



Media Release

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Road Safety Campaign reminds motorists to take care at intersections

Selwyn District Council is reinforcing the need for motorists to stay alert and slow down at intersections through a new road safety campaign.

Almost 40% of all crashes in Selwyn District happen at intersections. Between 2010 and 2014, there were 486 crashes at intersections. 209 of these involved an injury occurring, with 7 deaths and 73 serious injuries being recorded.

Poor observation, with motorists not seeing other vehicles, or poor judgement, particularly failing to assess whether there is a safe gap before merging into the traffic flow, are common causes of crashes at intersections in Selwyn.

A survey of 125 cars undertaken at seven busy Selwyn intersections in 2014 showed that 32% of cars approaching these intersections failed to come to a complete stop at intersections, with many of these vehicles slowing down but not actually stopping.

"It is very important that people stop and take the time to check it is safe to proceed before travelling through an intersection," says Selwyn District Council's Road Safety Coordinator Ngaire Tinning.

"Many accidents are caused by drivers not taking the time to carefully check for traffic and not properly assessing how quickly other vehicles are moving. Coming to a complete stop allows drivers enough time to do both these things."

Drivers are also being encouraged to slow down and be ready to brake when other vehicles are waiting at connecting intersections. "Unfortunately there are many drivers on our roads who don't take enough care at intersections. If you are travelling an open road speed and see a car at an intersection ahead it is advisable to slow down in case they decide to turn or cross the road," says Mrs Tinning.

During March and April a joint road safety campaign between Selwyn District Council and the New Zealand Police will run. The campaign will include newspaper advertising, billboard and giveaways of notepads, magnets and key rings with messages to remind drivers that extra care that is required at intersections.

Selwyn Police will be supporting the road safety campaign by monitoring intersections and will be issuing tickets to motorists who fail to stop at intersections. Selwyn District Council is also planning to carry out further surveys of motorist behaviour at intersections.

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