

# Press release

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FOR IMMEDIATE RELEASE

## **Clearview Traffic Group and Eco Bicester have joined forces to raise awareness of the national Road Safety Week campaign, encouraging people to drive less, live more**

Clearview Traffic Group and Eco Bicester are taking part in this year's [Road Safety Week](#) (23-29 November), as part of a national campaign coordinated by Brake, the road safety charity, encouraging people to [drive less, live more](#) and make our streets safer, more pleasant places.

As part of the campaign, Clearview Traffic and Eco Bicester will be offering a free reflective goodie bag to the first 100 people to collect from the Bicester Green pop up shop during Road Safety Week. The partners will also be running a poster competition for local school children to design their ideal bike. Prizes will be donated by Clearview Traffic for the most innovative suggestions. The aim is to raise awareness of the existing Cycle for Bicester bike loan scheme, which is managed by grassroots organisation Bicester Green, and to encourage more people to make use of our local cycling amenities and to encourage and facilitate safe, sustainable travel options.

The Road Safety Week 2015 theme, [drive less, live more](#), is about making our streets safer, more pleasant places by encouraging people to drive less, as little as possible, or not at all if they can. The campaign asks everyone to consider how they use roads, and see if they can reduce car journeys by walking, cycling or using public transport instead.

**Julie Townsend, deputy chief executive, Brake, said:** “We’re delighted Clearview Traffic and Eco Bicester are getting involved with Road Safety Week and helping to spread the ‘drive less, live more’ message. Local support for the road safety cause is vital and we are asking everyone to consider whether their journey can be made on foot, bicycle or by using public transport instead. Driving less reduces congestion, pollution, and traffic danger, making our streets safer and more pleasant places, plus it can make you fitter, healthier and happier.”

**Nick Lanigan, Managing Director of Clearview Traffic said:** “Improving road safety is at the heart of everything that we do here at Clearview Traffic. We are long-term supporters of Brake and we are very pleased to be able to work in partnership with other local stakeholders to help promote the Drive Less Live More campaign and to raise awareness of the excellent work being undertaken

to encourage active travel and sustainable transport through the work of Eco Bicester and Bicester Green”.

**Cllr Barry Wood, leader of Cherwell District Council**, said: “The ‘Drive Less, Live More’ campaign supports our One Shared Vision initiative to promote sustainable living in Bicester. We want to create a network of pathways and routes which make it easier for people to walk or cycle to their destinations as opposed to automatically getting in the car. The free goodie bags are another way of making sustainable transport a more appealing choice by offering a great and safe initiative for people choosing to travel on bike or foot.”

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**About Clearview Traffic:**

Clearview Traffic Group Ltd’s primary focus is making roads work. Our award-winning active road studs have an enviable track record at reducing road casualties and improving the driving experience for road users at night. Meanwhile, our range of innovative wireless detection, parking and traffic monitoring technologies enable cities and towns to empower road users with real-time information which smooth traffic flow, reduce congestion and safely increase the capacity and effectiveness of our roads. Working closely with our customers and their operational partners, we deliver scalable, affordable tailored solutions that make the local transport infrastructure work smarter, not harder.