

The Andy Cox Challenge
May 16 – 22, 2022

How far will you go to save lives on our roads?

#HowFarWillYouGo

What is the event?

- A week of awareness-raising & fundraising
- To highlight the impact of road danger & the need for urgent action to reduce road death and injury
- Supporting RoadPeace, the national charity for road crash victims
- 16 – 22 May 2022

In May 2021, Detective Chief Superintendent Andy Cox embarked on an ambitious 200km run during Global Road Safety Week. He raised £53,000 for the charity, [RoadPeace](#), which provides support for victims of road crashes and bereaved families.

While the money raised will fund vital support services for people bereaved or injured from road crashes, it was his awareness-raising around road danger during the event that was truly priceless.

He used the event to start an important conversation around changes to legislation, media reporting, insurance and vehicle manufacturing that he believes are necessary to really make a difference to road casualty figures.

He was supported by a number of UK police forces, bereaved families and members of the public during the 2021 event, but this year he is stepping it up a gear.

In 2022, he is urging every police force in England, Scotland, Wales and Northern Ireland to join in the challenge to raise significantly more money and, in the process, significantly more public awareness around road danger.



What are you asking police forces and safer roads partnerships to do?

Every force is being urged to get involved in the 2022 event by forming their own local fundraising teams to run, cycle, walk, horse ride or travel by any other means across their force area.

Andy will be covering 30 miles per day through a combination of running, walking and cycling to mark RoadPeace's 30th anniversary. Forces can match this approach or come up with their own concept entirely. The most important thing is taking part and supporting the event communications.

Forces have been asked to raise £5,000. How they do this and over how many days during the challenge week (May 16-22) is completely up to them.

Money raised by the forces will feed into the main national challenge fundraising account, which has a target of £500,000: www.justgiving.com/campaign/andycoxchallenge2022

You will find further information about the event in the following video:

<https://vimeo.com/652815781>

How do we get involved?

- Register your interest by sending an email to Andrew.Cox@lincs.police.uk
- Spread the word among colleagues and form a fundraising team
- Create a Just Giving fundraising account for your force, linked to the main challenge page (see page two of guide below)
- Begin supporting the event through PR and on social media (see our guide below)

What else can we do?

Once you have signed up to take part in the event, please see our guide, '[How to Support the Andy Cox Challenge 2022 - Information for Police Forces](#),' for further advice.

For further help or advice, please contact rebecca.morris@roadsafetysupport.co.uk / 07872 380534 or Sara.Batley@roadpeace.org / 07473 825242.

