

“BUMP” UP YOUR SUPPORT FOR ROAD SAFETY

Drivers are being asked to **BUMP** up their commitment to safer driving by displaying a *#SlowDownInLincolnshire* bumper sticker on their vehicle as part of a new road safety campaign by Lincolnshire Police.

The new campaign will see motorists display a bumper sticker to the rear of their vehicle or rear windscreen which calls for road users to respect their neighbourhood by observing the correct speed limit. The pledge to drive safely aims to instil community pride and ownership of the safety of their roads.

Run in partnership with the Lincolnshire Road Safety Partnership (LRSP), the campaign aims to cut the number of people killed or seriously injured in road collisions in Lincolnshire. During 2020 there were 52 fatalities and an additional 394 people seriously injured on county roads.

The stickers can be collected from stations across the county and displayed either on the rear bumper or windscreen of a car, van, farming machinery, motorcycle, or other larger fleet vehicles, and will also be handed out by local neighbourhood policing teams.

Stickers can be collected from the following stations:

Boston	Sleaford	Stamford
Bourne	South Park, Lincoln	Gainsborough
Louth	Horncastle	Spilsby
Market Rasen	Grantham	Mablethorpe

People are also asked to support by sharing social media posts, using *#SlowDownInLincolnshire* and *#drivesafelincs*. Drivers are encouraged to take a photo of their vehicle displaying the sticker and tag in their local policing team to help promote the project.

This new community project is the first push of a year-long road safety campaign launched by Lincolnshire Police under the banner of *#drivesafelincs*.

Further information can be found on the *Updates and Alerts* of the Welton **NEWS** website.