

TYRE SAFETY MONTH OCTOBER 2015

CAMPAIGN TOOLKIT FOR SUPPORTING PARTNERS

10 MILLION

vehicles across the UK
could potentially have
illegal tyres during 2015



TyreSafe

TyreSafe, Peershaws, Berewyk Hall Court, White Colne, Colchester CO6 2QB
For general enquiries and to order materials: 01787 226995 or theteam@tyresafe.org
For support with publicising your event: 01787 221027 or pr@tyresafe.org

SAFE TYRES SAVE LIVES tyresafe.org



Practise Safe Checks HOW OFTEN DO YOU DO IT?



Introduction



TYRE SAFETY MONTH 2015

Key messages

Thank you very much for your interest in supporting Tyre Safety Month this October. Each year the campaign gets bigger and better and we're grateful to all those who have participated in the past and those joining in for the first time. With this ever-increasing support we can once again expand the reach of our life-saving tyre safety advice and information even further.

Earlier this year TyreSafe conducted the UK's largest survey of tyre tread depths at the point of replacement. The results showed that more than a quarter of motorists were replacing their tyres when they were already illegal – that equates to potentially nearly 10 million illegal and dangerous tyres on Britain's roads in 2015. While we've made substantial progress on tyre safety awareness since we started in 2006, it's clear that we all still have a lot of work to do.

Understandably, the survey results will be the focus of Tyre Safety Month 2015, supported by fresh campaign materials. This year, the visuals are more impactful than ever before with a message to broaden the tyre safety audience. We hope this will encourage members of the public to ask themselves if they're practising safe tyre checks regularly.

You'll find images of these materials in this toolkit, along with ideas and resources to help you plan events. We're grateful for your support and please do keep us informed of any activities you undertake in support of Tyre Safety Month.

I wish you the very best for a successful Tyre Safety Month.

Stuart Jackson, **Chairman, TyreSafe**

We hope you will be able to help deliver this campaign by promoting it in and around your workplace or by organising special events locally.

This toolkit contains ideas and suggestions for ways you can participate but if you have any further ideas please get in touch.

This year TyreSafe's campaign materials focus on the message of 'Practise Safe Checks'. While the need to carry out regular tyre checks may seem obvious our recent survey has highlighted that an alarming number of Britain's motorists are replacing their tyres only when they have already become illegal and dangerous. We're encouraging them to practise #SafeTyreChecks.

Below we have offered an overview of the key elements of the campaign.

While we would be delighted to have your support, please do consider activities which focus on other areas of tyre safety should you wish to. We have a substantial archive of materials and these may also be requested.

Key messages:

- Tread depth has a decisive influence on the way your vehicle accelerates, brakes and corners
- Safe tyres with legal tread depth will reduce the risks to you, your passengers and all road users
- Driving on tyres with illegal tread depth not only reduces your safety on the road but also risks a fine of up to £2,500 and three penalty points for each illegal tyre

Facts & figures:

- TyreSafe's survey found that more than 27% of people replaced their tyres when they were already illegal
- That could mean 10 million illegal and dangerous tyres on Britain's roads in 2015
- Potentially one in four vehicles could have an illegal and dangerous tyre in 2015

Calls to action:

- Check your tyre's **Air pressure, Condition and Tread depth** at least once a month – **ACT**
- Visit your local participating tyre dealer during Tyre Safety Month for a **FREE** tyre safety check
- Sign up to TyreSafe's social media channels to receive regular tyre safety advice
- Where did you last do it? Post a photo of yourself practising #SafeTyreChecks

TYRE SAFETY MONTH 2015

What you can do

Below are some ideas and suggestions to help you set up some activity for Tyre Safety Month. We have campaign materials, including posters and leaflets that you can order to support your event.

All materials can be dual branded with your logo on request. Contact theteam@tyresafe.org for more information.

Events:

- Promote Tyre Safety Month by using our campaign materials in your workplace and local community
- Set up a local event offering free tyre safety checks and advice to drivers
- Hold a tyre safety day at your workplace
- Organise a tyre safety audit of all of your employees' cars
- Previous events have ranged from education evenings within dealerships to roadside checks and shopping centre exhibitions in conjunction with local emergency services

- Promote your event with your local press. Send them a press release in advance of the day and invite them down to have their tyres checked
- Get in touch with your local police force, fire service or road safety partnership and set up a joint awareness day in your local shopping centre or supermarket car park

Online:

- Add a page to your external website or company intranet as well as linking to TyreSafe's campaign pages
- Add a Tyre Safety Month campaign banner to your website
- Use your company's social media channels to remind drivers to check their tyres
- Add a seasonal message to your company's e-newsletter reminding recipients to check their tyre tread

A series of case studies showcasing some of our partners' previous efforts is available to view on the TyreSafe website ('Campaigns' drop-down menu – 'Tyre Safety Month 2015' – 'Case studies' in the menu on the left).

TYRE SAFETY MONTH 2015

We're here to support



A critical element of Tyre Safety Month's success is the growing number of road safety partners and organisations who stage their own activities to raise awareness of tyre safety.

TyreSafe encourages all participants to think of Tyre Safety Month as their own campaign but the team is ready to support these initiatives with materials and advice. TyreSafe may be able to help further publicise the event, connect organisers with other local supporters or provide materials which may enhance the activities. The best time to let us know what your organisation is doing during Tyre Safety Month is at the planning stage.

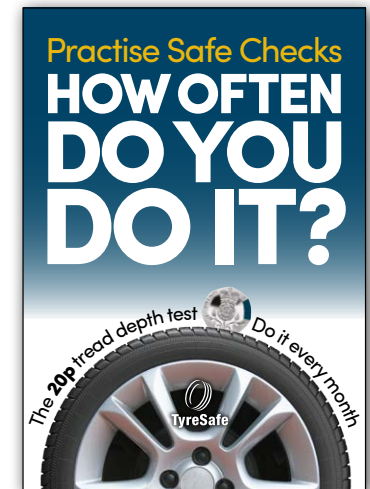
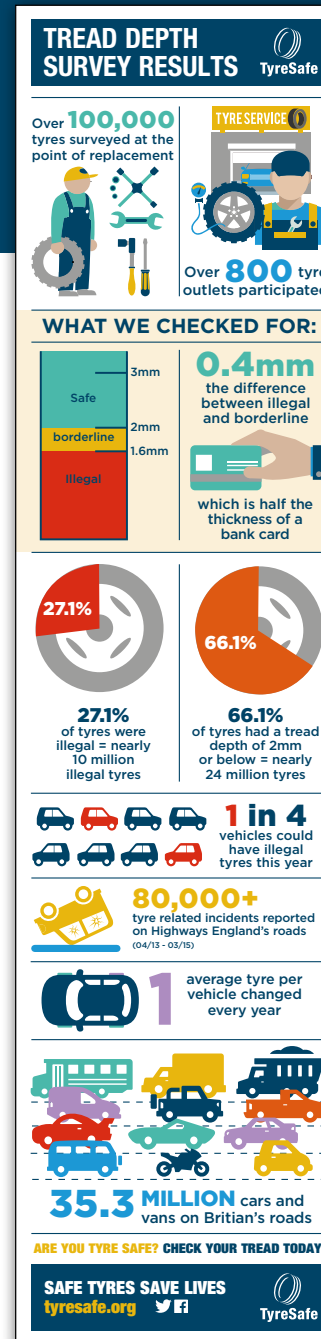
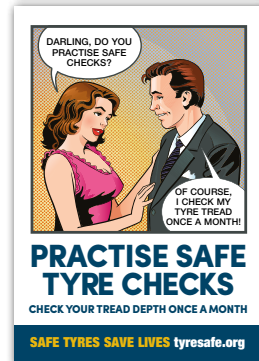
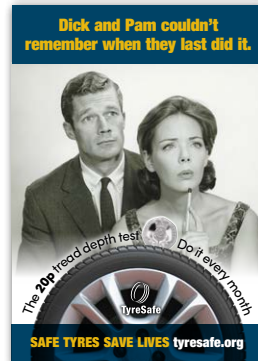
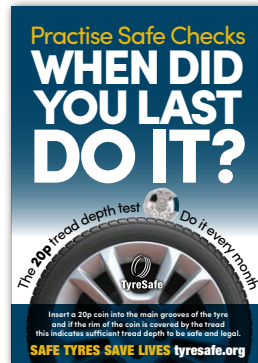
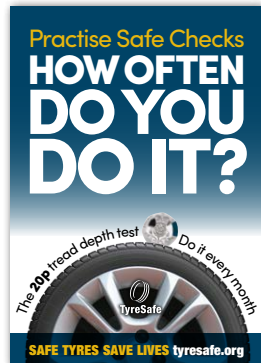
Even if you don't need our support, the TyreSafe team would be delighted to hear about what you'll be doing in Tyre Safety Month via theteam@tyresafe.org.

Don't forget to tag your event on social media with #SafeTyreChecks and if you secure any regional TV or radio coverage, TyreSafe has a number of experts on hand who are able to support interviews for comment and advice.

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Campaign resources



Posters

Printed collateral

The following printed posters and leaflets are available to download from the TyreSafe website or can be ordered free of charge by calling the campaign hotline on 01787 226995.

Infographic (digital)

A5 Leaflet

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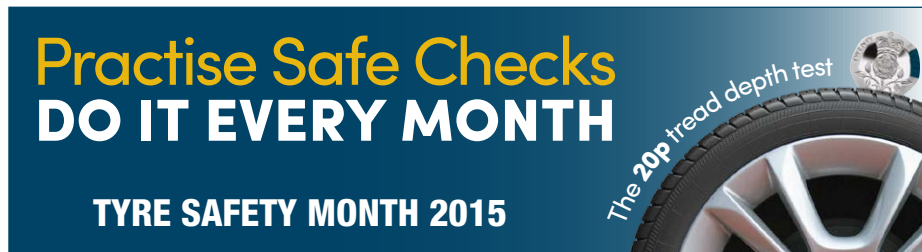
Campaign resources



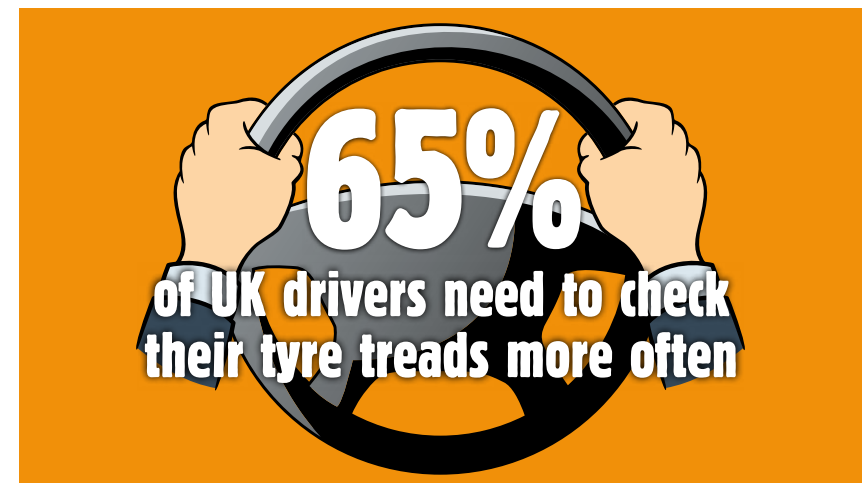
Digital resources

A new range of digital resources including movies, animations and banners is also available. You can either link directly to these at the Tyre Safety Month microsite or order copies by calling 01787 226995.

Online banners



Animation



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Social media



Online and social media channels have never been more important as we reach out to new audiences. TyreSafe's Facebook and Twitter channels will be extremely active during Tyre Safety Month and just as we ask you to support by liking, sharing and retweeting content, we're just as keen to do the same for our partners. Make sure you keep us busy with your updates and we'll help share your good work.

There are plenty of options open to you for increasing the reach of your online work but even simple ideas can make a significant difference. For instance, make sure work colleagues, family and friends share your content.

Follow us on Twitter @TyreSafe

Get involved in our #SafeTyreChecks hashtag and let us know how and where you last did it.

Share images with TyreSafe on Facebook

For those who share their safe tyre checks with us on Facebook, we'll once again be offering a prize to the contributor of the best photo.

Contacts

For advice, help or to order campaign materials so you can get involved in Tyre Safety Month, contact us on any of the following: Tel: 01787 226995
Email: theteam@tyresafe.org

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TyreSafe awards



TyreSafe awards celebrate the outstanding work being delivered by road safety officers, retailers, manufacturers, organisations and individuals who are promoting awareness of tyre safety in the UK.

They are a great way for an organisation to receive some well-deserved recognition for its efforts in supporting Tyre Safety Month. If you're looking for inspiration, take a look at the case studies on the TyreSafe website.

Entries for the TyreSafe Awards will open in January 2016 and you can find all the information on the tyresafe.org website.

If you're thinking of entering, remember to keep evidence that can be used to support your entry such as photos, survey results, press cuttings etc.