



# Project Pictogram Media Information

11 March 2016

## BUSINESS CONTEXT TO PROJECT PICTOGRAM

The economic impact of road traffic collisions and road closures is documented by a variety of sources.

- Accident / casualty type cost per accident:

Fatal £1,836,054

Serious £206,321

Slight £15,905

The costs and number of reported road accidents were based on 2014 prices and values

Source: Road Safety GB

- The RAC calculates that vehicles off the road are costing small firms £500 a day

Source: <http://www.rac.co.uk/press-centre/press-releases/vehicles-off-road-costly-2015>

- In 2011, there were more than 18,000 full or partial motorway closures lasting a total of more than 20,000 hours, costing over £1billion. That makes for an average of £55,555 per incident.

Source: <https://www.gov.uk/government/news/tackling-1billion-cost-of-motorway-closures>

- Road crashes that result in serious trauma account for around 75% of hospital capacity for dealing with serious head injuries.
- In 2011, Britons were four times more likely to die on the roads than in any other daily activity.
- Road crashes cost the British economy between £15 and £30 billion annually (1.2-2.3% GDP)
- Hampshire suffered £631 million of economic losses as a result of road crashes (2011-13)
- Crashes on England's major highways cost £2.1 billion in 2011-2013 – based on response from emergency services, insurance claims and loss of output due to injury.

Source: [http://www.roadsafetyfoundation.org/media/32684/british\\_eurorap\\_report\\_2015\\_final.pdf](http://www.roadsafetyfoundation.org/media/32684/british_eurorap_report_2015_final.pdf)

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For further information, contact 360 integrated PR on 02381 845025

Philip Tutt 07785 718901

[philip@360integrated.com](mailto:philip@360integrated.com)

Rowena Spinks 07766 684707

[rowena@360integrated.com](mailto:rowena@360integrated.com)