



# 10 year Dead Slow Campaign

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# What is our Dead Slow campaign?

We're marking **ten years** of road safety education and campaigning to make sure all road users are aware of what to do when they encounter horses on the road.

As part of our anniversary Dead Slow road safety campaign, we'll be reflecting on ten years of alarming statistics. Our aim is to encourage more road users to evaluate how they pass horses as well as how dangerous passing them too closely and too quickly can be.

Additionally, we're calling for the government to invest more into a campaign that will generate greater awareness of the Highway Code guidance in place for passing equestrians – this includes passing horses at no more than 10mph and leaving at least two metres distance.

It's important that we keep this issue firmly on the national agenda and encourage greater collective action.

## Our **Dead Slow** road incident figures will be launched on 18 March

Over the **last ten years** (2016–2025):

- **19,528** road incidents involving horses have been recorded with British Horse Society
- **559** horses have died and **964** have been injured — an average of **56** fatalities every year
- **Eight** people were killed, while **999** were injured
- On average, **80.6%** of incidents occurred because a driver passed by too closely
- The percentage of incidents occurring because a driver passed by too quickly has risen **168%** since 2018.

### **2025:**

- **2810** road incidents involving horses have been logged with British Horse Society
- **59** horses have died and **82** have been injured
- **86** people have been injured.

Please don't share these figures widely until **18 March**.

# How can you help?

To improve equine road safety, we're striving to:



**Raise  
awareness**

Make the public aware of the importance of passing horses safely.



**Reduce  
incidents**

Reduce the number of equine-related incidents occurring on our roads.



**Call for  
change**

Call on the government and MPs to grow awareness of the Highway Code guidance.

We're pleased to offer a suite of assets to highlight our key messages. We ask if you could please support this campaign by using these across your own channels.

## Our assets

**2,810  
incidents**

involving horses recorded on the BHS  
Horse i app in 2025

**59 horses  
killed**

in road related incidents involving horses recorded  
on the BHS Horse i app in 2025

**DEAD SLOW**

Please pass **slow** and **wide**

# Suggested social media copy

Did you know that over the last ten years, 19,528 road incidents involving horses have been recorded with British Horse Society?

In 2025, 59 horses died and 82 were injured.

Horses can be alarmed by a speeding car. Help to keep them safe by passing at less than 10mph and leaving at least two metres distance.

Check out British Horse Society's Dead Slow campaign to learn more: [bhs.org.uk/deadslow](https://bhs.org.uk/deadslow)

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We're supporting British Horse Society's Dead Slow campaign to raise awareness on how to safely pass horses, as seen in the Highway Code. Together, we can work to stop these tragic incidents from happening.

Learn more here: [bhs.org.uk/deadslow](https://bhs.org.uk/deadslow)

Passing horses slowly will help to keep every road user safe, With your help, we can stop tragic incidents from happening on our roads.

Check out the [#HighwayCode](https://bhs.org.uk/deadslow) guidance for passing horses: [bhs.org.uk/deadslow](https://bhs.org.uk/deadslow)

# Suggested copy

In the last 10 years, nearly 20,000 road incidents involving horses have been recorded by British Horse Society. Eight people have been killed along with 556 horses – that's almost sixty horses a year killed on UK roads. This can't continue.

In 2022, the Highway Code was updated and stated how to pass horses safely on the road. Despite this, incidents are still happening at an alarming rate. BHS's annual Dead Slow campaign talks to all road users about the devastating impact driving carelessly past horses can have, and highlights how simple changes to driving habits can make a huge difference.

Help spread the word to all the drivers and road users that you know. Passing horses wide and slow – leaving a 2-metre gap where possible and going at no more than 10mph – could prevent an incident that might put multiple lives at risk.

You can help BHS in their ongoing campaign to stop horses being killed on our roads. Simply download the BHS Horse I app (available on both Apple and Android) and record any incidents or near misses you see. You don't need to be a horse rider to record an incident, and every record helps strengthen the argument to make our roads safer for both horses and humans.

**Please contact the BHS press office if you would like more editorial copy or interviews for any publications at [pressenquiry@bhs.org.uk](mailto:pressenquiry@bhs.org.uk)**

# Timings and channels

	March 18	March 23	April 4
Campaign launch			
Regional statistics launch			
Campaign end			

All our assets and key campaign messages will be shared across BHS social media channels. Please find our social handles below and where suitable, share our posts wide & far:

Facebook: [British Horse Society](#)

Instagram: [@britishhorse](#)

YouTube: [British Horse Society](#)



## Any questions?

You can get hold of the press office from 8.35am–5pm Monday–Thursday and 8.35am–3pm on Friday by calling 02476 6840521 or emailing [pressenquiry@bhs.org.uk](mailto:pressenquiry@bhs.org.uk)

If you need to get hold of us out of hours (and it can't wait until the next working day) [click here](#) to find the details of the team member on call.



**British  
Horse  
Society**

**Thank you for your support!**