

Stay safe and report the incident

If you see an injured deer on the roadside?

- Pull over in a safe place
- Call the police
- Give as precise a location as you can, e.g., use What3Words
- The police will deal with the situation and have access to specialists
- Do not try to assist or move the deer as this might put you in danger

If you hit a deer while driving, your priorities, in this order, are:

- Keep yourself and your passengers safe
- Park your car in a safe location, with your hazard lights on
- Call an ambulance if human injuries dictate
- Call the police

If the deer is alive and still visible at roadside:

- It is best not to approach it. Doing so may cause the animal to run across approaching traffic and cause a further incident
- Do not move or handle live deer – this needs a trained specialist
- Call the police
- Give as precise a location as you can, e.g., use What3Words
- The police will deal with the situation and have access to specialists



SUPPORT THE BDS

Deer are keystone species that play a crucial role in the way the UK's landscape functions. The BDS is a charity dedicated to educating and inspiring everyone about deer.

Through our education and research, we raise awareness about wild deer and the issues surrounding them. We provide training to actively ensure deer can be managed humanely and safely to the very highest standard.

We want to ensure that wild deer in the UK are respected and valued, whilst being kept healthy and at a sustainable level, so they can benefit biodiversity within the wider environment.

YOU CAN HELP US BY:

- Joining and becoming a BDS member
- Giving us a one-off or regular monthly donation
- Leaving BDS a gift in your will

Visit www.bds.org.uk to find out more



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Deer on the roads

DRIVE DEER AWARE



www.bds.org.uk

RAISING AWARENESS OF DEER WELFARE IN THE UK

Traffic accidents involving deer

Road traffic accidents involving deer present a major problem across the UK. Although exact figures are unknown, it is estimated the number of deer killed or injured on UK roads annually is likely to exceed 40,000 and may well be nearer 74,000.

Deer vehicle collisions (DVCs) are one of the main causes of mortality among wild deer in the UK. A high proportion of deer which are hit are not killed outright but must be humanely despatched at the roadside, while others escape to die from their injuries later.

In addition, DVCs cause substantial damage to cars and numerous human injuries, as well as human fatalities each year.

Peaks in DVCs occur from October through to December and in May, but it is important to remember you could hit a deer at any time of year.



Reduce your risk DRIVE DEER AWARE

Take special care during peak danger periods.

Highest risk times are from sunset to midnight, and the hours shortly before and after sunrise.

Drive with caution.

During peak danger periods or on roads where hitting a deer is a possibility, drive with caution and be on the lookout for deer near the road.

Seen one? Look for another.

Be aware that more deer may well cross after the one you have noticed.

Use your lights.

After dark, do use full-beam when there is no opposing traffic BUT when a deer or other animal is noted on the road, dim your headlights, as animals startled by the beam may 'freeze' rather than leave the road.

Don't veer for deer

Do not over-swerve to avoid hitting a deer.

If a collision with the animal seems inevitable, then hitting it whilst remaining in full control of the vehicle is the safest option.

The alternative of swerving into oncoming traffic or off the road surface could have more serious consequences. Motorcyclists are at particular risk when in a direct collision with an animal.

Look out for traffic behind you.

Only brake sharply and stop if there is no danger of being hit by following traffic, and use your hazard lights.

Reporting DVCs

Most deer-vehicle collisions go unreported and this means there is an incomplete picture. More data will help us to understand not only the scale of the problem but also the factors involved, and highlight hotspots where improvements could be made.

You can help us by emailing the BDS at info@bds.org.uk and include the following information about the DVC:

Location, Date/Time, Species, and number of deer plus any other comments.

