

PR 4553

**For Immediate Release**

6 October 2005

## **A sound i-deer**

**Special sound devices will be used for the first time in the UK by Hertfordshire Highways in a bid to cut down the number of accidents involving deer on the county's roads.**

Each year, nationally, there are more than 30,000 deer related road traffic collisions, resulting in 250 human injuries and £10.5 million worth of damage.

Hertfordshire Highways will be piloting a scheme on the Ashridge Estate from this month in an attempt to dramatically reduce the number of collisions involving deer. Special acoustic devices will give off a sound when triggered by passing traffic to stop the deer from going in to the road, while an interactive sign will encourage drivers to slow down. This will be activated either by the speed of traffic or by crossing deer.

"Accidents involving deer are at their highest between October and December, which is why we are implementing this equipment now," said County Councillor Stuart Pile, Executive Member for Transportation and Environment.

"Accidents are often caused by a driver swerving to avoid a deer and veering in to the path of an on-coming vehicle, causing a major collision which can result in serious injury and even death.

"If the deer is hit, it's almost certain that it will be killed or need to be put down, which can be extremely upsetting for the motorist. We are hoping that this innovative system will help to prevent many accidents. The results will be monitored and if it's successful it will be rolled out to other parts of the county."

Hertfordshire Highways have been working with the Deer Collisions Project Leader, Dr Jochen Langbein, on the various measures.

"It is important that we are aware of all collisions involving deer, but at the moment only human injury accidents are recorded in official statistics," said Dr Langbein.

"The only way that we can record all incidents is for the people involved to tell us about it and urge all members of the public to do so."

If you are involved in a collision with a deer, you can inform the Deer Collisions Project by e-mailing [info@deercollisions.co.uk](mailto:info@deercollisions.co.uk).

**Notes for Editors**

The partnership set up to undertake this study consists of Hertfordshire, Buckinghamshire and Bedfordshire County Councils, the National Trust and the Chilterns Conservation Board.

The National Deer Collisions project is administered by The Deer Initiative. For further information on the Deer Collisions project please visit [www.deercollisions.co.uk](http://www.deercollisions.co.uk)

For further information on the work within Hertfordshire, please contact Magedie Pretorius at Herts Highways on 01707 356271

**For further information please contact:**

**Lara Hejazi, Press Officer**

**Tel: 01992 555615**

**Fax: 01992 555647**

**Email: [lara.hejazi@hertsc.gov.uk](mailto:lara.hejazi@hertsc.gov.uk)**

**[www.hertsdirect.org/news](http://www.hertsdirect.org/news)**

**For political comment please contact:**

**Stuart Pile (Conservative), Executive Member, Transportation and Environment on 01707 260125**

**Sue Jones (Labour), Spokesman on Environment on 01707 271572**

**Stephen Giles-Medhurst (Liberal Democrat), Spokesman on Environment and Transport on 01923 893661**