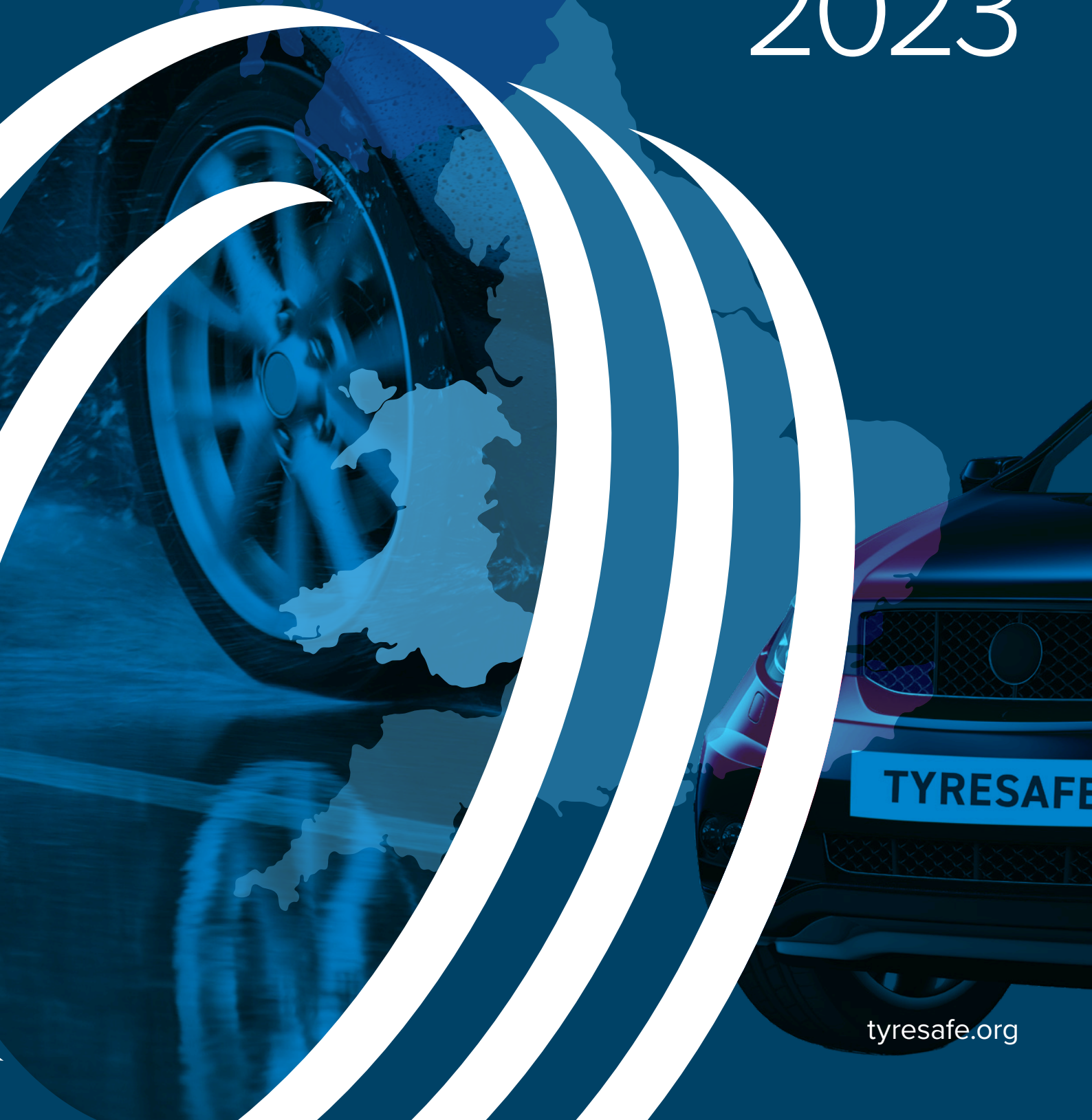




TyreSafe[®] REVIEW 2023



tyresafe.org

Introduction from the Chair



Welcome to the 2023 TyreSafe Annual Review Brochure.

We are now well travelled along the road of our new strategic direction, and are delighted to have welcomed a range of new road safety partners

and members to help us broaden our reach across different motorist groups.

This year has seen the nation continue weather the cost of living crisis, further underpinned by our topical and targeted approach to this year's Tyre Safety Month 'Safe and Save' campaign.

In our tireless commitment to furthering our charitable objectives, TyreSafe has embarked on a new path, one that focuses on expanding our influence and impact. Our core mission remains resolute: to enhance road safety and promote responsible tire care practices. As we continue our journey, we remain steadfast in our dedication to education and training, providing advocacy, advice, and information aligned with the latest legislation.

These efforts are the cornerstones of our work, reinforcing our commitment to safeguarding lives on the road and fostering a culture of tyre safety that resonates with individuals and organisations alike. In broadening our reach, we aspire to bring these vital messages to an even wider audience, empowering more individuals and communities with the knowledge and tools they need to make our roads safer for everyone.

I'd like to express my continued and unwavering gratitude to TyreSafe members for their ongoing support. This annual review also highlights our impactful road safety partnerships, campaigns, on-the-ground initiatives, research endeavours, and provides a glimpse into what the coming months hold.

We've welcomed some new faces to our Steering Committee, who help underpin the decision making and direction that the charity continues to forge, with representation from manufacturers, road safety organisations and other road safety advocates.

We're delighted to welcome Beverly Hannah, National Hlghways, Tony Crook, Road Safety Manager at Lancashire County Council and Morgan Jamison, Head of Marketing at Halfords.

Their recent appointments this year bring a fresh perspective and wealth of experience and insight to help us drive home the tyre safety message at the right time, in the right places.

We've also achieved some incredible media placements and reach, including BBC TV features, spotlights in national papers with the support of Martin Lewis and the 20p test, alongside some exceptional regional exposure thanks to our increased efforts on the ground.

Our most recent research projects have not only set new records at TyreSafe for the scope of research, but also highlighted just how much work there is still to be done. The 2023 Tread Depth Survey and the Post-Collision Investigation show both progress, but more importantly, opportunity to do so much more, based on solid research, data and the support of our members and partners.

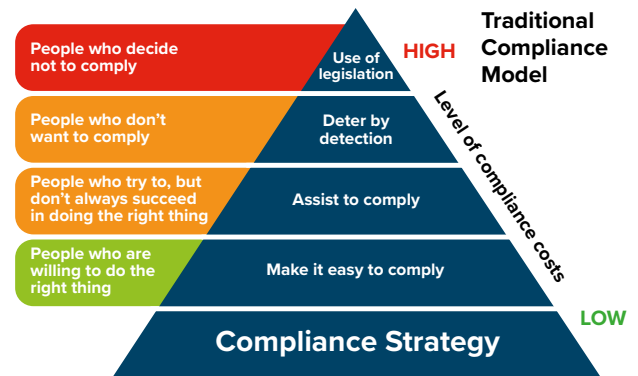
Thank you for being part of the journey, and stay safe.

A stylized, handwritten signature in white ink, appearing to read 'Stuart'.

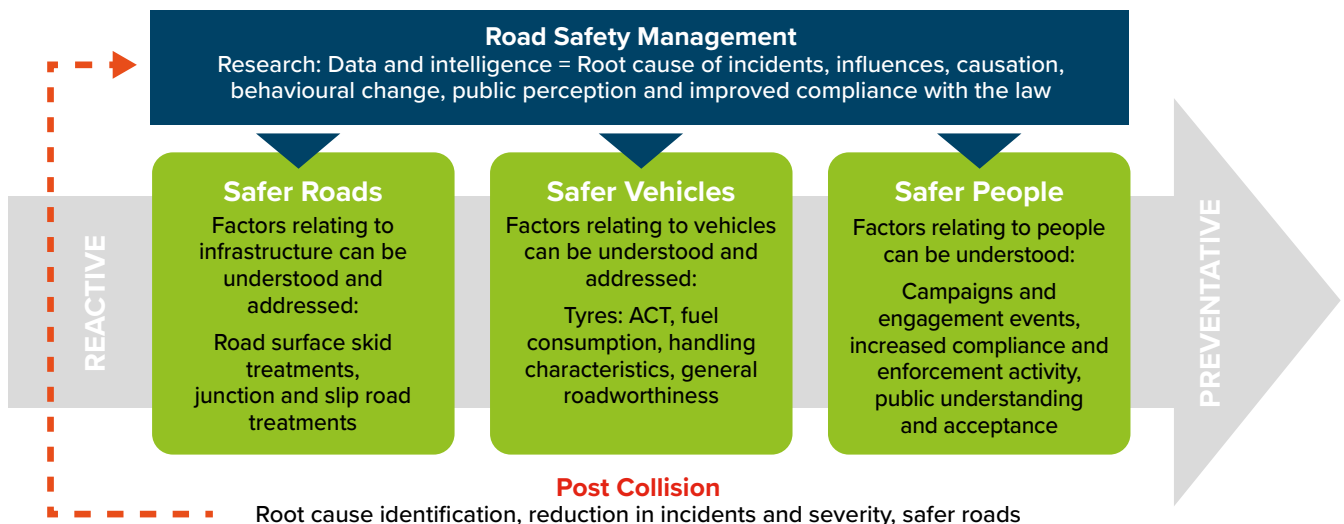
Stuart Lovatt
TyreSafe Chair

A new strategic direction: the Safe Systems Approach

The safe systems approach focuses on multiple aspects of road safety, including infrastructure, vehicles, and user behaviour, all working in harmony to reduce accidents and save lives.



Safe System Approach: TyreSafe aims to raise awareness of how safer tyres reduce risk of incidents and support safety in the community initiatives



A year in motion...



We've encapsulated the tremendous achievements and strides we have made, in collaboration with our members and partners, in this short video - please spare a couple of minutes to find out what we have been up to.

Thank you, TyreSafe Supporters

This section features TyreSafe's valued members, showcasing their logos as a testament to their continued support and commitment to tyre safety initiatives.

A huge thank you to all our incredible members who have helped get behind our campaigns and messages this year:



A special thanks to our funding members, whose unwavering financial commitment has been the foundation of TyreSafe's campaigning. Their dedicated support has not only sustained our organisation but has also been instrumental in driving our mission forward. Over the years, their contributions have allowed us to make significant strides in enhancing public awareness of the pivotal role tyres play in road safety.

Since our inception in 2006, we have witnessed a notable transformation in how the public perceives and understands tyre safety, and this evolution is a testament to the impact of our funding members' vital support. Without their generosity, we would not have been able to achieve these milestones, and we thank them for their continued partnership in our shared pursuit of safer roads.



Road Safety Partnerships

Over the past twelve months, our primary focus has been to strengthen TyreSafe's advocacy efforts by establishing strategic alliances with key road safety organisations.

This collaborative approach allows us to tailor and disseminate campaign messages to meet the unique and diverse needs of various motorist groups, including motorcyclists, young drivers, caravan and motorhome owners, and fleet operators throughout Great Britain, thereby extending the reach of our campaigns.

We take great pride in partnering with several new road safety allies, and in 2023, our commitment to strengthening communication channels with representatives of specific motorist groups has continued to grow. We are actively expanding our presence in key committees and technology groups, with a particular focus on enhancing understanding of tire technology and its implications for the effectiveness of autonomous and Advanced Driver Assistance Systems (ADAS). In this year, we have initiated collaborative efforts to increase awareness within policy and industry technical communities.





Campaigns that make a difference

This section offers an in-depth look at TyreSafe's year-round campaigns, highlighting our dedication to road safety. Explore the following campaigns that have left a significant impact:

Spring: Drive and Hope

In the spring season, TyreSafe launched the "Drive and Hope" campaign, focusing on raising awareness about the importance of tyre safety and maintenance. This initiative aimed to encourage drivers to take proactive steps to ensure their tyres are in optimal condition for safer journeys. It also challenged drivers through challenging them to consider if they take unnecessary risk when they step behind the wheel, using a range of scenarios to infer risk and the potential catastrophe that ensues from driving on unsafe tyres.

The call to action was simple - Do you drive and hope?



Summer: A TyreSafe Summer Holiday

As the sun shone brighter and summer holidays beckoned, TyreSafe rolled out the “A TyreSafe Summer Holiday” campaign. This effort aimed to equip holidaymakers with the knowledge and tools to ensure their tyres were vacation-ready. It emphasised the critical role of well-maintained tyres in making summer journeys safer and more enjoyable.

TyreSafe Guide to Summer Motoring

TyreSafe's Guide to SUMMER MOTORING



DID YOU KNOW?

1/3

OF ALL TYRE
RELATED INCIDENTS
OCCUR DURING
SUMMER MONTHS

1.6mm
THE UK
MINIMUM LEGAL
TREAD DEPTH

ROAD TRIP?
Remember
HEAVILY LADEN CARS
NEED DIFFERENT AIR PRESSURE SETTINGS

41%
OF PEOPLE
UNDECIDED
ON WHAT
TYPE OF
HOLIDAY
THEY WILL
TAKE IN 2023

25% INCREASE IN
TRAFFIC ON HOLIDAY
ROUTES DURING THE
SUMMER

50 MILLION
OVERNIGHT
HOLIDAY TRIPS
EVERY YEAR

16%
OF BRITISH HOLIDAYS
ARE SHORT BREAKS

3½ DAYS
THE AVERAGE
DURATION
OF A UK BREAK

£41 BILLION
SPENT ON DAY TRIPS
IN THE UK IN 2021

34% OF BRITONS
FLOCK TO THE BEACH
EACH YEAR

20%
MORE PEOPLE
HOLIDAY IN THE
UK THAN GO
ABROAD

**DON'T RISK THE
HASSLE OF A
TYRE RELATED
INCIDENT**



Billy thinks he saves
money by purchasing
part worn tyres...

Be like Billy, be like Sam



Remember to **ACT**. Check your tyres at least
once a month and before a long journey



Campaigns that make a difference

Tyre Safety Month - Be Safe and Save

The crown jewel of TyreSafe's campaigns is undoubtedly "Tyre Safety Month - Safe and Save." This flagship initiative, held every October, is a nationwide call to action for motorists of all kinds. It highlights the relationship between tyre safety and cost savings, encouraging individuals to prioritise tyre maintenance.



Be safe
and save



Sam knows that, per mm of legal tread, part-worns often cost more than new tyres and can have hidden defects

WATCH
HERE



Through engaging activities and educational resources, "Safe and Save" empowers motorists to make informed decisions about their tyres while contributing to safer roads for everyone. The campaign leveraged, for the first time, specific connections with different motorist groups, representing motorcyclists, caravan owners, van drivers and general motorists. It used humour and a range of laughable 'life hacks' that often prove to be a false economy, and compared them with the 'real life' saving of checking your tyres.



Backs of Buses

This year we have been privileged to feature hard hitting campaigns on the backs of buses, thanks to Bristol City Council. The initial campaign was so well received that we have also been invited to feature our Christmas campaign during December.

TyreSafe on the ground

Discover how TyreSafe actively supports on-the-ground road safety events, engaging with motorists directly and spreading the message of tyre safety in communities.

We extend our heartfelt thanks to our dedicated supporters who have played an instrumental role in solidifying TyreSafe's presence at these events:



Alive To Drive Leyland

TyreSafe members, ProTyre, attended to help drive home the tyre safety message, performing checks and advising drivers on best practice and safety guidance. The event was also attended by emergency services, National Highways, blood bikes, Lancashire Road Safety Partnership, alongside other businesses and road safety organisations to educate and support Lancashire residents in all areas of road safety.

Alive To Drive Preston

Alive To Drive Preston: TyreSafe teamed up with Halfords to support its first on-ground tyre safety event, an endeavour that revealed valuable insights, with 75% of vehicle tyres checked having 'advisories'.



Operation Pennine

This October, we joined forces with Operation Pennine, a collaborative initiative aimed at promoting road safety through vital vehicle checks and awareness campaigns. Operation Pennine conducted road safety events in various locations across the M62 corridor, an area of concern for tyre related incidents during the first full week in October.

Intelligent Instructor Expo

Intelligent Instructor Expo: TyreSafe's commitment extends to industry events like the Intelligent Instructor Expo, which welcomed almost one thousand driving instructors to one location, where TyreSafe were there to offer support, advice and challenge driving instructors to not only maintain their own tyres, but also pass on the vital life-saving message to their students.





A feature-packed briefing

The annual review offers a comprehensive account of TyreSafe's achievements in the past year. It not only highlights our successful campaigns but also emphasises our outreach efforts to engage road safety and road risk management stakeholders.

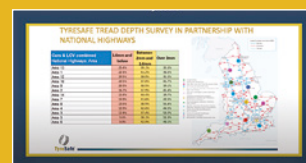
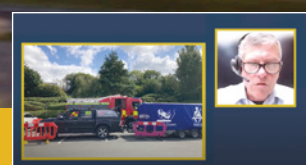
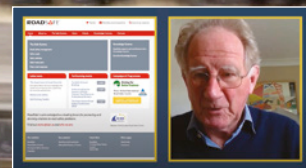
Chair, Stuart Lovatt, underscored the pivotal role of TyreSafe's work in the 'Safe Systems' approach, the widely accepted strategy to reduce road fatalities, casualties, and incidents across the UK.

Our distinguished guests, including Adrian Walsh, Director of RoadSafe, and Jamie Hassall, Executive Director of the Parliamentary Advisory Council for Transport Safety, joined Stuart in emphasising the importance of our tyre safety initiatives. We're proud to count road safety partners like Tony Crook, Road Safety Manager at Lancashire County Council; Kathleen Bowman, Community Road Safety Officer at Cambridge Fire and Rescue Service; and Sarah Smithurst from the National Trailer and Towing Association among our allies. Andy Pratt, Deputy Police and Crime Commissioner for Lancashire, shared valuable insights into the impact of our tyre safety campaign on law enforcement.

In the coming year, TyreSafe is planning to host a live face-to-face Briefing in 2024. If you're interested in attending or exhibiting at this event, please reach out to us at theteam@tyresafe.org to learn more and secure your spot.

At the event, we unveiled the results of the national Tread Depth Survey at the Point of Replacement, introduced by Mark Cartwright, Head of Commercial Vehicle Incident Prevention at National Highways, and expanded upon by Beverley Hannah, Regional Safety Programme Manager South West.

Tony Campbell, Chief Executive of the Motorcycle Industry Association (MCIA), also shared his perspective during the event. Furthermore, Tyre Safety Month materials were presented, contributing to our extensive repository of assets available for our supporters to use.



**CLICK
HERE
to watch the
full Online
Briefing**



Latest research initiatives

TyreSafe releases largest survey of tyres at point of replacement, showing a 10% decrease in illegal tread depth in less than a decade

Across Britain (excluding Northern Ireland), 17.1% of replaced tyres were illegal (less than 1.6mm), marking a reduction of 9.9% in illegal tyres at the point of replacement.

57.5% of replaced tyres were illegal or borderline (less than 2mm), showcasing a reduction of 12.7% in borderline tyres at the point of replacement.

However, 16.7% of tyres being below the legal limit when replaced remain a concerning high proportion.

The 2023 findings suggest that the number of illegal tyres on Britain's roads annually could be as high as nearly one in four vehicles, totaling just over 6.1 million per annum.

The study was run in collaboration with National Highways and Imperial college, and released the findings of its largest-ever survey of tyres at the point of replacement during Tyre Safety Month. The results reveal a significant positive trend: a 10% decrease in illegal tread depth over less than a decade. The survey, which examined over half a million tyres replaced across the UK, demonstrates a positive shift in tyre safety awareness but also highlights areas that still require attention.

This comprehensive study sheds light on the progress made in raising tyre safety awareness, partially attributed to TyreSafe's activities and collaborative efforts with partners and stakeholders. Despite the positive trend, it emphasises the need for continued education and action to ensure safer roads.

In partnership with



In association with

Imperial College
London

Key survey findings:

17.1%

In England, 17.1% of replaced tyres were illegal, marking a **notable reduction of 9.9%** in illegal tyres at the point of replacement.

57.5%

Furthermore, 57.5% of replaced tyres were either illegal or borderline, reflecting a **reduction of 12.7% in borderline tyres** at the point of replacement.

16.7%

However, the survey underscores that **16.7% of tyres being below the legal limit** when replaced is still a concerning high proportion.

1 in 4

The data suggests that as many as nearly one in four vehicles on Britain's roads may have illegal tyres, **equating to over 6.1 million annually.**

Key survey details:

FOCUS

The survey focused on tyres at the point of replacement, providing valuable insights into their condition when deemed unfit for further use.

CARS & LCVs

Data was categorised by vehicle type, including passenger cars and light commercial vehicles (LCVs), as well as by region.

12 MONTHS OF DATA

Data collection spanned from April 1, 2022, to March 31, 2023, offering a 12-month overview of tyre conditions.

A total of **549,558**

tyres were surveyed, representing around 15% of all tyres replaced in the specified period.



These results emphasise the ongoing importance of tyre safety education and regular maintenance. TyreSafe remains committed to promoting safe driving practices and raising awareness of tyre maintenance, with the aim of safeguarding lives and resources for all road users.

What's on the horizon?

As we look ahead to the future, the horizon holds exciting prospects for TyreSafe. In 2024, we're planning to host our annual Briefing in person, offering an incredible opportunity to connect, network and immerse yourselves in talks, insights and demonstrations focused on tyre safety. Stay tuned for details about this eagerly anticipated event.

We're committed to increasing our presence in the road safety arena, forging new partnerships and expanding our network. Additionally, we'll be rolling out more targeted campaigns aimed at different motorist groups, aiming to educate and raise awareness effectively. The acclaimed Tyre Safety Month campaign, set to be released at the end of

Spring, will provide ample time for organisations to incorporate it into their communication schedules.

Expect a calendar packed with seasonal and topical campaigns to keep our message fresh and engaging. Furthermore, we're strengthening our social media presence by partnering with active influencers and key stakeholders, reaching even more individuals with our tire safety message.

Throughout, our unwavering commitment to our mission remains: to spread the tyre safety message as far and wide as possible. Together, we're steering toward a safer and more aware future on the road.



TyreSafe®

Keep your tyres in good 'elf:

A TyreSafe Christmas Adventure

Get ready for a tyre safety campaign like no other this holiday season! Introducing **Keep your tyres in good 'elf**, a whimsical journey featuring Santa's little helpers in various tyre-checking scenarios. Follow the mischievous elves as they bring tyre safety awareness to life in a fun and memorable way.

Throughout the month of December, we're releasing a series of playful and creative visuals featuring Santa's elves perched on the treads of tyres. These images depict the elves in different settings, from snowy landscapes to urban streets, all highlighting the importance of tyre safety. For example, one day they might be measuring tyre pressure, and the next day they're checking tread depth.

We'll create fun, bite-sized content featuring the elves offering tyre safety tips and facts in a playful and informative manner. These can be shared as social media posts, short videos, or infographics.

The campaign sits under catchy and festive hashtags like #GoodElfTyres, and #ElfApprovedTyres. Please use these tags in your own posts and stories and



let's have some fun, while championing a very serious message.

We will partner supporters to co-promote the campaign and include a series of tyre safety tips and tricks for your guardian angels, the TyreSafe Christmas elves.

This holiday season, let's all be "Elf Approved" by ensuring our tyres are safe for winter journeys. Join us for a magical adventure with Santa's elves as they remind us that a safe car is the best sleigh of all.



Merry Christmas and safe travels to all!

Conclusion from the Team

Stuart, Jason, Emma express gratitude once more for the unwavering support of TyreSafe members and all those who champion tyre safety. As we reflect on the achievements of 2023, we look forward to a future where tyre safety remains at the forefront of our road safety efforts. Together, we continue to make our roads safer for everyone.



Stuart Lovatt
TyreSafe Chair



Jason Simms
TyreSafe Manager



Emma Burley
Communications Lead

2023 Results

Print and Broadcast Media Circulation	289,713,068
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Web Sessions	438,699
Earned	334,808

Social Media Impressions	2,530,806
Facebook	1,765,573
Twitter	692,290
LinkedIn	72,943
YouTube	58,301

TOTAL	292,742,152
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Are you interested in joining forces with TyreSafe?

Whether you represent a road safety organisation, have the potential to become a media partner, manage a fleet, or work in the tyre industry, we're eager to connect with individuals and organisations who align with our vision and are ready to work together. There are various ways to get involved, from becoming a supporter to amplifying our critical messages, to

collaborating on public-facing events or contributing your expertise to shape our future strategies as a valued member of our steering committee.

If this resonates with you, please don't hesitate to reach out to us at theteam@tyresafe.org. You can find a full list of supporter benefits, including the option to **REGISTER ONLINE HERE.**

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