



# TyreSafe **REVIEW** 2022



**TyreSafe**<sup>®</sup>



## About TyreSafe

TyreSafe was formed in 2006 to reduce the number of tyre-related incidents on Britain's roads through raising awareness of the importance of tyre maintenance and the dangers of defective and illegal tyres.

TyreSafe receives support from many areas of industry including most major tyre manufacturers, retailers and wholesalers, some associated equipment suppliers, and a number of vehicle manufacturers.

To deliver its messages TyreSafe works closely with a wide range of commercial and government organisations such as National Highways, police forces, fire services, councils, and many other bodies.

Since its inception, TyreSafe's activities have helped reduce the number of people killed or seriously injured each year in a tyre related accident by 46%.

TyreSafe is the authority and first point of reference for tyre safety issues. It will continue to develop this position through a wide range of education and information programmes, to help bring about behavioural change improvements and increased awareness amongst drivers of the need towards tyre care.

# Welcome

## Reflection and thank you

The past year has been turbulent, with continued economic and political uncertainty. Despite the impact of the ever-changing landscape, we have continued to drive home the tyre safety message to motorists and their families across the United Kingdom, through some incredible hard-hitting campaigns.



After 14 successful years, Stuart Jackson stepped down as TyreSafe Chair. He leaves a great legacy which I am excited to build on at a time when there are so many road safety initiatives for us to get involved in across the country. Through our endeavours, TyreSafe has firmly established itself as the first point of reference for tyre safety issues and while this is of course our champion cause, to continue to grow and increase our impact, the focus will be on further establishing TyreSafe within the road risk arena and strengthening the recognition of our position as the UK's leading road safety charity in this respect.

We're proud to campaign in partnership with many new organisations this year such as Driving for Better Business, the Association of Road Risk Managers, Go Safe Wales, the Drivers Instructors Association and RoSPA, the UK's leading road safety charity. These partnerships will add credibility to TyreSafe, while increasing our reach and raising awareness of our core tyre safety focus.

## Getting seen

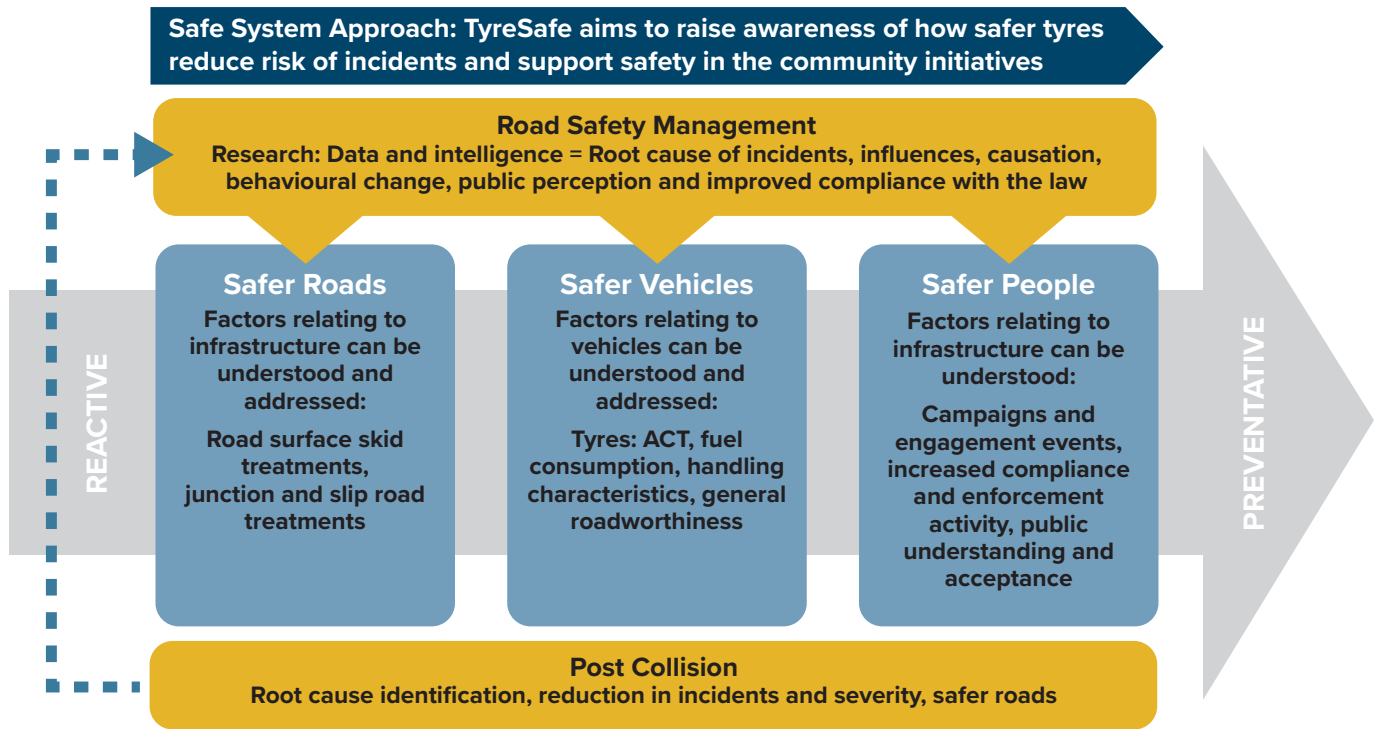
This year our media team generated 377 million opportunities to see, hear, view, or read about TyreSafe which we are incredibly proud of, superseding our own expectations by over 20%. Following the success of campaigns like Megan's Story in 2021, we continued to produce offerings that depicted real-life scenarios and human interest. For our Tyre Safety Month campaign, we asked motorists to consider 'If your tyres don't stop you, what will?' and in a bid to maximise impact, we used real scenarios involving parents, children, and cyclists, to evoke an emotional response that designed to trigger a change in driver behaviour.

After several years of virtual Briefings, it was great to be back and in person with this year's event, where we reflected on the year that was and gave a sneak peak, into 2023 and celebrated the hard work of our supporters, who continued to champion tyre safety at a time when the country was in such turmoil.

## What to expect in 2023

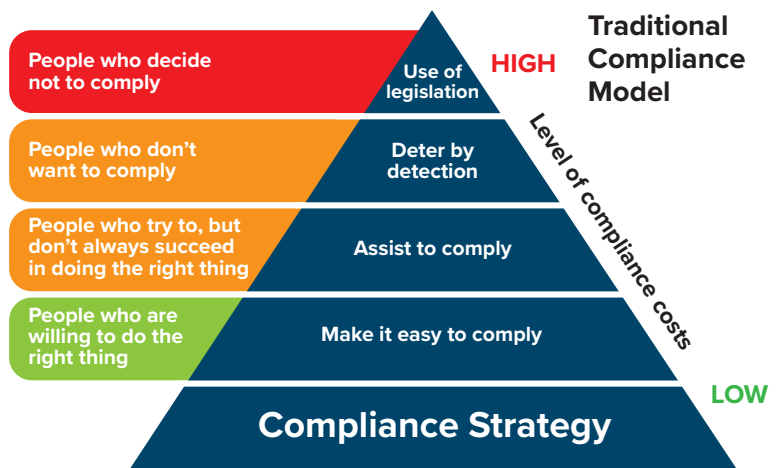
There will be more emphasis on utilising the internationally recognised safe system approach, especially when targeting those driving for work. This is

an approach that addresses all road users and aims to reduce death and serious injuries through a design that accepts human mistakes and acknowledges that we have low injury tolerances and is based on five core pillars:



We need to support our partners across the road safety arena and work with existing government agencies, as they develop their compliance strategies which aim to increase engagement as well as targeted enforcement programmes to help the public to comply with existing legislation.

There is still much to be done, and we are calling on our supporters to match their financial contribution with their corporate strength, as well as ensuring a robust tyre safety policy. Supporters should continue to share our campaign materials, hold dedicated events, and continue to champion tyre safety at all touchpoints with customers and stakeholders.



## And finally

I'd like to take this opportunity to thank you, our supporters, for your ongoing commitment as we continue to carry out this vital work to raise awareness of tyre safety.

We wish you all good health and prosperity in the new year. Many thanks and best wishes,

**Stuart Lovatt**  
TyreSafe Chair

# Proud to support



TyreSafe welcomes support from organisations or businesses with an interest in raising awareness about tyre safety. TyreSafe has over 130 official supporters including tyre, car and van manufacturers and retailers, insurers, fleet operators, dealer groups and equipment suppliers. However, as organisations appreciate

the relevance of the tyre safety message for their employees and stakeholders, this supporter base is continuing to diversify.

TyreSafe is further supported by many other agencies, charities and organisations including the National



Roads Policing Operations and Intelligence group, National Fire Chiefs Council, National Highways, Trading Standards, Road Safety GB, the Camping and Caravanning Club and local councils. TyreSafe's relationship with road safety partnerships across the UK is growing.

TyreSafe's extensive asset library and expert guidance are accessible to all its official supporters with an

additional, and exclusive, range of materials in the Members' Area of the website. For further information on how TyreSafe can support your organisation's tyre safety campaign, community engagement or Duty of Care requirements, please contact:

[theteam@tyresafe.org](mailto:theteam@tyresafe.org)



# TyreSafe Briefing & Awards

One of the highlights of the road safety calendar, this year's TyreSafe Briefing saw a successful return to its well-established face-to-face format. Held at St George's Park Burton Upon Trent on 7th July, the Briefing gave the road and tyre safety community the opportunity to come together after a 2-year hiatus, to meet and discuss the latest developments and insights together.

The 2022 Tyre Safety Month materials were launched at the Briefing, with attendees the first to see the wide range of innovative resources available to supporters and partners.

Every year, the Briefing offers all those with an interest in helping to raise tyre safety awareness the opportunity to engage directly with TyreSafe and this year's event was no exception. Delegates also got the opportunity to see first-hand the newest technology in the road safety sphere, when visiting our interactive exhibition space.



The Briefing featured a high-profile line up of road safety stakeholders and tyre industry representatives, including rising racing star Billy Monger, Detective Superintendent Paul Keasey, National Highways, and Police Sergeant Steve Hardman. Sessions included a focus on Megan's story, views from the independents and a deep dive into the latest post collision research. While Stuart Jackson provided a sneak peek into what supporters can expect in 2023.

## 2023 Online Briefing

Watch this space as we'll soon be announcing the details of our 2023 Online Briefing.

We look forward to setting the virtual stage and seeing new and familiar faces, as we continue to champion the tyre safety message as an industry.

# Congratulations to our award winners...

This year's annual briefing brought together stakeholders and representatives from the tyre and motoring industry to celebrate those who have gone the extra mile in championing tyre safety.

TyreSafe is always hugely inspired by the endeavours of both large and small organisations who use creative campaigns and activities to raise the level of awareness of tyre safety with their customers and stakeholders.



The full list of winners is:

## Manufacturer of the Year

**Winner: Bridgestone Europe (UK office)**

**Highly Commended: Ford of Britain and Ireland**

## Safety in the Community

**Winner: Micheldever Tyre Services**

## Online & social media

**Winner Large Organisation : Protyre**

**Winner Independent Retailer: John Stone Tyres**

**Highly commended: Elite Tyres**

## Large Retailer of the Year

**Winner: Protyre**

## Independent Retailer of the Year

**Winner: John Stone Tyres**

## Outstanding Contribution to Tyre Safety

**Lancashire Constabulary – Megan's Story**

**Lancashire FRS – Megan's Story**

## One year on



**This year marked a year since we started working in collaboration with an incredibly brave family, who wanted to spread the message of tyre safety with us.**

In February 2020, 22 year-old Megan lost her life in a tyre-related incident. Her

parents, John and Joanne Byrne spoke candidly about the day's events and with the cooperation of Lancashire Road Safety partnership created a video tribute to their daughter, Megan.

The terrible incident was caused by significantly underinflated tyres on the off-side of her vehicle, which led to her loss of control and ultimately colliding with a large family vehicle. Despite the best efforts of



Lancashire Fire and Rescue Service and Lancashire Constabulary officers, the impact of the crash was so severe Megan died at the scene.

This year's Briefing and Awards was an acknowledgement of their bravery and our gratitude to them for sharing it, as the campaign broke hearts and records, helping us to steer behaviour change and encourage more people to perform lifesaving tyre checks.

# A year of research

To support its campaigning and help target activity, TyreSafe only uses credible and recognised sources for its data, such as the Drivers and Vehicle Standards Agency (DVSA) or Department for Transport (DfT). However, TyreSafe also seeks to undertake its research to address gaps in the available data set.

2022 saw two major pieces of work initiated with results to be published in 2023. Both were conducted in partnership with National Highways, the organisation responsible for maintaining the strategic road network (SRN, motorways and major A-roads) in England.

With over 40,000 tyre-related incidents on the SRN every year, which inevitably cause serious delays and increased risk of incidents, National Highways' is fully supportive of improving motorists' understanding of the importance of tyre safety.



## 2022 Tread Depth Survey

In 2016 we concluded the first TyreSafe tread depth survey, which unveiled shocking and sobering statistics. TyreSafe retailer supporters provided the data, providing the tread depth of over 340,000 car and LCV tyres from 810 outlets across the UK when they were replaced. The report underlined the extent of the often overlooked issue of poor tyre maintenance across the UK's vehicle parc and informed policy makers at the most senior level.



The key findings were:

- Over 27% illegal, under 1.6mm
- Over 70% were either illegal or below 2mm when replaced
- Conclusion: 10 million illegal tyres are driven on Britain's roads every year

While TyreSafe campaigns in line with current legislation, and the legal minimum tread depth is 1.6mm, the number of tyres replaced under 2mm was a concern. The difference in tread depth on these 'borderline' tyres and illegal tyres was a maximum of 0.4mm – that's half the thickness of a bank card.

Measuring and ensuring the tyre did not reach the minimum legal limit would require the driver to use an accurate gauge, regularly and assiduously. Previous research has shown drivers don't check their tyres regularly and very few have a tread depth gauge. As such, it is reasonable to draw the conclusion that the only reason there are not more illegal and dangerous tyres on our roads was more luck than judgement.

With the COVID pandemic changing consumer behaviour and the cost of living crisis reducing household budgets, the tread depth survey was initiated again to see the impact of these potentially significant influences on tyre maintenance. The latest survey will conclude in March 2023 and any organisation in a position to do so is invited to contribute to this important second tread depth survey. Contact [theteam@tyresafe.org](mailto:theteam@tyresafe.org) for more information.





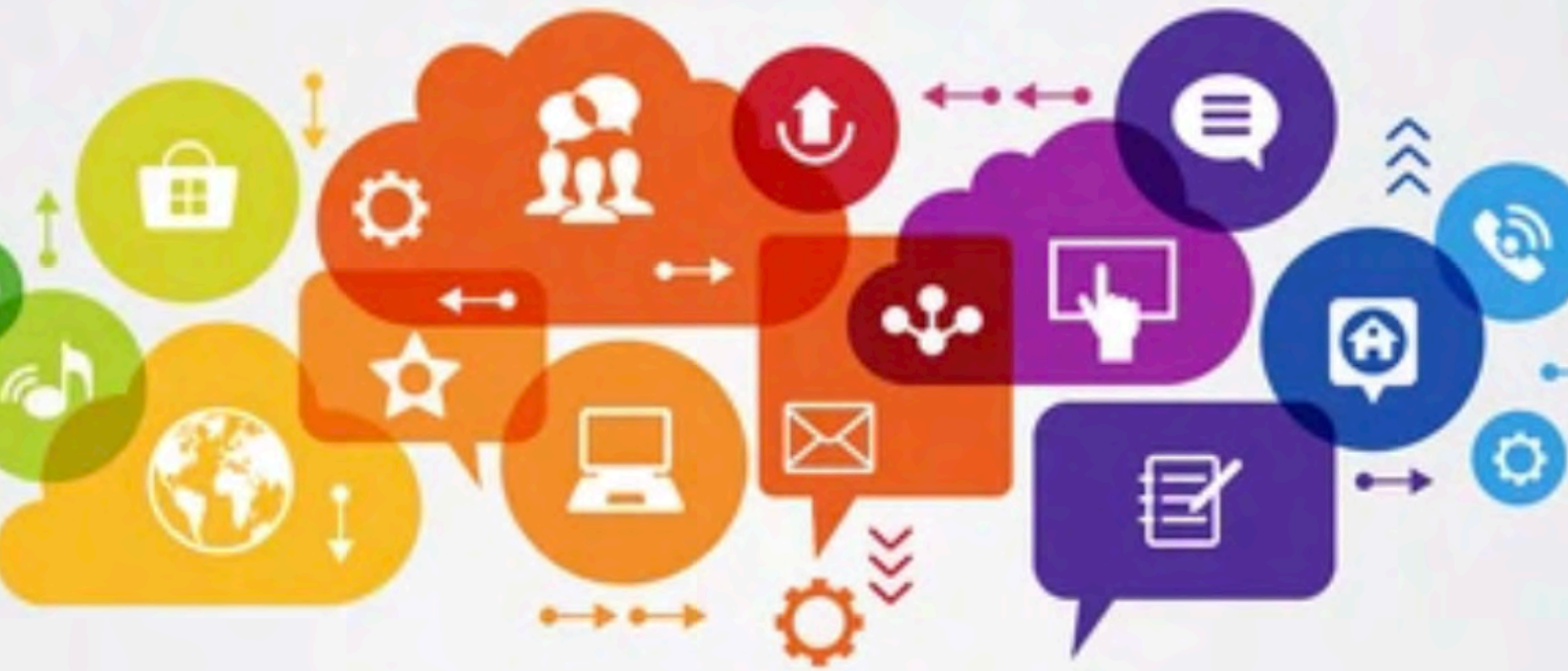
# TyreSafe Post-Collision Investigation 2022

**While the DfT's annual Reported Road Casualties Great Britain report includes data on the casualties caused by tyre defects, it does not provide details of what the tyre defects were. A tyre's roadworthiness can be affected by air pressure, condition and tread depth, but this data is not included in STATS 19 (or latterly CRASH) data provided to the DfT by the police attending incidents. TyreSafe wanted to uncover the specific defects on vehicles which had been involved in incidents to better target activities and campaigning, and provide a report to inform decision makers of the extent of the issue.**

Thanks again to the support of National Highways, five police forces (Avon & Somerset, Humberside, Lancashire, Sussex & West Midlands) allowed TyreSafe to examine the tyres of vehicles recovered to compounds following their involvement in collisions.

The vehicles were selected by the police forces and TyreSafe without reference to the cause of the incident they had been involved in. This approach allowed the research to provide intelligence on tyre maintenance across a broad spectrum of incidents rather than focusing on those which had already been identified as having tyre defects. While it was not possible to do so in every instance, the majority of inspections involved removing the wheel and tyre combination from the vehicle, and then the tyre from the rim to allow assessment of the tyre's structure.

The report is not yet public but, in total, we can reveal 81 vehicles tyres were inspected and one of the many startling findings was one tyre was made in 1981 and the same car had another from 1986. TyreSafe and National Highways will distribute the full report in early 2023.



# Reaching as many people as we can with the tyre safety message

**Online, on the air and in the press, we continue to find new ways to reach as many people as possible with the tyre safety message.**

This year, the stats speak for themselves and 2022 saw us broke records with the estimated reach of our campaigns standing currently at 180 million opportunities to engage.

## How do we reach people?

**Radio** - a dedicated radio day where our manager, Jason Simms, and Chairman engage with multiple national and regional radio stations.



**Social media** - integrated campaigns across Facebook and Instagram sharing videos, imagery and content to spark conversation and drive behaviour change.



**Mumsnet** - an ongoing partnership that has seen us reach **XXXXX** audience of very specific drivers, with the support of a dedicated media relations agency.

**Website** - a growth in visibility of **XX** in search rankings, serving our message to people wanting answers about tyre safety.

Most importantly, the additional reach achieved with the backing of our incredible supporters, who have shown overwhelming engagement in downloading and distributing TyreSafe materials on their own channels and on their premises.



# Part-worns spell danger and a false economy

Drivers may be tempted to opt for part-worns as a more cost-effective solution in the event their tyres need replacing. However, in a study we performed with Trading Standards, **over 94% of retailers were selling part-worns illegally**, with 22% of those for sale revealed to be over ten years old.

Purchasing part-worns may also prove a false economy. New tyres are normally sold with around 7mm of tread depth, whereas part worn tyres **may have as little of 2mm of tread** meaning they will need replacing much sooner. TyreSafe's bigger concern, however, remains the safety of the product being sold.



**NEW TYRE £60\***  
6.4mm tread depth – no faults

**= £9.37**  
Average cost per mm of useable tread



\*Typical cost of 15" tyre

**PART WORN TYRE £30\***  
2.4mm tread depth unknown faults

**= £12.50**  
Average cost per mm of useable tread

**Over 63% of part worn tyres inspected by TyreSafe were unsafe to return to the roads**



# Campaigns that SAVE LIVES


**Take part in our tread depth survey**

Calling all tyre retailers  
**Register NOW**



**TyreSafe**  
tyresafe.org

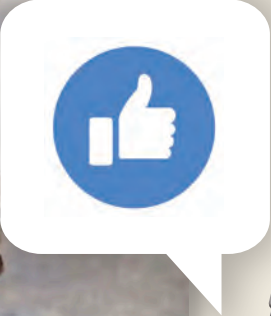
**'Please, please, check your tyres'**



Watch

**TyreSafe**

**Do you drive and hope?**



**Worth the risk?**



**TyreSafe**  
tyresafe.org

Reduced grip leading to lose of control  
Increased risk of aquaplaning in wet conditions  
Up to £2,500 fine and three penalty points for each illegal tyre

What's stopping you from taking **ACT**ion?

**ACT**  
Air Pressure • Condition • Tread

**for the consequences?**

Remember to **ACT** on tyre safety

contact early

**ACT**  
Air Pressure • Condition • Tread

Check your tyres **at least once a month** and **before a long journey**

**TyreSafe**  
tyresafe.org

# Don't let your tyres ruin your summer



Get a **FREE** tyre safety check here

What's stopping you?



Don't let your tyres ruin your summer



Whatever your plans are for the summer, remember to check the air pressure, condition and tread of your tyres before hitting the road.



What's stopping you?



**Tyre Safety Month 2022**

# If your tyres don't stop you...

This October, we challenged drivers to consider the implications of driving on illegal tyres. If your tyres don't stop you, what will? not only reminds the motorist of the benefits and importance of tyre checks but also carries the literal message that, as the only point of contact between the road and the vehicle, it is tyres which are crucial for safe and effective braking and cornering.



# what will?

Working with a dedicated video crew and digital marketing team we created a series of videos and edits that depicted chilling but very real scenarios inferring the tragic and life changing impact of not performing basic tyre checks each month.

Tyre Safety Month is the cornerstone of our campaign calendar, and every year the message and materials are revealed exclusively to members and attendees at the annual briefing, before being released to the public in October. The campaign spans digital and offline platforms, reaching as many motorists as possible by leveraging the following of our supporters. In 2022, we recorded 215 million opportunities to see or hear the TyreSafe message in media coverage – a new record.



Materials are available for free to all supporters for them to help us spread the message as far and wide as we can. Whether via print, social media, their customer facing areas or other digital channels including websites and digital press, it is impossible to accurately assess the total number of those motorists who saw our potentially life-saving message.

We'd like to thank our supporters and followers who shared the materials to help us drive home the message that every campaign culminates in - **'Safe tyres save lives'.**





# How to show your support

**The TyreSafe media team continues to provide materials in line with seasonal campaigns and ongoing initiatives that are designed with print and digital formats in mind. Which means that however you connect with your audience, we have a solution that enables you to drive home the tyre safety message.**

## **If you're already a supporter**

Your dedicated member's area of the website uses a state-of-the-art OneDrive mirroring system to give supporters up to the minute access to digital files, imagery, social media assets and print-ready documents whenever you need them. Which means you can launch and champion your own tyre safety campaigns with free use of the materials.

Don't forget to make sure your retailer details are up to date and your contact information is correct on the TyreSafe Supporter Locator. The directory helps the public find reputable TyreSafe registered retailers to help them make the right buying decisions.

## **Get behind our campaigns**

We campaign year-round to raise the profile of tyre safety and launch dedicated digital and integrated campaigns that target different motorist audiences. From caravanners and motorhome drivers through to families, fleet operators and van drivers, we leave no stone unturned when it comes to sharing the tyre safety message. When campaigns go live, you'll be notified and all the materials, for distribution on social media, via email or in your showroom are immediately and freely available.



We also launch seasonal campaigns, notably during the summer, when more people take to the roads, during tyre safety month in October and at Christmas, when driving conditions are more treacherous.

We urge all our supporters to get behind our campaigns, sharing on social media with the **#tyresafe** and **#checktyres** hashtags.

You can support us by sharing our posts on Facebook and Instagram, tagging us in your own campaigns.

## Your commitment to your Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG)

Businesses need to demonstrate that they behave ethically, not just from an environmental standpoint but socially as well. Making donations to and supporting charities like TyreSafe whilst encouraging employees to volunteer in our dedicated member groups is a great way to demonstrate this.

Good CSR helps companies maintain a positive brand image by making a positive impact on society as well as boosting the morale of stakeholders.

### Did you know?

You can claim tax relief when your limited company gives to a charity like TyreSafe.

Charity sponsorship payments are different from donations because your company gets something related to the business in return. You can deduct sponsorship payments from your business profits before you pay tax by treating them as business expenses. Simply deduct the value of the donations from your total business profits before you pay tax.

## Looking to show your support?

It's fast and simple to sign up to become a TyreSafe supporter, and the benefits grow year-on-year. Supporters can expect to receive:

- **A supporter's certificate** for all touch points, which demonstrates supporters' commitment to the safety of its customers and staff
- **Permission rights** to use the TyreSafe logo on all of your company stationery, literature and electronic communications
- **A 100-word supporter's profile** on the TyreSafe website
- **A link** from the TyreSafe website to the supporters' website
- **Copies of all TyreSafe press releases**, keeping you informed of current campaigns
- **Access to TyreSafe campaign materials, animations and videos** for dual branding purposes or integration into your own corporate identity guidelines
- **Participation** in nationally organised awareness campaigns
- **Advertising and press release templates** for customisation
- **Online banner ads** with generic and campaign-based tyre safety messages
- **Listing on TyreSafe's dealer locator** on the website where appropriate

What's more, supporting TyreSafe not only elevates your company's CSR presence, but most importantly increases the potential impact of life saving campaigning.





# Don't let tyres ruin your summer plans

Summer is actually the time when more tyre-related incidents are reported on our roads than any other time of year. TyreSafe raises awareness of the checks motorists should carry out before setting off on their summer holidays every year. For 2022, a dedicated video was created, targeting, young drivers, families and mature drivers.

## We're in this together, so A.C.T this Christmas

**Christmas is about giving, and a gift that could prove the most valuable under the tree needn't cost a penny. Sharing and educating loved ones, neighbours, family and friends about the importance of tyre checks could save lives.**

Our simple acronym ACT reminds drivers to check the air pressure, condition and tread of each tyre.

Driving with air pressures below or above the recommended settings can severely compromise grip, which is particularly hazardous in icy and wet conditions.

Furthermore, tyres that are underinflated by 20% have a reduction in fuel efficiency of 3%, and underinflated tyres have a significantly reduced tyre life as the tyre's contact patch with the road surface is reduced to two smaller areas towards the outer edges of the tread.

The correct tyre pressure settings for your vehicle can be found in the owner's handbook, in the door shut or fuel filler cap, and drivers should use an accurate gauge to check all four tyres. If drivers are loading up with presents and relatives, they may need to adjust their tyre pressures accordingly to account for the additional weight.



# Give the gift of tyre safety this Christmas

Every Christmas, we campaign to raise awareness of tyre safety, and for 2022 the message was even more poignant, as many households feel the very real pinch of the economic recession. Drivers facing financial uncertainty could make cost-cutting but dangerous decisions about replacing and maintaining their tyres.

The message TyreSafe shared for Christmas asked households to consider what they need over want when it comes to presents. Tyre safety is more than just a luxury, it is a necessity, and the absence of it could have tragic consequences.

A monetary contribution to help a loved one purchase new tyres, or even the gift of time to help someone carry out the necessary checks could be a lifesaving present.

## Got a car full?

The festive period also sees an increase in people travelling with vehicles loaded with passengers, luggage and gifts, often in more challenging weather conditions. Which means performing tyre checks and adjusting tyre pressures according to a vehicle's load is extremely important.



## A message from our Chair

“The magic of Christmas, perhaps more this year than ever, is about being around the people you love and celebrating this wonderful time of year. TyreSafe wants to ensure as many drivers as possible stay safe and avoid the distress and at worst, tragedy, of a tyre related incident this Christmas. It only takes a few minutes to check your tyres and could be the difference between an incredible Christmas and a devastating new year.”

**Stuart Lovatt**

# 2022 Results

**Print and Broadcast  
Media Circulation**                    ??? million

**Web Sessions**                        ???,000  
Earned                                    ???,000

**Social Media  
Impressions**                        ??? million

Facebook                                ???,000

Twitter                                    ?? million

LinkedIn                                 ??,000

YouTube                                 ??,000

**TOTAL**                                 ??? million

# 2023 Campaigns

TyreSafe produces a spring, summer and Tyre Safety Month campaign each year, primarily targeted at the private motorists. However, in 2023, there will also be a full set of business-focussed assets developed from the insights gained from the Tread Depth Survey and Post Collision research.

These assets will be developed to assist fleet operators, whether they be company-provided vehicles or the increasing grey fleet, with the tools to better understand road risk management policies for tyres and its importance. These policies are becoming increasingly important as insurers may now audit organisations not only to ensure they are provided to those driving on company business but that they are implemented, monitored and acted upon.

Businesses and their road risk management policies are uniquely placed to improve road safety as, properly implemented, drivers are obliged to incorporate their responsibilities when driving on every journey and appropriately maintain their vehicles.

