



By Kevin Clinton, Head of Road Safety at the Royal Society for the Prevention of Accidents (RoSPA)

Last year, the number of deaths on Britain's roads fell below 3,000 for the first time since records began.

But there is no room for complacency and the level of road deaths (2,946 in 2007), plus the number of road injuries (more than 240,000 in 2007), is still far too high.

We must not overlook the positive impact that road safety strategies, based on three elements (engineering, enforcement and education), can continue to make.

Education is particularly important. The most recent report on contributory factors to road accidents revealed that a driver or rider error or reaction was the most commonly mentioned – cited in 68 per cent of cases.

Changing the behaviour and attitude of road users, therefore, is key if we are to further reduce the number of road casualties.

An enormous effort is already put into providing road safety education, but there are gaps that need to be filled - for children both in and out of school, and for adults who currently receive very little road safety education apart from initial driver and motorcycle training.

At RoSPA, we have campaigned for more than a decade for employers to take road risk seriously. Assessments and training for employees who use the road for work purposes are part of the approach that we encourage organisations to take.

But there are also things that individual road users can do to improve their safety and get more enjoyment from the time they spend behind the wheel or on their motorbike.

Drivers and motorcyclists can benefit greatly from refresher training, which can iron out any bad habits they may have unwittingly developed over the years. Such training can range from quick and easy lessons that focus on specific skills to longer courses leading to full advanced driving tests.

RoSPA offers driving assessments that provide an objective report of a person's driving ability and lead to practical suggestions about how skills could be improved.

We also have a network of more than 50 RoSPA Advanced Drivers and Riders groups across the country. Volunteer tutors in the groups provide free training to help people improve their driving or riding skills and ultimately prepare for their RoSPA Advanced Test – the pinnacle of achievement in on-road driving or riding.



- For more information about refresher driver and rider training, visit www.rosipa.com/roadsafety/refreshertoolkit/
- You can find out more about RoSPA Advanced Drivers and Riders groups at www.roadar.org
- Details of RoSPA's Experienced Driver Assessment can be found at www.rosipa.com/drivertesting/courses/driver_training/eda.htm

Nu Drivers - Driving



• Andy Hall receiving his Best Practice Excellence Award

Andy Hall has been a driving instructor for 7 years. He is ADI (Approved Driving Instructor) qualified, which means he has been tested by the Driving Standards Agency to become a qualified driving instructor. To become ADI qualified Andrew would have

taken part in a course carried out on a part time basis, to complete this course he would have had to complete the following sections: Personal development in which he would have had to attend external courses, he would have been tested on his advanced driving and improved instructional ability. He would also have been tested on his way of identifying faults, how to analyse those faults and a remedy. Andy's instructional techniques would have been demonstrated, the way he would demonstrate to pupils and his customer care would also have been checked to make sure he is friendly, punctual and he has a good technique and rate. It takes around 12 months to complete this course and this ensures pupils they will have a good instructor. Andy has confidence in what he is doing and that is the best quality of a driving instructor.

Andy makes sure all lessons are planned and he realises that each pupil learns differently he makes all his pupils feel at ease and makes them more confident he makes the study of his client his first objective. Good communication skills are vital. Keeping sentences short and straight to the point must be carried out with any pupil throughout the driving lesson. The correct use of 'body language' is essential to keep a pupil's interest and motivation.

Andy teaches mostly young and novice drivers, aged 17-21, in the South East corner of England that includes Tunbridge Wells and Sevenoaks. He runs his own independent company Nu Drivers.

Nu Drivers is an independent company in which Andy offers low price lessons. Above all, he is a quality teacher who enjoys his work and finds it extremely rewarding. Not only is Andy a driving instructor, but he has also written self help driving guide book, which is specially designed to help the novice motorist drive defensively, identifying risks in good time and dealing with them correctly, thereby reducing accident risk. These books are user friendly and professionally compiled.

Pedestrian Crossings

1 This is a Zebra Crossing. You can identify this crossing by the yellow 'blinking' beacons on poles either side of the crossing. Also the actual crossing has black and white markings on the road surface. This crossing is uncontrolled, in other words it has no traffic lights. The only control at these crossings is carried out by the pedestrian. If a pedestrian has one foot on the crossing treat it like a red light and approach to stop. Here you can see this crossing is set very close to a junction to the left. This is a place where pedestrians tend to cross the road in reasonable numbers. These crossings can be positioned almost anywhere in a built up area and are found in 30 mph speed limit zones.

2 This is a Zebra Crossing with an island in the middle. Treat this crossing as a double crossing. In other words each half is a separate crossing. Approach at a speed you could stop safely if a pedestrian is entering the island from your right. Approach to stop if you see a pedestrian waiting by the crossing on your left.

3 This is a Staggered Zebra Crossing. This should be treated as two crossings. The island is long enough for pedestrians to move along to the next crossing position.

4 This is a Controlled Staggered Crossing. Again treat this as two separate crossings. You can see it is controlled by traffic lights that can be activated by the pedestrian pushing a button. It can be either a Puffin or Pelican type. A Pelican has a flashing amber light that follows a red light. That means anyone on the crossing must be allowed to continue walking to the other side. The lights controlling one side of the road are independent of the other lights.

Excellence Guaranteed!



Young and novice drivers are notorious for causing accidents and with 60% of all accidents happening within 20 metres of a junction, much debate has centred on how to improve their skills. Approved Driving Instructor, Andy Hall, is tackling this subject head on with his new book, 'Hazard Ahead', which uses real-life examples to instil road awareness and skills. The book was launched at the Schools Trade Fair Exhibition at the Ashford International Hotel in Ashford, Kent on 7 October 2008.

Driving Education is a major issue towards the reduction of accidents on roads, 18% of all accidents happen within 12 months of drivers passing their practical tests and accident liability of new driver's drops sharply after this period and it continues to fall as experience is gained. Young drivers aged 17-21 make up 7% of license holders, yet are involved in more than 14% of road traffic accidents.

By 2020 road injuries could overtake HIV and TB to rank third in the causes of premature deaths. Death from road injury currently ranks at 9th. In 2002, 1.2 million women, children and men are killed in road accidents worldwide, 50 million are injured and 5 million are disabled for life. The NHS spend at least £18 bn on traffic incidents a year, this money goes towards helicopter or ambulance pick ups and treatments. There are currently 31 million road users and 30,000 people a year are involved in road traffic incidents.

There are currently a number of issues being discussed about road safety and new drivers which include topics such as the pass plus scheme being made compulsory to all new drivers, this scheme covers motorway driving, night driving, driving on dual carriageways, driving in towns and on rural roads and also driving in all weathers. Pass Plus will build upon existing skills and also teach drivers how to anticipate, plan for and deal with all kinds of hazards, and can help you to become more confident on the roads.

Other discussions being assessed are to extend the practical test. This would mean omitting the manoeuvres (the instructors would sign pupils off once they have achieved all the manoeuvres successfully), but to concentrate on the pupils ability to use their skills in

a normal drive. There is the question about changing the age of learning to drive to 18 and to introduce curfew times for young drivers during the first 12 months of obtaining a full license. It may become a mandatory requirement for novice drivers to have to attend a minimum of 100 hours of practical lessons before they can take the practical test.

Andy has recently introduced a website on detailing the purposes of roundabouts and how to deal with them safely. One of the big advantages of having roundabouts is that they reduce pollution emissions to motorised vehicles in comparison to traffic light junctions. Roundabouts have very low maintenance requirement. Above all they reduce the risk of fatal accidents. Andy's book details ways of approaching and exiting a roundabout safely, showing proven methods such as explain, demonstrate and practice routine. His book makes roundabouts simple and downloadable tutorials are available online at a price of £3.50 with the first one being free. These downloads are available from the shop on www.roundabouts-tutorial.com.

For more information call 01892 661 879 or visit www.nudrivers.com or www.roundabouts-tutorial.com



Our acclaimed FedEx and Brake Road Safety Academy trains people, for FREE, to deliver road safety presentations to teenagers, parents, and company drivers. Hard facts

- One in three crashes involves a vehicle being driven for work
- That's 3 deaths a day involving company vehicles
- A new corporate manslaughter law will bring more offending companies to book

What people we have trained say about us: Tracey Young received her Workplace Road Safety training in November 2005 and has since delivered many presentations. Tracey explains "The 'Pledge to Drive Safely' programmes has created a lasting impression in the minds and behaviours of every one of the 700 Arval staff that have attended my presentation in the last couple of years. I absolutely love delivering all the life-saving messages, because I know that they really can save lives, time and time again. I never tire of listening to the views and concerns of the attendees, which are always different, relevant and uplifting. The biggest thing for me is the feeling that they will be safer on the road because of their attendance at one of my sessions. The feedback is always extremely positive, with many people stopping behind or coming to see me after the training to tell me how it has made a difference to them. It is an honour to be able to deliver this training – thank you. Glyn Smith attended his Workplace Road Safety in February 2005. He says "I have no doubt that the Brake Road Safety company driver presentation has been, and continues to be, invaluable to our company drivers. We have delivered 22 presentations reaching approximately 250 of our company drivers, to date at our office locations all around the UK, and we currently have another seven courses planned for the rest of 2008. The course material is very well designed and encourages considerable engagement and interaction by delegates during the course. Delegates respond positively to the safety issues raised, and in addition to generally raising safety awareness, they always take away some new information that they did not know. The 'Busy Enough to Kill' DVD is also a powerful tool and my admiration goes to the people who had the courage to tell their stories for the benefit of others. The DVD has a huge impact.

We will be continuing the programme of training using the Brake Road Safety Academy presentation into 2009 and I would recommend it to any company as a valuable aid in reinforcing and managing safe driving at work. Dee Cano is the UK training manager for Vanguard. After attending an Academy course in November 2005, Dee trained five training and development officers within her company in the presentation. They have integrated the presentation into their one-day driver awareness course, provided to all company car drivers. They discuss the consequences of road crashes on families and communities using Brake's 'Busy enough to kill?' DVD and go through Brake's Pledge to Drive Safely. They also make the presentation as interactive as possible. This includes pacing out braking distances and completing an online Highway Code theory test. The training team at Vanguard have now presented to over 756 people who drive for work. Arval's fleet manager Tracey Young has rolled out the presentation on a mandatory basis to all company car drivers and those employees who are insured to drive on company business, through fortnightly presentations delivered to 20-25 people at a time. In Road Safety Week 2006, Tracey expanded the scope of driver education to include lunch time drop-in sessions for all employees.

Colin Kostyrka, health and safety manager for Indesit has rolled out the company driver presentation to Indesit engineers, who drive vans as part of their work. Colin presents across the whole of the UK. He aims to deliver the presentation to all 900 company engineers, training approximately five people each time. Colin says "The Academy presentation has now formed an integral part of the company's occupational road risk policy."

