

# Imperial Road Safety Project success – January 2016

IT'S TIME WE GET  
SERIOUS ABOUT  
ROAD SAFETY.

**ROAD SAFETY**

AN IMPERIAL PROGRAMME

AS THE LEADER IN MOBILITY,  
ROAD SAFETY IS A PRIORITY.

IMPERIAL's Road Safety programme now brings you three important initiatives.

Safer roads start with you  
visit [IMPERIAL.co.za](http://IMPERIAL.co.za)



## CAR SEATS FOR KIDS



AN IMPERIAL ROAD SAFETY INITIATIVE

We encourage parents to buckle up their most precious cargo, their children; plus, we collect children's car seats for those in need.

### HOW CAN YOU HELP?

Commit to buckling up your kids. Encourage other parents to buckle up their kids.



## SAFE SCHOLARS



AN IMPERIAL ROAD SAFETY INITIATIVE

We protect the most vulnerable road users - our children - by teaching them to be safe pedestrians.

### HOW CAN YOU HELP?

Show down outside schools, and encourage your children to be careful when crossing the road.



## HIGHWAY SUPPORT VEHICLES



AN IMPERIAL ROAD SAFETY INITIATIVE

Our vehicles patrol the busiest routes over the holidays for extra visibility, to help you reach your destination safe and sound.

### HOW CAN YOU HELP?

Take heed of the highway support vehicles and stay especially vigilant over the holiday periods.

### Imperial Car Seats for Kids

Launched in 2012, the Car Seats for Kids campaign aims to educate consumers around the importance of car seats and strapping our children in, as well as to provide access to car seats for those that can't afford them or haven't yet realised their importance. In 2015 we partnered with KFM in Cape Town to aid the drive for car seats collections on their platforms.

To date, over 5 490 car seats have been distributed to communities around South Africa. In 2015 alone, the campaign collected 1 486 car seats and 1 291 of these have been redistributed to families in need of car seats or that haven't yet realised their importance.

### Imperial Highway Patrol project

Four vehicles were handed over to Bakwena as well as 15 patrol and Emergency Medical Rescue Service (EMRS) vehicles to the N3TC, used between 10 December 2015 and 05 January 2016.

During the December period on the N3TC toll route, the following stats were achieved.

- The number of crashes increased from 143 to 144; an increase of 0.7%
- The number of injury crashes decreased from 68 in 2014/2015 to 54 in 2015/2016, a decrease of 21%
- The number of fatal crashes increased from 9 in 2014/2015 to 10 in 2015/2016, an increase of 10%
- The number of fatalities increased from 10 in 2014/2015 to 11 in 2015/2016, an increase of 10%

The N1/N4 Bakwena's results were as follows over the same period:

- N1: The number of fatalities increased from 3 in 2014 to 4 in 2015, an increase of 10 %
- N4: The number of fatalities increased from 0 in 2014 to 6 in 2015, an increase of 100%

### Imperial Scholar Patrol Improvement Project

Over the years, the project has re-implemented scholar patrols in 720 schools nationwide as well as educated students and teachers around the basics of road safety. Today, the project continues to maintain the

implemented scholar patrols at the various schools to ensure sustainability of the project but has since been diversified into the Safe Scholars programme as a result.

Achievements as at January 2016:

- 606 059 learners educated
- 2880 teachers educated
- 4320 scholar patrollers trained
- 4320 bibs handed out
- 1440 stop signs erected
- 1440 'scholar patrol ahead' signs erected

During March 2016, we will extend the project to the following regions:

- George
- Free State
- Mpumalanga
- North West
- KwaZulu-Natal
- Villiers
- Colesburg

### **Imperial Safe Scholars**

In November, Imperial Road Safety announced the launch of a joint project, the Safe Scholars campaign – sanctioned by The South African Department of Basic Education. The campaign aims at generating awareness around road safety for learner pedestrians – at schools that are in need of an outreach programme - and ensures that they are given access to reflective clothing.

The campaign aims to:

- Distribute 45 000 reflective sashes
- These will be made a mandatory part of the children's school uniform
- Visit over 300 schools
- Reach a quarter of a million young students, over the next year (November 2016)

To date we have achieved:

- Visited 120 schools as at January 2016
- 127 080 learners given road safety talks
- Distributed 18 000 sashes

As at the end of January, both the Scholar Patrol Improvement Project and the Safe Scholars campaign have reached a total of

### **Fleetwatch Brake and Tyre Watch partnership**

Since the collaboration between Imperial and FleetWatch in line with this project in Potchefstroom, Ermelo, Durban and Langlaagte, 39 of the 55 commercial vehicles that were pulled over and inspected for un-roadworthy brakes, tyres, lighting, reflections etc. failed and were impounded. That is 71% of vehicles being deemed un-roadworthy and certainly a very scary statistic.

### **Arrive Alive**

Imperial partnered with Arrive Alive in 2011 which has enabled Imperial Road Safety to generate further reach around road safety awareness through not only the Arrive Alive web and social media platforms but also through the distribution of road safety messages to a much wider audience including mediums such as television and radio.