



News

Communications Unit

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RED CARD TO DRINK AND DRUG DRIVING

As World Cup Fever sweeps Britain 95 Alive the York and North Yorkshire Road Safety Partnership wants to use the interest created to encourage people not to drink and drive.

But we do want to encourage people to enjoy the football so we're working with the Police, Fire and Rescue, Road Safety Officers and local licencees to make sure if they are going out and drinking that they take DES with them. Having a DESignated driver or using a taxi, a bus, or walking can mean the difference between a good night out or the horrendous alternatives that drinking and driving can bring.

In the past five years in York and North Yorkshire 287 people have been killed or seriously injured because of drink driving. The least that will happen if drivers are caught over the limit will be a minimum 12 month ban and up to a £5,000 fine.

That could lead to the loss of jobs, the break up of relationships and all that that entails. Worse they could kill or seriously injure themselves or someone else.

A conviction of causing death by careless driving while under the influence of drink or drugs carries a sentence of up to 14 years in prison, an unlimited fine and a minimum two year driving ban.

North Yorkshire County Councillor John Fort, Executive Member for Road Safety said:"Let's hope the England team do well in the World Cup, it's creating real enthusiasm and interest, and we want people to enjoy the summer. But we have to emphasise the dangers that drinking and driving create. It just is not worth it, and the problem is alcohol can make people over confident, so they forget all the warnings and believe they'll be alright to drive, but they won't be and it can lead to catastrophic consequences for themselves and other people.

"While we are focussing on the World Cup at the moment, the Drink and Drug Drive campaign carries on all year round, it's not just something to bear in mind for the summer, the message is the same all year round, drink and drug driving wrecks lives."

Insp Dave Brown, Head of Roads Policing for North Yorkshire Police said: We will continue to 'head home' the message – Enjoy yourselves but stay safe and legal. We will 'tackle' all offences relating to drink and drug driving. This is not a game – it's peoples lives and you know the score !

"Not only is drink driving illegal it is reckless, dangerous and can ruin people's lives. If you are going to the pub to watch England and are driving, don't drink it's as simple as that.

"If you do want to have a drink, appoint a designated driver or get a taxi home. If you don't you could end up missing the rest of the tournament because you're in prison.

"Remember if you've had a few drinks the night before you may still be over the limit in the morning, this is not an excuse and you will be dealt with accordingly.

"Enjoy the World Cup but be sensible, don't ruin it for yourself or anyone else by drink driving. It is simply not worth it."



Chris Anderson, Assistant Chief Fire Officer for North Yorkshire Fire and Rescue added: “We are asking people to play it safe over the summer and enjoy the World Cup atmosphere and summer barbeques without the risk of being involved in a road accident. The way to do that is to make alternative arrangements to get home if there is a chance you might have a drink, sharing the responsibility by having a designated driver is a great way to avoid what could be terrible consequences.”

IMAGE – Please note this is a County wide campaign an image of the campaign poster is attached.

There will be a PHOTO and INTERVIEW OPPORTUNITY at the Durham Ox pub in Northallerton at 10am on Friday June 4th when Cllr Fort will be launching the Summer Drink Drive campaign with North Yorkshire Police, North Yorkshire Fire and Rescue and Licencee Lorraine Watson.

A dual launch will be held in York on Friday June 4th at St Sampson’s Square with North Yorkshire Police, Fire and Rescue and City of York Council.

Contact Janet Gleeson, Communications Coordinator for 95 Alive on 01609 798304, North Yorkshire Police Press Office on 0845 6060247 or City of York Council on 01904 551068.