

Community Radio Road Safety Toolkit



Why This Toolkit?

This toolkit has been produced to help community radio stations run powerful, local road safety campaigns. Funding and support is out there from local authorities, police, universities, and national organisations, many of which are actively looking to work with trusted local and community media like you.

Road crashes affect thousands of people each year. *In 2024, over **128,000** people were injured or killed on UK roads.* The emotional and financial toll is huge.

Radio is one of the few mediums people consume while driving. That means you can reach people when it matters most. Your local voice has the power to influence behaviour, shift attitudes, and save lives.



Why Community Radio?

Community radio is rooted in real local life and that makes it powerful. You bring trust, relevance, and authenticity that national campaigns often miss. We held multiple focus groups with diverse communities and found that:

- **Familiar voices and accents** connect better with local listeners
- **Name-dropping local hotspots** (like roads or roundabouts) grabs attention
- **Short, punchy slogans** are easy to remember
- **Local data** makes messages hit home - get stats from your local police
- **Traffic and travel bulletins** are good places to add reminders



Campaign Formats

You can build campaigns that are:

- **Audio-based:** PSAs, interviews, podcasts, or call-ins
- **Text-based:** Social media, blog posts, newsletters, or web features

Tip: Keep it local, real, and relatable.



Getting the Community Involved

Great campaigns start with the community. Get your audience involved by:

- Running a quick local survey or focus group
- Asking people to send in stories or voice notes
- Partnering with schools, councils, police, fire services, or universities



Case Study BCfm Road Safety Campaign (Bristol, 2024)

In early 2024, BCfm Radio ran a two-month campaign with Avon & Somerset Police. It featured a daily radio advert, expert interviews, social media content, and a blog.

- Radio content reached **30,000 listeners weekly**
- Website had **4,700 visits**
- Social posts gained **4,500+ impressions**

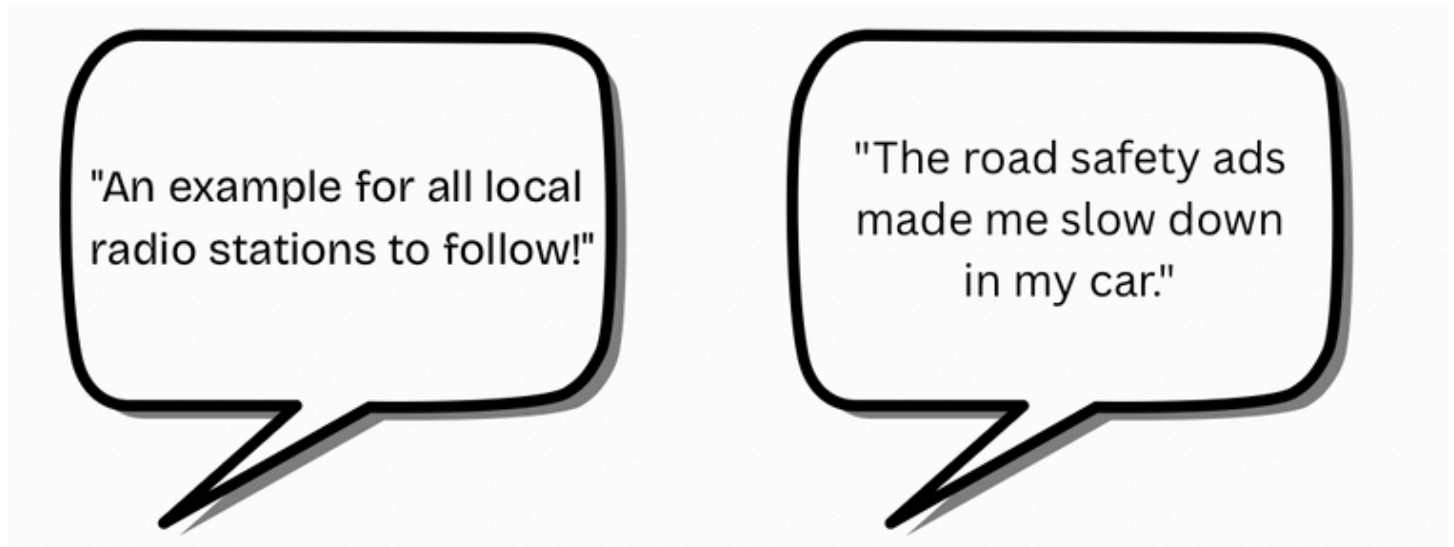
Expert Interviews

List of road safety expert interviewees:

1. PC Daniel Cox, Road Safety Officer, Avon & Somerset Police
2. Alice Ferguson, Co-Founder & Associate, Playing Out
3. Emily Cooke, Road Safety Lead for Children & Young People, Avon Fire & Rescue
4. Heather Lindsey, Traffic Management Supervisor, Avon & Somerset Police
5. Martin Evans, Secretary, Bristol Advanced Motorists
7. Ruth Purdie OBE, CEO, UK Road Offender Education
8. Mark King, Service Director for Place, South Gloucestershire Council

Impact

Listeners shared positive feedback, many said the ads and interviews made them think twice while driving. Interviews with police, fire crews, and campaigners added authority.



The success helped BCfm secure a **one-year research grant** to explore best practice in road safety messaging, working with an academic partner and supported by The Road Safety Trust.

Simple Campaign Ideas

Even a small station can run a great campaign. Try:

- **Rush Hour Reminders:** 10-30 second messages played during busy driving times
- **Road Safety Week:** Special interviews, themed days and stories from listeners
- **Digital Content:** Turn radio messages into short videos or social media clips
- **Social Media:** Share stats, quotes or slogans that catch attention

Show Me The Money

There's funding and support out there for this kind of work. Look into:

- Local councils and regional authorities
- Police and Fire Services
- Charities, CICs and Community Safety Partnerships
- Universities
- National bodies like:
 - The Road Safety Trust
 - Department for Transport (DfT)
 - National Lottery Community Fund

You can apply for funding to support everything from content creation to evaluation.



Partnering With Academics

Academic partners can improve your campaign in key ways. They can help shape your message using research, support your evaluation and help with reporting. Their involvement also builds credibility.

To find one:

- Contact nearby university departments in media, public health or transport
- Search for transport safety researchers online
- Ask your local university's community engagement office for support



More Information

Further guidance, data and ready-made resources are available from local councils, police, charities, and national bodies like [The Road Safety Trust](#) and [THINK!](#)

