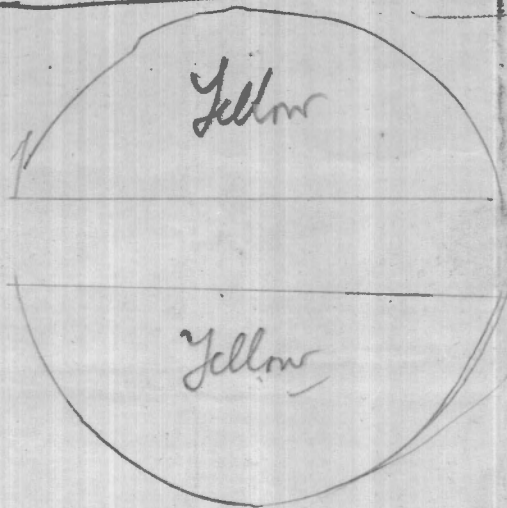


on Footway or Roadway

Painted Yellow sign 45 ft from Crossing



↑

9

to

11

inches

diameter

↓

THE NEWSREEL ASSOCIATION
OF GREAT BRITAIN & IRELAND LTD.

Office Phone:
GER. 3177 & 7931

Registered Office: QUEEN'S HOUSE, LEICESTER PLACE, LEICESTER SQUARE,
LONDON, W.C.2.

From: N.R.A.

Date: 3rd October, 1951.

To: The Principals.

Dear

Forwarded
Mr. Cummins
W
The Chairman has requested me to circulate the following memo (dictated by Mr. F. Watts of the C.O.I.).

"The publicity in the entire press yesterday of the extremely disquieting figures regarding road accidents has brought into prominence the coming into force on October 31st of the new regulations regarding road crossings. From that date special diagonally painted crossings will be in existence all over Britain, and enclosed herewith are some notes by the Ministry of Transport which will explain the importance of these crossings from both the pedestrians' point of view and the motorists' standpoint.

"The brief list of road casualty returns also enclosed will show more than anything the gravity of this road-safety situation - over 200,000 casualties in 1950, including over 5,000 killed. In other words every day on an average over 500 people are killed and injured on the roads, many of whom, tragic to relate, are children.

"Last year, when there was a meeting between the representatives of the C.O.I. and the N.R.A. the members of the N.R.A. promised that they would give generous consideration to any suggested film of national importance and topicality, particularly in view of the cessation of the trailers, at one time in vogue. It is thought that this topical item would be a very suitable one in this category and H.M. Government have intimated that they would be extremely grateful if members of the N.R.A. could assist in any way to bring into prominence the new pedestrian crossings and brief regulations and also the impressive accident figures.

"It would obviously be essential that a general release date should be fixed if the members do decide to help (as H.M. Government hope they will) and one suggestion amongst many other possibilities would be that Companies when making any short film might possibly bring in one or more of their star artists but this obviously is a matter for the members. Any of the local Councils will be pleased to advise where the crossings are actually being painted now and the Ministry of Transport state that there is continual work on these crossings at the present moment, in order to get them all ready for October 31st."

D. Shear

X-FO8401

PEDESTRIAN CROSSINGS

1. All over the country white stripes have recently been painted on selected pedestrian crossing places. This work has been done in preparation for the day, 31st October 1951, when new Regulations about the marking of pedestrian crossing places and the use and observance of them come into force.
2. The effect of the new Regulations is to give pedestrians precedence on the striped crossings unless a police officer is for the time being controlling traffic at the crossing.
3. Crossings at road junctions where traffic is controlled by light signals are not being striped and the new Regulations do not afford pedestrians any precedence at these places. Pedestrians should cross when the lights are in their favour, i.e. they should cross in front of the stream of traffic stopped by the red light.
4. At present there are too many crossings with the result that drivers tend to ignore them and the Police are unable strictly to enforce the Regulations. The striping of only a limited number of the existing crossings is designed to remedy this position and it is anticipated that the greater conspicuity of the striped crossing coupled with the restricted use of the stripes will encourage pedestrians to use these crossings and drivers to observe more scrupulously the rights of pedestrians thereon. It will clearly be easier for the Police to deal with offending drivers.
5. Local authorities are free to paint a yellow sign on the footway or carriageway at a distance of 45 feet from a striped crossing on its approach side. A diagram of the yellow sign is attached. Where this sign is used the new Regulations make it an offence to park a vehicle between the sign and the crossing. (Exceptions to this are stopping to enable persons to board or alight from the vehicle or to enable goods to be loaded or unloaded.) This should assist drivers to see pedestrians on the crossings and the pedestrians stepping off the kerb on to the crossing to see approaching vehicles.
6. The film might show
 - (a) the contrast between the conspicuity of a crossing before and after striping;
 - (b) pedestrians using a striped crossing and vehicles stopped to give them the right of way;
 - (c) subject to a suitable commentary, pedestrians failing to use the striped crossing; and
 - (d) the contrast between the striped crossing obscured by a stationary vehicle and one not obscured by a stationary vehicle.

ROAD CASUALTIES

Casualties on the roads of Great Britain in the last six years have totalled well over one million. That is more than all the casualties suffered by this country, through enemy action, during five years of war.

In 1950 road casualties totalled over 200,000, including over 5,000 killed. Every day, on an average, over 500 people are injured on the roads, and more than a dozen killed.

Pedestrians suffer worst of all. Last year over 53,000 pedestrians were injured and about 2,250 killed. To put it another way, more than a quarter of all the casualties on the roads are pedestrians.

Of the 53,000 pedestrians injured, nearly 23,000 were children, and included in the 2,250 pedestrians killed were 672 children.

Get. the committee
to see me on
this
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