

Essex Safer Speeds Strategy

Communications Toolkit

March 2026



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Overview

Essex County Council (ECC) is launching a six-week consultation on the new draft Essex Safer Speeds Strategy.

In 2025, 60 people lost their lives on the county's roads – the highest number since 2016. Almost half of the deaths were related to speed, while hundreds more people were also seriously injured on Essex roads last year.

The new strategy has been developed with the Safer Essex Roads Partnership (SERP), including Essex Police.

It aims to help achieve the SERP's shared Vision Zero aspiration that nobody should be killed or seriously injured on the county's roads by 2040.

The strategy will help introduce safer speeds across Essex, with recommended speed limits decided based on how different streets are used.

The public are now being encouraged to share their feedback on the draft strategy as part of a consultation, which launched on Monday 16 March 2026 and will run for six weeks, closing on Sunday 26 April 2026.

This communications toolkit has been created to support local authorities and other partners across Essex in helping to promote the consultation.

We want as many responses to the consultation as possible and really appreciate your support.

Consultation details

The consultation will run for six weeks, from Monday 16 March 2026 until Sunday 26 April 2026.

The best way for people to have their say is by completing our online consultation survey at:

<https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy>

The full draft strategy and a consultation summary document can be viewed or downloaded from the consultation webpage, while printed copies are available upon request or from the libraries listed on the next page of this communications toolkit. We have also created an EasyRead version of the consultation document.

Printed surveys can be completed and returned for free (no stamp required) to the following address: **FREEPOST
ESSEX HIGHWAYS ENGAGEMENT TEAM**

They can also be returned by email to: saferspeeds@essexhighways.org

If anyone has any questions about the strategy or consultation, they are encouraged to email saferspeeds@essexhighways.org



Printed copies of the strategy

Printed copies of the consultation summary document, EasyRead version and consultation survey are available to collect from the following libraries:

- Basildon Library, The Basildon Centre, St. Martin's Square, Basildon, SS14 1EE
- Braintree Library, Fairfield Road, Braintree, CM7 3YL
- Brentwood Library, New Road, Brentwood, CM14 4BP
- Canvey Island Library, High Street, Canvey Island, SS8 7RB
- Chelmsford Library, County Hall, Market Road, Chelmsford CM1 1QH
- Clacton Library, Station Road (opposite the Town Hall), Clacton-on-Sea, CO15 1SF
- Colchester Library, Trinity Square, Colchester CO1 1JB
- Dunmow Library, 47 White Hart Way, Great Dunmow, CM6 1FS
- Epping Library, St John's Road, Epping, CM16 5DN
- Harlow Library, Central Library, Cross Street, Harlow, CM20 1HA
- Maldon Library, Carmelite House, White Horse Lane, Maldon, CM9 5FW
- Rayleigh Library, 132/4 High Street, Rayleigh, SS6 7BX

A reference copy of the full draft strategy is also available from each of these libraries.

Alternatively, printed copies are available on request by emailing saferspeeds@essexhighways.org

Audience

The key audiences for the Essex Safer Speeds Strategy consultation are:

- Members of the public
- Local authorities
- Parish and town councils
- Road safety organisations, groups and campaigners
- Businesses and business groups
- Community groups
- Transport operators and groups



How you can support

You can support the Essex Safer Speeds Strategy consultation by:

- **Posting/localising** the sample social media content included in this pack and sharing on your own channels to help ensure we reach communities across Essex. Do feel free to tag our social media channels - Facebook: @essexcountycouncil Twitter: @Essex_CC Instagram: @essex_cc
- **Sharing** our Facebook posts and **retweeting** our Tweets
- **Publishing** newsletter content via your own newsletters
- **Including** a link to the Essex Safer Speeds Strategy consultation webpage on your websites – <https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy>
- **Sharing** information about the consultation with any other appropriate groups and networks in your area
- **Encouraging** your officers to provide feedback on the draft Essex Safer Speeds Strategy on behalf of your local authority or organisation, either via the consultation survey or by emailing saferspeeds@essexhighways.org

The graphics and animation videos in this communications toolkit can also be downloaded via this file transfer link at <https://jftt.jacobs.com/download.aspx?ID=38570c10-ca04-4fb4-904a-b500d8c16bff&RID=14823370-67fb-40bd-b123-707b59025505>

Press release

New strategy aims to help eliminate road deaths in Essex

Speed was a factor in nearly half of the 60 deaths on the county's roads last year.

Residents are being invited to help shape a new strategy that aims to eliminate road deaths and make Essex a safer place for everyone.

In 2025, 60 people lost their lives on the county's roads. This the highest number since 2016.

Almost half of the deaths were related to speed, while hundreds more people were also seriously injured on Essex roads last year.

Essex County Council has launched a public consultation for feedback on the new draft Essex Safer Speeds Strategy. The strategy has been developed with the Safer Essex Roads Partnership (SERP), including Essex Police. It aims to help achieve the SERP's shared Vision Zero aspiration that nobody should be killed or seriously injured on the county's roads by 2040.

The strategy will help introduce safer speeds across Essex, with recommended speed limits decided based on how different streets are used.

The strategy is designed to be flexible and there will not be a blanket approach. Speed limits will instead be decided on a case-by-case basis, where there is demand for change by local communities.

Planned areas of focus include working with local communities to introduce 20mph speed limits on people-focused streets, as well as reducing speeds along routes to schools.

Councillor Mark Platt, Cabinet Member for Highways, Infrastructure and Sustainable Transport, said: "Speed is the single biggest factor in deaths and serious injuries on the roads of Essex.

"The new Essex Safer Speeds Strategy will help save lives and transform our towns and villages from places which can feel dangerous and intimidating into safer, greener and healthier local communities.

"Local involvement will be a vital part of the strategy, I encourage everyone to share their views by taking part in our public consultation."

Councillor Lee Scott, Chair of the Safer Essex Roads Partnership Governance Board, said: "The tragic impacts of serious road traffic collisions go beyond those who have died or suffered serious injuries, affecting families, friends, colleagues and our wider communities.

"We must take urgent action to achieve our Vision Zero aspiration and the new Essex Safer Speeds Strategy is the single most important tool in helping us to do that."

Adam Pipe, Head of Roads Policing at Essex Police, added: "Excess speed remains a leading cause of death and serious injury on our network, and this evidence-led strategy provides a clear approach to reducing harm and protecting the most vulnerable road users."

The public consultation will run for six weeks, closing on Sunday 26 April 2026.

To find out more and have your say, visit: <https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy>

Newsletter copy

Sample newsletter copy below which can be adapted for your own channels.

New strategy aims to help eliminate road deaths in Essex

Residents are being invited to help shape a new strategy which aims to eliminate road deaths and make Essex a safer place for everyone.

In 2025, 60 people lost their lives on the county's roads – the highest number since 2016. Almost half of the deaths were related to speed.

Essex County Council has now launched a public consultation on the new draft [Essex Safer Speeds Strategy](#).

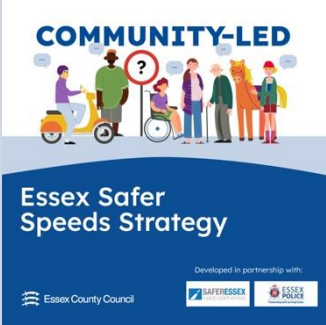
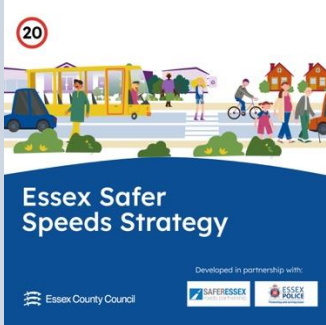
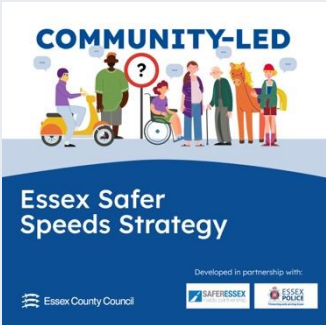
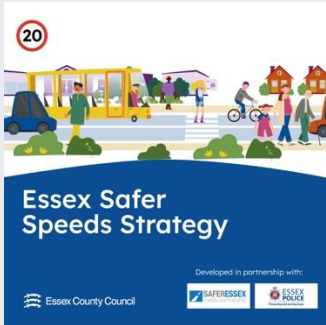
The strategy has been developed with the Safer Essex Roads Partnership, including Essex Police. It will help introduce safer speeds across Essex, with recommended speed limits decided based on how different streets are used.

The strategy is designed to be flexible and there will not be a blanket approach. Speed limits will instead be decided on a case-by-case basis, where there is demand for change by local communities.

Find out more and [have your say](#) before the consultation closes on Sunday 26 April 2026.

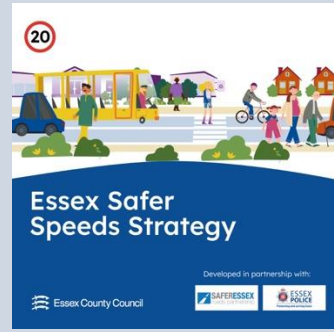
Social media copy (general)

Please choose from and adapt the following examples:

Social media copy	Suggested accompanying graphics
Have your say on speeds in Essex. Essex County Council, in partnership with the Safer Essex Roads Partnership, has launched a public consultation on a new Essex Safer Speeds Strategy. Speed is the single biggest factor in fatal road traffic collisions in Essex. In 2025, 60 people lost their lives on our roads, with nearly half of those deaths linked to excess speed. The draft strategy sets out a new, evidence-based approach to managing speeds across Essex, helping us move closer to our Vision Zero ambition of eliminating deaths and serious injuries by 2040. We want to hear from everyone who lives, works or travels in Essex. Take part in the consultation (open until Sunday 26 April) at: https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy #EssexSaferSpeeds #VisionZero #Essex #SaferEssex	 or animation video (shortened edit or portrait)
Did you know? • 60 people were killed on Essex roads in 2025. • 37% of deaths and serious injuries involved excess speed. • Every 1mph reduction in speed on urban roads can reduce casualties by 6%. • You are up to seven times more likely to survive being hit at 20mph than at 30mph. Speed doesn't just affect drivers; it affects pedestrians, cyclists, children walking to school and entire communities. That's why we're consulting on a new Essex Safer Speeds Strategy, designed to reduce risk, protect vulnerable road users and support Vision Zero. Have your say before Sunday 26 April at: https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy Small reductions in speed can make a life-saving difference. #SaferEssex #VisionZero #EssexSaferSpeeds	 or animation video (shortened edit or portrait)

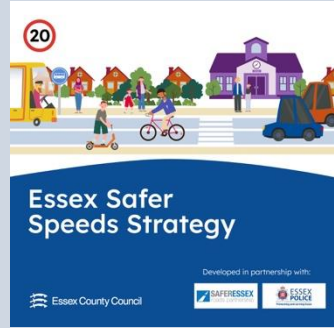
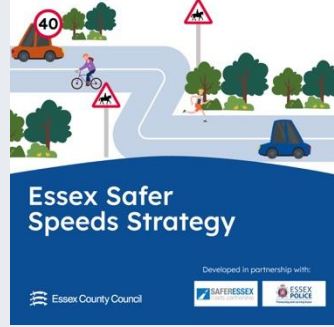
Social media copy (general)

Please choose from and adapt the following examples:

Social media copy	Suggested accompanying graphics
“Is this a blanket 20mph policy?” No. The draft Essex Safer Speeds Strategy proposes a flexible, community-led, case-by-case approach. Essex is diverse, from city centres to country lanes, and speed limits will reflect that. Speed management isn’t about punishing drivers. It’s about protecting lives. The difference in journey time between 20mph and 30mph over short distances is small, but the safety benefits are significant. Have your say and help shape the future of speeds in Essex at: https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy Closes Sunday 26 April. Together, we can move closer to Vision Zero. #EssexSaferSpeeds #VisionZero #SaferEssex	 Essex Safer Speeds Strategy Developed in partnership with: Essex County Council SAFERESSEX ESSEX POLICE or animation video (shortened edit or portrait)
Find out more about the new draft Essex Safer Speeds Strategy at one of the Safer Essex Roads Partnership’s upcoming drop-in community events. The new draft strategy sets out a new, flexible and evidence-based approach to managing speeds across Essex, helping us making our communities safer and move closer to our Vision Zero ambition of eliminating deaths and serious injuries by 2040. We want to hear from everyone who lives, works or travels in Essex. We will be joining Vision Zero events in Colchester, Harlow, Chelmsford and Wickford, starting with an event at Sainsbury’s in Stanway on Wednesday (18 March). We’ll be there from 10am until 2pm. Come along to hear more and ask any questions. More details are available at: https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy #EssexSaferSpeeds #VisionZero #Essex #SaferEssex	 Essex Safer Speeds Strategy Developed in partnership with: Essex County Council SAFERESSEX ESSEX POLICE or animation video (shortened edit or portrait)

Social media copy (specific places)

Please choose from and adapt the following examples:

Social media copy	Suggested accompanying graphics
Every child in Essex deserves a safe journey to school. The draft Essex Safer Speeds Strategy includes proposals to: • Introduce 20mph limits on people-focused streets • Improve safety outside schools by lowering speed limits • Reduce risk on high-speed rural roads • Take a community-led, case-by-case approach This is not a blanket policy. It's about working with local communities to make streets safer, greener and healthier. If you live near a school, walk your children to school, or drive through residential areas, this consultation affects you. Consultation closes on Sunday 26 April: https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy Let's shape safer streets together. #EssexSaferSpeeds #SchoolSafety #VisionZero #SaferEssex	 Essex Safer Speeds Strategy Developed in partnership with: Essex County Council SAFESSEX ESSEX POLICE or animation video (shortened edit or portrait)
More than half of fatal crashes occur on rural roads. Essex has thousands of miles of rural routes - many with blind bends, narrow carriageways and no pavements. The draft Essex Safer Speeds Strategy proposes a phased, evidence-led approach to reviewing speed limits on high-risk rural roads, prioritising areas where we can have the greatest impact. This strategy is about setting safe and appropriate speeds based on how roads are actually used. If you live in a village or travel rural roads regularly, we want your views. Have your say at: https://consultations.essex.gov.uk/essex-highways/essex-safer-speeds-strategy #RuralRoadSafety #VisionZero #SaferEssex #EssexSaferSpeeds	 Essex Safer Speeds Strategy Developed in partnership with: Essex County Council SAFESSEX ESSEX POLICE or animation video (shortened edit or portrait)

Graphics – social media



Essex Safer Speeds Strategy

Developed in partnership with:



Essex Safer Speeds Strategy

Developed in partnership with:



Essex Safer Speeds Strategy

Developed in partnership with:



COMMUNITY-LED



Essex Safer Speeds Strategy

Developed in partnership with:



Essex Safer Speeds Strategy

Developed in partnership with:



Graphics – poster



Essex Safer Speeds Strategy

Help us achieve our Vision Zero aspiration and make Essex a safer place for everyone.



Share your views before the consultation closes on **Sunday, 26 April 2026**



60 people killed
In 2025, 60 people were killed on Essex roads



846 serious injuries
846 people were seriously injured in road traffic collisions in Essex in 2025

Find out more at:
consultations.essex.gov.uk

Developed in partnership with:





Essex Safer Speeds Strategy

Help us achieve our Vision Zero aspiration and make Essex a safer place for everyone.



Share your views before the consultation closes on **Sunday, 26 April 2026**



60 people killed
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846 serious injuries
846 people were seriously injured in road traffic collisions in Essex in 2025

Find out more at:
consultations.essex.gov.uk

Developed in partnership with:



Animation video

The first edit is full length (2:40): <https://youtu.be/kyGRW9WoOVA>

This version is an explainer video and has been published on the consultation webpage. Please feel free to embed this on your websites as appropriate.

The second edit is shorter (1:05) and can be used on your social media channels to help promote the consultation and encourage people to take part.

A third edit, which is portrait and can be used for Instagram Reels or TikTok, is also available.

The various edits can be downloaded from Vimeo via the links below.

Clean versions:

Full: <https://vimeo.com/1166709885/b35c9e031e?fl=ip&fe=ec>

Short: <https://vimeo.com/1168894708/c436e7547b?fl=ip&fe=ec>

Portrait: <https://vimeo.com/1168847161/f1baab06d5?fl=ip&fe=ec>

Captioned versions:

Full: <https://vimeo.com/1172870388/51f7cb5154?share=copy&fl=sv&fe=ci>

Short: <https://vimeo.com/1172873641/1956dc8b4f?share=copy&fl=sv&fe=ci>

Portrait: <https://vimeo.com/1172875083/ba5bc70bab?share=copy&fl=sv&fe=ci>



This information is issued by:
Essex County Council

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