

In This Issue:

- Firefighters Get On Their Bikes • Sharing Good Practice In Cycle Training
- 'For Their Sake' Campaign • New On-Line Game • Vehicle Technology
- Independent Expert Appointed • Biker Insurance Discounts
- Company Car Drivers Not Making Adequate Checks • Van Best Practice
- Tougher Sentencing For Dangerous Drivers • BBC News - A Decade of Road Deaths

Merthyr's Firefighters Get On Their Bikes



Merthyr Tydfil County Borough Council Road Safety section have joined forces with the South Wales Fire and Rescue Service based at Merthyr Tydfil Fire Station to provide cycle instruction to National standards levels 1, 2 and 3, which has replaced the outdated cycling proficiency award.

Although a cycling national standards scheme level 1 and 2 was introduced into the primary schools in the authority 3 years ago, this is the first time the scheme will be delivered by MTCBC in partnership with an agency based inside the County Borough. Firefighter Aeden O'Neill and Crew Manager Adrian Thomas both serving members at Merthyr Tydfil Fire Station have become fully qualified national standards cycle instructors and will launch this new initiative at Mount Pleasant Primary School and Dowlais Primary School.

Pleasant Primary School and Dowlais Primary School.

Station Manager Nigel Williams said, "We are always happy to participate in partnership activities within the borough which improve the safety of the general public. I would like to personally thank Jill Harper, Merthyr's Road Safety Officer for supporting us in this venture, which I am confident will improve our children's road safety". Other schools in the authority will be given an opportunity to take part in this scheme in 2010.

CTC's Cycle Training and Education Conference in Wales

Sharing good practice in cycle training.

Cycle instructors, training providers, scheme organisers and managers are invited to attend Wales' first cycle training conference, which will be held in Llandrindod Wells on Wednesday 10 March. The combination of speakers, workshops, stands and networking opportunities promise to afford all those involved in cycle training the chance to share good practice.

For further information please contact;
Gwenda Owen Cycle Training Development Officer – Wales
gwenda.owen@ctc.org.uk

mobile 07825 081097 tel 029 20750 301
CTC c/o RoSPA 2 Cwrt y Parc Llanishen Cardiff CF14 5GH



'For Their Sake' Drive Carefully Call To Parents In Swansea



Motorists are being targeted in a new safe driving campaign aimed at getting parents to drive more safely and set a good example to their children.

The 'For Their Sake' campaign includes posters which have gone up on the back of buses in Swansea and at bus shelters across the city highlighting bad habits committed by thousands of drivers every day.

Acts such as speeding, texting at the wheel and not wearing a seatbelt are still common factors with drivers even though they are all illegal.

Swansea Council's Road Safety Team is hoping to reinforce the safety messages to motorists by highlighting the fact that often children sat in vehicles are watching what their parents are doing and are likely to copy them later in life.

Jeff Green, County Road Safety Officer in Swansea Council said, "Children sat in the rear of vehicles can easily see what is going on when parents are at the wheel. If they can see that the parents are speeding, texting or not even wearing a seatbelt, they may think it's ok.

"Hopefully the 'For Their Sake' campaign will strike a chord with parents and make them more aware that their children pay attention to what they do and that they need to set a good example behind the wheel."

Backing the campaign, South Wales Police Road Safety Manager Wayne Tucker said, "It is clear that some people are still ignoring the fact that not wearing a seatbelt, driving while using a mobile or speeding could kill you.

"We are committed to reducing deaths on our roads and would urge everyone to drive responsibly and it is vital that parents set a good example."

For further information contact Jeff Green on 01792 636147

Children's On-Line Game Launched



An innovative online game to help reduce the number of children killed and injured on Britain's roads has been launched by DfT.

'The Code of Everand' uses a virtual world to help children develop skills - such as finding a safe place to cross and planning ahead - which will help them to stay safe in the real world.

Road Safety Minister Paul Clark said, "Today's young people have access to more media than any before and their attitudes to communications have become much more sophisticated. 'The Code of Everand' reflects this sophistication and by communicating with children through a medium they already enjoy using we hope to improve their understanding of the importance of safe road behaviour."

Research has shown that computer games can help children develop essential skills such as logical thinking, planning ahead and co-operation.

The Code of Everand can be found at <http://codeofeverand.co.uk/>



**eSAFETY
ON BOARD**

The eSafety Challenge focuses on innovative vehicle safety technologies and the potential lives to be saved on the roads through increased deployment of these technologies.

A recent study highlights a lack of awareness amongst the general population about eSafety technologies but if all car buyers were aware of the eSafety technologies, installation rates would increase by a third. The study further shows a significant gender difference when it comes to eSafety awareness, with women knowing considerably less about these safety technologies. This, together with the fact that women are involved in seven out of ten car purchases illustrates how important it is for women to be aware of eSafety.

A background paper on eSafety technologies containing a comprehensive description of the 5 eSafety technologies promoted by this year's eSafety Challenge, their benefits and policy actions taken around the world to support the deployment of eSafety can be downloaded [here](#)

Independent Expert Appointed On Drink And Drug Driving

An independent expert has been appointed to examine possible changes to the law on drink and drug driving. Sir Peter North will advise on the case for changes to the drink driving limit as well as on whether there is a need to tighten the law on drug driving.

For both drink and drugs, the study will also consider the likely impacts of any changes on driver behaviour, and the practical steps needed to support the introduction of any new or revised offence.

Transport Secretary Andrew Adonis said:

"Road safety has improved significantly in recent years – 1,000 fewer people now die on the roads in a year than in the mid-1990s – and Britain now has one of the safest road systems in the world.

"But we need to cut further the number of tragedies on our roads. Drink driving killed 430 people last year and research suggests drug driving is a key concern for the public.

"To reduce drink and drug driving accidents there may be a case for further strengthening the law. I have appointed Sir Peter North to provide me with independent advice on lowering the drink drive limit and tackling drug driving through a new offence."

Sir Peter North said:

"Driving under the influence of alcohol or drugs still leads to a large number of deaths and serious injuries. The challenge is to see whether changes in the law and its processes can reduce casualties.

"The legal and practical issues are not easy to resolve but I intend to consult widely on these matters. I shall form my own independent views on them with the objective of providing advice by the end of March."

Sir Peter will provide advice on the merit of specific proposals for changes to the legislative regime for drink and drug driving.

For drink driving, the report will advise on the case for changes to the prescribed alcohol limit for driving - either reducing the current limit or adding a new, lower limit, with an associated revised penalty regime. For drug driving, the study will advise on whether there is a need for new legislation. It is already illegal to drive while impaired by a drug but a new offence might make it illegal to drive with named drugs in the system at specified levels, in the way that it is already an offence to drive with a specified level of alcohol in the blood.

Sir Peter will provide this advice to the Department for Transport by the end of March 2010 and the Department will then consult on its findings and publish a final road safety strategy.

Terms of reference for this study can be found [here](#)



RoSPA's advanced riders can now access highly-competitive motorcycle insurance through the safety charity's official alliance with specialist broker, Bike Team.

More than 3,000 motorcyclists who are members of the RoSPA Advanced Drivers and Riders (RoADAR) network can qualify for premium discounts of up to 25 per cent through the Colchester-based broker. Bike Team is also pledging to price-match quotes and offer renewal freezes for qualifying RoSPA advanced riders.

Bob Smalley, RoSPA's chief examiner, said: "Bike Team has developed a reputation for promoting safer motorcycling. Our partnership agreement recognises Bike Team's commitment to rewarding responsible riders who have achieved the highest level of training and road craft awareness."

RoSPA advanced riders can also take advantage of a range of additional policy benefits including EU riding for up to 90 days, free no claims discount protection and low cost additional bike cover.

There are more than 50 RoADAR groups across the UK. Volunteer tutors within the groups will automatically qualify for free passive tuition cover, particularly useful when training motorcyclists on the road.

For more details about the insurance, call 0800 917 5429 or visit www.biketeam.co.uk

For more details about RoADAR, see www.roadar.org

Company Car Drivers Not Making Adequate Checks

A worryingly high number of company car drivers may be driving illegally and risking serious injury after a survey by TyreSafe.

It found that an alarming 25% of company car drivers had never checked the depth of their tyre tread and a further 41% had not checked them within the last six months.

Both companies and employees have responsibility for tyre safety on fleet vehicles and those not making the necessary checks face fines and other penalties.

"As part of their health and safety obligations, companies should make sure that drivers understand their own individual responsibility towards tyre checks," said Stuart Jackson, TyreSafe chairman.

"Company car drivers typically cover around 20,000 miles per year; almost double that of private motorists so it is particularly important that they pay attention to their tyres. Our 20p lifesaver is a really quick and simple way of seeing if your tyres have enough tread to be safe and legal. By performing these checks just once a month, we believe the number of work-related accidents and cost to UK businesses can be dramatically reduced."

Current UK law states that tread on car tyres must be a minimum of 1.6mm across the central three quarters of the tread, around its entire circumference. Drivers found in breach of this law face a fine of up to £2,500 and three penalty points for each illegal tyre.

www.tyresafe.org/



Van Best Practice

A new website has been launched to help businesses who have vans. The Van Best Practice Programme helps van users to save money by improving the operational, environmental and safety performance of their vans.



Visit the Van Best Practice [website](#)

Tougher Sentencing For Dangerous Drivers



Dangerous drivers who seriously injure others should spend longer in jail, Justice Secretary Jack Straw has announced.

The maximum prison sentence for dangerous driving will be increased from two to five years, allowing courts to impose tougher punishments on dangerous drivers who devastate the lives of others.

This change will require the introduction of new legislation and forms part of the government's campaign to keep people safe on our roads and strengthen

the law against reckless driving.

It follows the introduction of other new offences to ensure drivers who kill face jail. In 2006 the new offences of causing death by careless driving and causing death where the driver is disqualified or uninsured were brought into law, allowing judges and magistrates to impose a maximum prison term of five and two years respectively.

Justice Secretary Jack Straw said:

'Dangerous driving can destroy lives and have a devastating impact on the families and friends of its victims.

'We have listened with great care to the innocent victims of dangerous drivers, their families and road safety groups and their experiences have directly informed these changes.

'As this is such an important and personal issue to those campaigning for this change to the law, I thought it appropriate to let them know as soon as possible that we are determined to make this important change.

'However, introducing new laws takes time and so this cannot be put on the statute book immediately. This is inevitable when amendments to primary legislation are necessary, as in this case. It will therefore take some time before it can be brought into effect.

'Dangerous driving contributes to the seven deaths that occur on British roads every day and so it is vital that the government remains committed to continuing to tackle the menace of dangerous driving.'

Paul Clark, Road Safety Minister, said:

'Britain has the joint safest roads in the world but we are determined to further reduce the number of terrible tragedies which occur every year.

'This tough new measure will help us to achieve this goal and sends a clear message to the irresponsible few that we will not tolerate those who show a disregard for the safety of others by flouting the rules of the road.'

BBC News - A Decade of Road Deaths

Using official data released by the Department for Transport, the BBC has created an interactive map which plots the location of every fatal road crash in Great Britain between 1999 and 2008.

Click [here](#) to visit the BBC website.

Contact the Editor

Copyright © 2010 by RoSPA Wales - All Rights Reserved.

Editor: Steve Baker, RoSPA sbaker@rospa.com

02920 250 600

RoSPA is not responsible for the content of external internet sites.

