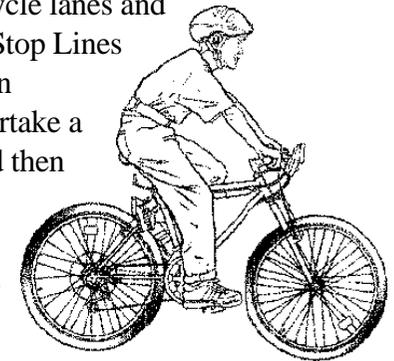


Cyclists

Cyclists can be difficult to see, especially at junctions. They have a tendency to wobble, and are easily affected by side wind, or when they are being overtaken. Cyclists are particularly vulnerable at roundabouts. They cannot move off very quickly, and often ride away from the kerb to avoid drains and debris and to be more easily seen

How can you help cyclists?

- Think bike.
- Expect to see cyclists and give them time and room
- Always check your mirrors for cyclists.
- Be especially careful that your nearside is clear when turning left, and at roundabouts
- Give cyclists plenty of room when overtaking them
- Respect cycle lanes and Advance Stop Lines
- Slow down
- Never overtake a cyclist and then turn left shortly afterwards



Motorcyclists

Motorcyclists can be difficult to see, especially at junctions. They are often moving quicker than you might think.

Motorcycles can be affected by side wind, and when being overtaken.

Motorcyclists are often injured when can pull out of junctions

How can you help motorcyclists?

- Think motorbike.
- Expect to see motorcyclists and give them time and room
- Always check your mirrors for motorcyclists.
- Be especially careful that your nearside is clear when turning left, and at roundabouts
- Take extra care when pulling out of junctions, and always recheck for motorcyclists
- Give motorcyclists plenty of room when overtaking them
- Spilt fuel is hazardous for motorcyclists, so make sure your fuel cap is secure



Horse Riders

Prefer not to use the roads, but still need to reach bridleways and other off-road facilities.

Sometimes ride in double file to protect novice riders or nervous horses

Are often able to see and hear further ahead than a motorist, and may signal to you

Are dealing with powerful animals which are easily frightened and can panic in traffic

May be children

More than a half of all road accidents involving horses happen on minor roads

How can you help horse riders?

- Drive slowly past horses.
- Give them plenty of room and be prepared to stop
- Keep engine noise as low as possible and avoid sounding the horn
- Look out for horse riders' signals, and be aware that they may not move to the centre of the road before turning right

