

# Road Safety GB

## 2010 National Conference & Exhibition

Sponsored by



Road Safety Support

In association with



## Delegates' handbook

Chesford Grange, nr Kenilworth  
16-17 November 2010

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## Useful information for delegates

**CPD Certificate** - if you require a CPD Certificate please contact Sally Bartrum by email: sbartrum@stennik.com

**Taxis** - if you need a taxi the recommended companies are Easy Cabs: 01926 425959, Robin Hood Cars: 01926 888000, Chris' Taxis: 01926 316333.

**Emergency contact number** - if you need to contact the organisers in an emergency please call 07885 325846.

**Meet the officers** - Road Safety GB officers will be available to meet delegates informally in the main hotel bar, 6.30pm – 7.15pm on Tuesday 16 November.

**Website contact details** - Brian Hogarth, Road Safety GB administrator, will be available throughout the event in the main conference hall if you need to check or amend your authority contact details as published on the Road Safety GB website.

**Conference dinner** - All residential delegates are booked in for the conference dinner, as are day delegates and exhibitors who have registered and paid to attend. If you are in any doubt about whether you are booked in for the dinner please check at the registration desk.



# Welcome to Warwickshire



On behalf of the Mercia region, I am delighted to welcome you to Chesford Grange for the 2010 Road Safety GB national conference and exhibition.

We are absolutely thrilled with the level of support and interest in our annual event. At the time of writing it looks as though there will be more than 225 people and 29 exhibitors in attendance, which is quite remarkable in the current climate.

Planning for this event commenced virtually as soon as the 2009 conference finished, and I must pay tribute to the hard work and enthusiasm of the conference planning team – Stephen Rumble, Steve Chadwick, Adrian Hide, Liz Dalloway, Dulcie Stephenson, Sally Bartrum and Nick Rawlings.

I would also like to thank our three sponsors, RSS, Colas and Enterprise, whose financial support has been crucial in these challenging times.

So much has happened to our profession since we last got together in Cambridge 12 months ago, and many of us have had to spend a considerable amount of our time focusing on issues that are not central to our primary role. Hopefully, during the next couple of days we can get back to doing what we do best – exchanging ideas and learning from each other in order to further the cause of casualty reduction across the UK.

## **Tim Philpot**

Vice-chair Road Safety GB and chair of the 2010 conference planning committee

*tim.philpot@wolverhampton.gov.uk*



# Itinerary overview

The conference, exhibition and dinner are all held in the Kenilworth Suite and the Grange (Kenilworth Suite foyer area).

**Tuesday 16 November (1.30pm - 5.00pm)**

**Chaired by:** Tim Philpot, vice-chair, Road Safety GB

**1.30pm Welcome to Warwickshire:** Cllr Richard Hobbs

**1.40pm Keynote presentation:** Mike Penning MP, road safety minister

**2.00pm THINK! campaign update:** Fiona Seymour, DfT

**2.10pm The Safety Helmet Assessment and Rating Programme - SHARP:** Bernie Frost, DfT

**2.25pm Road Safety GB update:** Alan Kennedy, chair, Road Safety GB

**Interval (2.40 – 3.00pm)**

**3.00pm Road safety - the issues**

**Motorcyclists' advocate:** Chris Hodder, BMF

**Young drivers' advocate:** Allen Ross

**Pedestrians' advocate:** Richard Smith, Living Streets

**Cyclists' advocate:** Chris Peck, CTC

**Older drivers' advocate:** Cassim Virani

**At work drivers advocates:** Jason Askew &

David Rodgers, Colas, and Debbie Vaughan, Enterprise

**4.15pm Question time**

**Chaired by:** Robert Gifford, PACTS

**4.50pm Lynda Chalker Award & Prince Michael Awards' presentations**

**5.00pm session closes**

**5.15pm - 6.00pm Optional TIE performance**

See inside back cover for full details.

**7.30pm Pre-dinner drinks reception**

**8.00pm - 12.00am Conference dinner**

(entertainment by The Poptarts)



## Wednesday 17 November

### More for Less (9.00am – 10.15am)

Chaired by: Graeme Fitton, Warwickshire County Council

- 9.10am **A Cast of Hundreds, an Audience of Thousands:**  
Mike Holdsworth, Warwickshire County Council
- 9.30am **Embrace Life:** Neil Hopkins, Sussex Safer Roads Partnership
- 9.50am **Making 20mph Limits Work Without Traffic Calming:**  
Mark Tune, Warrington Borough Council

Interval (10.15am – 10.45am)

### Better Targeting (10.45am – 12.15pm)

Chaired by: Joanne Hodgson, Sandwell MBC

- 10.50am **E-valu –it:** Tanya Fosdick, Safer Roads Humber & Liz Knight, London Borough of Hounslow
- 11.10am **The EXCERate Young Driver Programme:** Tony Flory Durham CC
- 11.30am **Road user safety and disadvantage:** Liz Sutton, CRSP & Jeremy Hardin, AECOM
- 11.50am **i2i Motorcycle Academy:** Tom Killeen, i2i Motorcycle Academy

Lunch (12.15pm - 1.15pm)

### Innovation (1.15pm - 3.00pm)

Chaired by: Steve Chadwick, Shropshire Council

- 1.20pm **Using a serious game to change road behaviour**  
Professor Sara De Freitas, The Serious Games Institute
- 1.35pm **The Safe Road User Award:** Malcolm Farrar Shropshire Council
- 1.50pm **"iBike" - using mobile technology and crowdsourcing to communicate messages:**  
Gurminder Marwaha, Cheshire Safer Roads Partnership
- 2.05pm **Road Safety Knowledge Centre:** Nick Rawlings, Stennik
- 2.30pm **Keynote presentation**  
**Strategic Social Marketing:** Professor Jeff French

3.00pm - 3.15pm Closing remarks



# Speakers and presentations



**Tuesday 16th November (1.30pm – 5.00pm)**  
**Chaired by:** *Tim Philpot, vice-chair, Road Safety GB & road safety manager, Wolverhampton City Council*



## **Welcome to Warwickshire**

*County councillor Richard Hobbs, portfolio holder for community safety, Warwickshire County Council*

Councillor Richard Hobbs has responsibility for the promotion of road safety and is helping to pioneer a number of projects aiming to save lives. This commitment to protecting people has helped reduce the number of people killed or seriously injured on the county's roads by 60% over the last 15 years. Richard is also a member of the Police Authority, portfolio holder for the Fire Authority and leads on many areas of the partnership agenda to ensure agencies work together in making Warwickshire a safer place to live.



## **Keynote presentation**

*Mike Penning MP, road safety minister*

Mike Penning MP is parliamentary under-secretary of state for transport with responsibility for road safety and standards, strategic roads and the Highways Agency, and motoring agencies. Mr Penning is Member of Parliament for Hemel Hempstead and was first elected in May 2005. He was appointed to his current post after the May 2010 election. He has previously served on the Health Select Committee and as executive member of the Conservative 1922 Committee, and was a shadow minister for health from 2007 to 2010.



## **THINK! campaign update**

*Fiona Seymour, head of marketing, Department for Transport*

Fiona is head of marketing at the DfT where she has been leading on the THINK! campaign for the last four and a half years. She has also worked in communications at the Department for Education and at the COI. Prior to working for the government she spent 20 years in the private sector, mainly in advertising agencies including Saatchi & Saatchi and Publicis where she worked on a variety of products including Renault cars and Britax child car seats.  
*Fiona.Seymour@dft.gsi.gov.uk*



# Notes



## Speakers and presentations (cont.)



### **The Safety Helmet Assessment and Rating Programme - SHARP**

*Bernie Frost, Crash Injury Mitigation Team, Department for Transport*

Bernie leads the DfT's engineering team responsible for reducing road casualties through improvements in the crash performance of vehicles and safety systems. He has worked on international vehicle standards for more than 20 years, contributing to advancements in the performance of safety and environmental systems on road vehicles. He currently chairs a UNECE working group to reduce neck injuries resulting from passenger car rear impact. *Bernie.Frost@dft.gsi.gov.uk*



### **Road Safety GB update**

*Alan Kennedy, chair, Road Safety GB & road safety section manager, Durham County Council*

Alan worked his way through the local authority road safety officer ranks and moved to Durham in 2000 to manage the road safety section. He chaired the Road Safety GB North East region from 2001 until 2007 and became national chair in April 2009. He also represents Road Safety GB at the DfT's Road Safety Delivery Board. Alan's ambition is to help make Road Safety GB the leader in road casualty reduction in the UK. *Alan.Kennedy@durham.gov.uk*

### **Road safety - the issues**

A series of brief presentations from representatives from the following road user groups.



**Motorcyclists' advocate:** *Chris Hodder, government relations executive, BMF*

Chris is a director of the Federation of European Motorcyclists Associations (FEMA) and the Commission for Public Affairs, and a member of the Federation Internationale de Motorcyclisme (FIM). He represents the views of motorcyclists to government and works in an advisory capacity on a wide range of issues with everyone from local government, through to the DfT and the OECD. Sometimes he finds time to stop talking about motorcycles and actually ride one. *chris.hodder@bmf.co.uk*



**Young drivers' advocate:** *Allen Ross, former Under 17 Car Club member (Grade X)*

*allen\_ross@hotmail.co.uk*





# Notes



## Speakers and presentations (cont.)



**Pedestrians' advocate:** *Richard Smith MSc MSc MCIHT, head of business & consultancy services, Living Streets*

Richard is a sustainable transport specialist with experience in walking, cycling and public transport in local government and the voluntary sector. Since joining Living Streets he has assisted local authorities and private sector clients to promote opportunities for active travel in towns, cities and villages. He is also responsible for the national Walk to Work Week and the Walking Works campaign that aims to encourage more people to walk to and from work. Richard is chairman of the CIHT north eastern branch.  
*richard.smith@livingstreets.org.uk*



**Cyclists' advocate:** *Chris Peck, policy coordinator, CTC, the national cyclists' organisation*

Chris has worked for CTC for four years and previously worked for the All Party Parliamentary Cycling Group. He spends most of his time responding to consultations on issues ranging from road safety to public transport.  
*chris.peck@CTC.ORG.UK*

**Older drivers' advocate:** *Cassim Virani*

Cassim is a representative on one of Warwickshire's 10 older people groups as well as chair of the Warwickshire Crime Stoppers' Board and a representative on the Neighbourhood Watch scheme. Until recently he was also a governor at two local schools. Cassim enjoyed a successful career in civil engineering, working at a senior level and commuting weekly from his home in Rugby to work in Rome. He also speaks nine languages.



**At work drivers' advocates:** *Jason Askew & David Rodgers, Colas*

Jason Askew recently became Colas' health & safety advisor, having worked through the ranks in the roles of operative, charge hand, foreman, depot manager and training & development advisor since 2006.



David Rodgers has been Colas' logistics manager for six years with responsibility to manage haulage companies to deliver aggregates nationally. Jason and David are two of a dedicated team of almost 30 driving representatives (local road safety officers) who train and advise fellow employees on Safer Attitudes in Driving (SAID), Colas' road safety campaign.



# Notes



# Speakers and presentations



## Question time

An opportunity for delegates to debate the issue raised by speakers in the previous session.

**Chaired by:** *Robert Gifford, executive director, PACTS*

Robert is a member of the Ministerial Road Safety Advisory Panel and since 1997 has also acted as a special adviser on transport safety matters to the House of Commons Transport Select Committee. He sits on the National Steering Group of the Driver Offender Retraining Group and is an external research adviser for the DfT on road and vehicle safety.

## Wednesday 17 November



## More for Less (9.00am – 10.15am)

**Chaired by:** *Graeme Fitton, head of transport for Warwickshire, Warwickshire County Council*



## A Cast of Hundreds, an Audience of Thousands: delivering road safety to achieve results and impacts

*Mike Holdsworth, road safety adviser - training & education, Warwickshire County Council*

After 23 years in teaching, Mike left a deputy headship to join Warwickshire's Road Safety Unit to deliver road safety messages to Year 6 children before their move to secondary school. Mike has expanded school interventions to encompass the whole 5-11 years age range and has recently scripted a series of DVDs for use in the upper primary classroom. Mike will explain why Warwickshire has reviewed road safety education and training in the 0-11 years age group, and how the authority is using the review findings. [mikeholdsworth@warwickshire.gov.uk](mailto:mikeholdsworth@warwickshire.gov.uk)



## Embrace Life

*Neil Hopkins, communications manager, Sussex Safer Roads Partnership (SSRP)*

Neil has been SSRP's communications manager since October 2008. Prior to this he worked for a private-sector marketing /communications consultancy, for local district/borough councils and an editorial agency developing marketing strategies, brand building opportunities and creative solutions to communications issues.

[Neil.Hopkins@westsussex.gov.uk](mailto:Neil.Hopkins@westsussex.gov.uk)



# Notes



## Speakers and presentations (cont.)



### **Making 20mph Limits Work Without Traffic Calming**

*Mark Tune, Warrington Borough Council*

Mark Tune has 26 years' experience in local authority engineering practices, including 14 years in road safety engineering. He joined Warrington Borough Council in 2000 as accident investigation engineer and became responsible for road safety and school crossing patrols in 2005. He has recently been appointed traffic management and road safety manager. Mark has led on a 20mph speed limit pilot in Warrington which came to an end in August 2010.

*mtune@warrington.gov.uk*

### **Better Targetting** (10.45am – 12.15pm)



**Chaired by:** *Jo Hodgson, principal road safety officer, Sandwell MBC*



### **E-valu –it**

*Tanya Fosdick, data manager, Safer Roads Humber & Liz Knight, road safety manager, London Borough of Hounslow*

Tanya researches and analyses road safety issues to ensure that interventions are targeted and intelligence-led. Over the last two years Tanya has been developing detailed casualty group profiles using socio-demographic, casualty, collision and offender data which have been used to develop targeted enforcement, education and communications activities. This has allowed Safer Roads Humber to prioritise its activities, allowing the best use of its increasingly scarce resources.

*tanya.fosdick@humberside.pnn.police.uk*



Liz has worked in road safety for a number of years and is currently road safety manager at the London Borough of Hounslow. She is a member of the DfT Road Safety Evaluation website steering group and its 'champion' in London. Until recently Liz was chair of RoSPA's National Safety and Risk Education Committee, which she still attends. She is also a member of PACTS' Road User Behaviour Working Party.

*elisabeth.knight@hounslow.gov.uk*



# Notes



# Speakers and presentations



## **The EXCErate Young Driver Programme**

*Tony Flory, driver training services officer, Durham CC*

Tony left the Army after 20 years' service, during which time he became an HGV driving instructor. He followed this road safety strand into civilian life as a self-employed driving instructor and driving instructor trainer. Tony joined Durham's Road Safety Section as

the driver training services officer in 2007. He now oversees the provision of the county's national driver offender retraining schemes and develops programmes for vulnerable groups such as young drivers, older drivers and business drivers. His presentation will explain Durham's EXCErate programme and the work carried out with local driving instructors on the coaching front.

*Tony.Flory@durham.gov.uk*



## **Road user safety and disadvantage**

*Liz Sutton, senior research associate, Centre for Research in Social Policy & Jeremy Hardin, market research director, AECOM*

Liz has been responsible for designing and conducting a wide variety of research projects with children, young people, parents and families. Liz has

expertise in childhood and youth policy and specialises in participatory methodology, particularly the design and use of participatory and visual methods and innovative group work with children and young people. Liz has written about the relationship between disadvantage, play and wellbeing, and how poverty affects children's identities. *E.A.Sutton@lboro.ac.uk*



Jeremy leads the AECOM social research and evaluation team and has more than 20 years' experience in this field. He has worked on a wide range of research projects for the DfT and other clients in the transport sector and was project director on the road safety and disadvantage commission.

*jeremy.hardin@aecom.com*



## **i2i Motorcycle Academy**

*Tom Killeen, director, i2i Motorcycle Academy*

Tom is an IAM, ROSPA and BMF trainer and holds every advanced riding and instructing certificate there is. It was during three years of intense training with Dr Dom Curran, founder of i2i, when he learned the C.B.T (cognitive therapy) and psychological

techniques to change behavior quickly. Since 2006 this new approach to motorcycle training has seen Tom training racers, police riders and collision investigators. Working with councils and road safety teams, police and many others, this highly advanced training is helping normal riders become safer. *tom@i2imca.com*





# Notes



# Speakers and presentations

**Innovation** (1.15pm - 3.00pm)



**Chaired by:** *Steve Chadwick, chair of Road Safety GB Mercia region & team leader road safety education, Shropshire Council*



## **Using a serious game to change road behaviour**

*Professor Sara De Freitas, director of research, The Serious Games Institute*

Sara leads an applied research team at the University of Coventry, working closely with industry. Recently appointed professor of virtual environments, she holds a visiting senior research fellowship at the London Knowledge Lab and is a Fellow of the Royal Society of Arts. Sara chairs the UK Lab Group, which brings the research and development community together to create stronger links between industrial and academic research. Voted the Most Influential Woman in Technology 2009 by US Fast Company, Sara chaired the IEEE Serious Games and Virtual Worlds conference in 2009.



## **The Safe Road User Award**

*Malcolm Farrar, road safety education officer, Shropshire Council*

Malcolm supports Shropshire's secondary schools, colleges and military bases. His work involves research into new and fresh ways of approaching, offering and delivering road safety education to reach the young population. His presentation will focus on the introduction of the Safe Road User Award into secondary schools. He will also present his research and development work into how he uses interactive presentations for the 11-20 years age range.

*farrar.m@shropshirelg.net*



## **"iBike" - using mobile technology and crowdsourcing to communicate messages**

*Gurminder Marwaha, communications manager, Cheshire Safer Roads Partnership*

Gurminder joined the Cheshire Safer Roads Partnership in 2009. Prior to this he worked as a journalist at the BBC and a publishing company as an editor of a portfolio of magazines covering Europe and Asia. More recently, Gurminder worked at a marketing and communications agency where he developed print and digital marketing/branding strategies for global blue chip technology businesses.

*Gurminder.Marwaha@cheshire.pnn.police.uk*



# Notes



# Speakers and presentations



## **Road Safety Knowledge Centre**

*Nick Rawlings, Stennik*

Nick formed his consultancy, Stennik, in 1983 and has been involved in road safety communications and publicity for more than 20 years. Together with his colleague and brother Simon Rawlings, in 2002 Nick was appointed to produce and manage the Road Safety GB website. Working on behalf of Road Safety GB and DfT, Stennik has also developed the Road Safety Knowledge Centre, which has replaced Road Safety Time Bank. The Knowledge Centre went live on 15 September and Nick will update delegates on progress since then. [nrawlings@stennik.com](mailto:nrawlings@stennik.com)

## **Keynote presentation**



## **Strategic Social Marketing**

*Professor Jeff French*

Jeff is a recognised global leader in behaviour intervention and social marketing approaches. He has extensive experience of developing, leading and managing behavioural and social marketing programmes and projects, and the development of communication strategies at international, national, regional and local level. With more than 30 years' experience at the interface between government, public, private and NGO sectors, Jeff has a broad practical and theoretical understanding of national and international health and social development issues. He is a professor at Brunel University and a Fellow at Kings College University of London and teaches at many other UK universities including Northumbria, Brighton and City University. [jeff.french@strategic-social-marketing.org](mailto:jeff.french@strategic-social-marketing.org)



# Notes



# Exhibitor showcase

## A G Products



A G Products supplies promotional products to county, city and town councils including Leicestershire, Warwickshire, Northamptonshire, Oxfordshire and Buckinghamshire County Councils and Coventry and Wolverhampton City Councils.

We supply a very wide range of products that assist in helping to keep children safe whilst travelling to school including hi-viz products, child related items (badges, wrist bands, bugs, mouse mats, fridge magnets, stickers) and thousands of other promotional items that help reinforce the road safety message to minds of all ages.

T: 01295 259608 • [www.agproducts.co.uk](http://www.agproducts.co.uk)

## Bristol Oilskin Overall Co. Ltd.



You can save 25% (minimum) by radically improving the longevity of your SCP uniforms, while providing the highest level of comfort and safest environment for the patrol. We specialise in bespoke design and UK manufacture of high visibility clothing, in particular SCP uniforms and ancillary items that we have manufactured for over 50 years. Our unique selling point is the expertise to create the safest market leading garments with assistance from our strategic partners - European Notified Bodies that specialise in high visibility, conspicuity and eye/human perception.

T: 01934 414142 • [www.foxwear.co.uk](http://www.foxwear.co.uk)

## B-Scene



B-Scene, a revolutionary new concept to childrenswear, has developed an innovative solution to the problem of keeping children safe on the road at night by creating a unique method of weaving cloth to create a range of fashionable clothes that reflect light back to oncoming traffic. The clothes incorporate a high tech retro reflective thread supplied by 3M in their weave and are designed to provide an attractive alternative to hi-visibility tabards for fashion conscious youngsters. Our message is simple: BE SAFE - B-SCENE!

T: 0191 569 3800 • [www.b-scene.uk.com](http://www.b-scene.uk.com)

## Child Accident Prevention Trust



The Child Accident Prevention Trust is the leading national charity committed to reducing the number of children and young people killed or injured in preventable accidents. We don't want to wrap children in cotton wool, just help parents and carers understand the real risks to their children and the practical steps they can take. In addition to our flagship national awareness campaign, Child Safety Week, we provide information, training, and partnership development to support road safety professionals and other front-line practitioners.

T: 020 7608 3828 • [www.capt.org.uk](http://www.capt.org.uk)



## Colan Ltd



We've been manufacturing reflective and high visibility products in our Warwick factory for nearly 30 years.

We are proud of our quality and offer the widest choice of colours and materials available. Our range includes high visibility, fluorescent and reflective tabards, waistcoats, armbands, sashes, Sam Browne cycling belts, rucksacks, clip on reflectors, slap bands, stickers and badges. We understand many customers have budget restraints and we can work with you, recommending the most cost effective options and alternative products where necessary.

T: 01926 831 584 • [www.colan-uk.net](http://www.colan-uk.net)

## Cyclinginstructor.com



Cyclinginstructor.com is a leading independent cycle training services provider for Southwark, Croydon, Hammersmith & Fulham Councils and Transport for London. We deliver approximately 1,000 adult cycle training sessions and in excess of 200 school courses per year, and are an accredited Instructor Training Provider. The Cycle Training Management System (CTMS) is a scheduling and management package designed for the delivery of large-scale cycle training schemes. CTMS is used by Bristol City Council, South Gloucestershire Council and cyclinginstructor.com.

T: 0845 8672249 • [www.cyclinginstructor.com](http://www.cyclinginstructor.com)

## dbda Ltd



dbda Ltd is an award winning communications agency, established for over 25 years and specialising in corporate responsibility, primarily in the areas of safety (the foundations of the company were built on road safety), community and education. Our staff have varied backgrounds, drawing on experience from the commercial, volunteer and public sectors. dbda has developed an enviable reputation in its field, built over 20 years, and is now part of Ten Alps Plc, the factual media company founded by Bob Geldof.

T: 0870 333 7771 • [www.dbda.co.uk](http://www.dbda.co.uk)

## Fly on the Wall Research



We are an independent market research service working with road safety officers, partnerships and local government to reduce casualties. We specialise in an evidence-based approach to changing attitudes and behaviour. We have also provided assistance for the evaluation element of a number of successful funding bids. Recent clients include road safety partnerships and teams across Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire, as well as the HA, ST16, Fused Ltd, Great Roads Great Rides II, and RideSafe BackSafe.

T: 0750 115 6184 • [www.FlyOnTheWallResearch.co.uk](http://www.FlyOnTheWallResearch.co.uk)



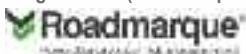
## Exhibitor showcase (cont.)

### Good 4 Ideas

Good 4 Ideas specialises in the supply of retro-reflective accessories with an EN 13356 certification for schoolchildren, pedestrians and cyclists. Our product range includes armbands, jogging bands, bicycle-clips, danglers, stickers and tabards. All of our products are produced in Germany using retro-reflective tape from Reflexite and can be supplied at short notice with or without a logo / advertising slogan. The Good 4 Ideas range also carries the German TÜV/GS product safety mark where applicable.

T: + 49 211 890 3622 • [info@good4ideas.com](mailto:info@good4ideas.com)

### Imagitech Ltd (Roadmarque®)



Imagitech, the authors of Roadmarque®, are the UK's No. 1 providers of driver education materials (Driving Test Success,

SpeedSense). Roadmarque® is one of the most competitively priced, flexible, reliable and effective road risk management systems currently available. Roadmarque® profiles drivers, completes a full DVLA licence check, fully risk assesses each driver, takes into account vehicle choice, estimates CO2 output, provides grey fleet management, engages the driver and reports back with a solution to ensure your company is protected – within budget.

T: 0845 053 0331 • [www.roadmarque.com](http://www.roadmarque.com)

### Irwin Mitchell



Personal injury can have a dramatic and sometimes life changing impact for the person injured and those close to them. At Irwin Mitchell

we passionately believe that our clients deserve the best possible medical care, rehabilitation and support after personal injury. We fight fearlessly to achieve the best possible outcome for our clients. We're renowned for understanding the issues affecting our clients and their families following a personal injury, and we know what positive action to take to make a difference.

T: 08000 23 22 33 • [www.irwinmitchell.com/personalinjury](http://www.irwinmitchell.com/personalinjury)

### King Scientific



We've been supplying SCP uniform for many years and work with top manufacturers in the UK and Europe. We have a new catalogue and have worked hard to decrease prices to offer the best possible value. We are also exhibiting items from the Tog24 range for whom we are official distributor. During the last 12 months we've worked to ensure all our garments are future compliant and meet the requirements of the proposed changes to the home office circular for SCP uniform.

T: 01924 412995 • [www.kingscientific.co.uk](http://www.kingscientific.co.uk)

### KLARUW RMS Ltd



Klaruw, the retexturing specialist, is leading the way with four new processes for correcting skid resistance problems. All treatments are based on the principle of reworking existing pavements. Demand is intensifying for more sustainable, cost-effective road maintenance solutions, which will reduce carbon footprint and traffic disruption - key evaluation areas for LA and road agency performance. Klaruw will be highlighting the sustainability of its retexturing solutions, which offer as much as a 90% reduction in carbon footprint compared to a typical asphalt surfacing material.

T: 0151 420 7377 • [www.klaruw.co.uk](http://www.klaruw.co.uk)





## Lockit-Safe



Lockit-Safe is a market leader in the provision of quality cycle parking solutions. Our substantial experience allows us to offer flexible standard ranges and bespoke designs including canopies and walkways. Our turnkey solutions start from a free non-obligation site survey, through to specification or design and a full installation. Our site team members hold CRB and CSCS certificates and Lockit-Safe holds current CHAS accreditation, ensuring we can work on sensitive sites and projects under construction.

*T: 01472 346 382 • [www.lockit-safe.co.uk](http://www.lockit-safe.co.uk)*

## MOMO Theatre



MOMO Theatre has an exceptional reputation for its primary and secondary school shows on a wide range of topics. Our road safety shows are suitable for Years 1 to 8 and we work all over the UK. It is easy to adapt shows to include information about local schemes and issues. There a large number of transport officers throughout the UK who would be happy to talk to you about us, or you can come along and see one of our shows.

*T: 01865 776427 • [www.momothatre.co.uk](http://www.momothatre.co.uk)*

## The M Partnership (RideSafe BackSafe)



RideSafe BackSafe is an established, branded initiative, dedicated to reducing casualties amongst motorcyclists. We are keen to talk to RSOs about taking RideSafe BackSafe forward and working together to enhance the safety of these vulnerable road users. This is an invitation for RSOs to buy into an initiative with targeted aims, a proven communication strategy and effective menu of activities. RideSafe BackSafe's funding partners could benefit from your ideas and support that allows for growth and demonstrates a strong collective desire for sustainability.

*T: 0151 237 4054 • [www.ridesafebacksafesafe.co.uk](http://www.ridesafebacksafesafe.co.uk)*

## Pathfinder Limited (Under 17 Drivers)



Pathfinder is a unique project for pre-licence drivers aimed at substantially improving their driving attitudes and skills when they enter the high-risk 17-25 year old range. Students benefiting from the methodology have consistently demonstrated lower accident and conviction rates.

Sponsored principally by Warwickshire's road safety team, organised and facilitated by the Under 17 Car Club – which has been working in this field since 1976 – Pathfinder develops a learning partnership between students, their parents and the instructors who work with them.

*T: 07785 360249 • [www.under17driver.co.uk](http://www.under17driver.co.uk)*



## Exhibitor showcase (cont.)

### Red Zulu



Red Zulu supplies high visibility work wear and road safety products to the DfT and road safety teams throughout the UK. Our manufacturing facilities have modern plant and equipment and, with high volume purchasing, we supply quality assured product at consistently low prices. We have a wide range of quality products with strict conformance to relevant British, European and International standards. The Red Zulu team combines marketing and manufacturing experience and expertise to maximise the effectiveness of campaign messages and get maximum value from budget.

T: 0844 800 0389 • [www.hi-visuk.com](http://www.hi-visuk.com)

### Sandwell Road Safety Unit



Sandwell's road safety team produces a range of resources for young people which have proved very popular for many years. 'Rev.uk' addresses the issues young people face as they take to the roads for the first time. 'Move On Up' addresses newcomers to secondary school and has been distributed widely across the UK. Other favourites include road safety packs for Brownies and Cub Scouts and our new series of children's stories which will soon be completed by the timely arrival of 'Santa's safe sleigh ride'.

T: 0121 569 4270 • [www.stars.sandwell.gov.uk](http://www.stars.sandwell.gov.uk)

### SHARP - The helmet safety scheme (DfT)



All motorcycle helmets must meet minimum legal safety standards but the SHARP scheme uses a wide range of tests to provide riders with more information on how much protection a helmet can provide in a crash. The objective advice, which includes important guidance on how to select a good fitting helmet, will help riders to choose the safest helmet suitable for them. The SHARP tests show that the safety performance of helmets can vary by as much as 70%.

[www.sharp.direct.gov.uk](http://www.sharp.direct.gov.uk)

### Siemens Traffic Solutions



The UK's leading traffic technology company, Siemens develops innovative solutions to improve safety through a range of advanced products including cameras, variable message signs, signals and controllers. SafeZone, the latest edition to our road safety product portfolio, calculates the average speed of vehicles against posted speed limits.

SafeZone can be installed in suburban and residential areas with minimum impact to the local environment - at significantly lower cost than fixed camera systems, while retaining the proven road safety benefits of motorway based average speed enforcement.

E: [kevin.jones@siemens.com](mailto:kevin.jones@siemens.com) • [www.siemens.co.uk/traffic](http://www.siemens.co.uk/traffic)



### Signpost Solutions Limited



SignPost Solutions led the way with passive safety with the Lattix passively safe sign mast which is installed at over 15,000 UK sites. There have been 148 impacts with the mast and, to date, no casualties. Working with Euro Road Safety Limited, we have now developed 'Biker Mate', a motorcyclist safety device designed to reduce serious injuries when a biker collides with dangerous roadside furniture such as sign posts, lighting columns or telegraph poles.

T: 0121 506 4770 • [www.signfix.co.uk](http://www.signfix.co.uk)

### Strata Designs (Cyberglow®)



Cyberglow® reflective products are made in the UK by Strata Designs Limited, an ISO 9001 accredited business in its 25th year of trading. We offer clients the ability to customise our many existing products, or develop a new accessory more appropriate to their campaign. Our selection of products includes reflectors in a range of profile shapes, with combinations of printed and embossed detail. Others are blank, ready to be printed with one of our stock images or your own artwork.

T: 01455 616744 • [www.cyberglow.co.uk](http://www.cyberglow.co.uk)

### William Turner & Son



We are one of the largest manufacturers of UNICOL schoolwear accessories, supplying retailers throughout the UK and abroad. We also supplies official ties to Manchester United, Liverpool and Arsenal and sports bags to rugby clubs like Leicester and Bath. In 2009, we celebrated our 40th anniversary and were named Number One Supplier by the Independent Schoolwear Retailers Association. Our range has grown with the introduction of badges, winterwear, craftwear, hair accessories and school bags, and we will be exhibiting our unique range of high-viz bags.

T: 0161 475 3570 • [www.william-turner.co.uk](http://www.william-turner.co.uk)

### Zebrite Traffic Safety Solutions



The Zebrite Belisha Beacon is fast becoming the safety professional's choice as the most effective measure for enhancing conspicuity at pedestrian crossings. The Zebrite Beacon has been adopted by more than 70 highway authorities and been installed at a number of key off-highway locations including airports, hospitals, universities, ports and major manufacturing facilities. The Zebrite Beacon combines the latest LED technology with the traditional appearance of a standard Belisha Beacon, and is designed to heighten awareness of a Zebra Crossing.

T: 0845 003 7361 • [www.zebrite.co.uk](http://www.zebrite.co.uk)

### Other exhibitors:

**Silk Group:** T: 08450 50 40 15 • [www.silk-group.com](http://www.silk-group.com)

**Steer Davies Gleave:** T: 0113 389 6400 • [www.steerdaviesgleave.com](http://www.steerdaviesgleave.com)



# Delegate listing

(Listed a-z by surname. Correct as of 8.11.10)

## Speakers

de Freitas, Sara	The Serious Games Institute
Farrar, Malcolm	Shropshire Council
Fitton, Graeme	Warwickshire CC
Flory, Tony	Durham County Council
French, Jeff	Strategic Social Marketing
Frost, Bernie	DfT
Gifford, Robert	PACTS
Harding, Jeremy	AECOM
Hardy, Brenda	Older Driver Advocates
Hobbs, Richard	Councillor
Hodder, Chris	BMF
Holdsworth, Mike	Warwickshire County Council
Hopkins, Neil	Sussex Safer Roads Partnership
Kennedy, Alan	Road Safety GB
Killen, Tom	i2imca.ltd
King, Barbara	DfT
Knight, Elisabeth	London Borough of Hounslow
Marwaha, Gurminder	Cheshire Safer Roads Partnership
Peck, Chris	CTC
Penning, Mike	DfT
Ross, Allen	Under 17s Car Club
Rudd, Kevan	Enterprise
Seymour, Fiona	DfT
Smith, Richard	Living Streets
Sutton, Liz	CRSP
Tune, Mark	20mph limits
Vaughan, Debbie	Enterprise
Virani, Cassim	Older Driver Advocates

## Delegates

Abram, Michael	Merseyside Police
Ahmed, Rohail	Newcastle City Council
Aldred, Liz	Reading Borough Council
Ashton, Francis	Nottingham City Council
Bagnall, Emma	Focus Multimedia Ltd
Bailey, Ann Marie	Cambridgeshire County Council
Ball, Vanessa	Derbyshire County Council
Barker, Daniel	Gateshead Council
Barnwell, Tish	Rutland County Council
Barrell, Geoff	Oxfordshire County Council
Bartrum, Sally	Stennik
Beasley, Keith	Slough Borough Council
Bennett, Carole	Leeds City Council
Betts, Steve	South Yorkshire Police
Bevans, Karen	Leicestershire County Council
Billington, John	Sandwell Metropolitan Borough Council
Bissell, Jill	Wokingham Borough Council
Borg Mizzi, Daniela	Transport Malta
Borthwick, Craig	Dynamic Advertising Group
Brimley, Katie	Essex County Council
Brooker, Liz	London Borough of Lewisham
Brooks, Laura	CAS
Bunting, Mark	London Borough of Bexley
Burgess, Greville	Lincolnshire Road Safety Partnership
Burtonm, Tim	Theatre & Learning
Byford, Honor	North Yorkshire County Council
Campbell, Graham	Blackburn with Darwen Borough Council
Campsall, Dan	Thames Valley Safer Roads Partnership
Carlisle, Dave	Cornwall Fire & Rescue
Casbard, Theresa	Hertfordshire County Council
Cattell, Andy	West Midlands Fire Service
Chadwick, Steve	Shropshire Council
Collins, Alan	Luton Borough Council
Collins, Stephen	Lancashire Fire & Rescue Service
Collins, Sarah	Cheshire West and Chester Council
Copeland, Paul	East Riding of Yorkshire Council
Dalloway, Liz	Dudley MBC
Davy, Christine	Luton Borough Council
Deans, Jan	Dynamic Advertising Group
Doran, Lorraine	Solihull MBC
Dowle, Martin	Cheshire Fire & Rescue Service

Duffy, Heidi  
 Evans, Cheryl  
 Falzon, Stephanie  
 Ferris, Tamsin  
 Field, Sarah  
 Fitzgerald, Christine  
 Ford, Cheryl  
 Forsberg, Jeremy  
 Fosdick, Tanya  
 Francis, Idris  
 George, Clair  
 Gibbons, Noel  
 Gibson, James  
 Gibson, Joanne  
 Gibson, Eleanor  
 Gore, Ruth  
 Green, Debbie  
 Green, Jeff  
 Greener, Richard  
 Hale, Clinton  
 Hall, Richard  
 Hall, Mike  
 Hall, Linda  
 Harrington, Linda  
 Hart, Lesley  
 Hepworth, Lynn  
 Hide, Adrian  
 Hill, Heather  
 Hill, Robert  
 Hodgson, Joanne  
 Hogarth, Brian  
 Horsley, Nigel  
 Housego, Tina  
 Howlett, June  
 Hughes, Grant  
 Hunt, Jean  
 Husband, Poppy  
 Iqbal, Mohammed  
 Johnson, Maureen  
 Johnson, Andrea  
 Johnson, Stephen  
 Kelly, Emma  
 Kidd, Alex  
 Langan, Denise  
 Laverick, Maureen  
 Lawrence, David  
 Lechmere, David  
 Lees, Jane  
 Lever, Paul  
 Lloyd, Nick  
 MacDougall, Don  
 MacFarlane, Lillian  
 Maybury, Trudi  
 McGann, Allison  
 McGrorey, Andrew  
 Miles, Roger  
 Milewski, Stan  
 Milner, Simon  
 Molyneux, Claire  
 Moore, Liz  
 Morris, Joe  
 Motteram, Mike  
 Murphy, Paul  
 Negus, Su  
 Newton, Yvonne  
 North, Helen  
 O'Leary, Neil  
 Ormerod, Sheila  
 Owen, Richard  
 Philips, Jeremy  
 Philpot, Tim  
 Pickard, Matt  
 Pillai, Julie  
 Plail, Sally  
 Porter, Tracy  
 Postin, Claire  
 Potter, Michael  
 Potts, Sally  
 Poxon, David  
 Rashid, Abdul  
 Shiny Side Up Partnership  
 West Berkshire Council  
 Transport Malta  
 Cornwall Council  
 Bracknell Forest Council  
 Transport for London  
 Newcastle City Council  
 Northumbria Safer Roads Initiative  
 Safer Roads Humber  
 Independent Campaigner  
 Peterborough City Council  
 Mayo County Council  
 Leicestershire County Council  
 Sunderland BC  
 South Lanarkshire Council  
 Safer Roads Humber  
 Dudley Council  
 Swansea and RSGB rep for RSW  
 Lincolnshire Road Safety Partnership  
 Cambridgeshire Constabulary  
 North Lincolnshire Council  
 Redcar & Cleveland BC  
 Durham County Council  
 Derby City Council  
 Borough of Poole  
 Middlesbrough BC  
 Staffordshire County Council  
 Hertfordshire County Council  
 Derbyshire Road Safety Partnership  
 Sandwell Metropolitan Borough Council  
 Road Safety GB  
 Leicestershire County Council  
 Bracknell Forest Council  
 Transport for Buckinghamshire  
 Focus Multimedia Ltd  
 Sefton Council  
 Devon County Council  
 West Yorkshire Police  
 Coventry City Council  
 Birmingham City Council  
 Lancashire Fire & Rescue  
 Merseyside RSP  
 London Borough of Enfield  
 Thurrock Council  
 Gateshead BC  
 West Midlands Police Authority  
 Solihull MBC  
 Warwickshire County Council  
 Wolverhampton City Council  
 Staffordshire County Council  
 Dudley Council  
 West Yorkshire Police  
 Birmingham Road Safety Partnership  
 London Borough of Hounslow  
 Bedford Borough Council  
 London Borough of Enfield  
 Warwickshire County Council  
 Stockton-on-Tees Borough Council  
 Sheffield City Council  
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 Devon County Council  
 Wolverhampton City Council  
 Derbyshire County Council  
 Wokingham Borough Council  
 Norfolk County Council  
 Cornwall Council  
 Sandwell Metropolitan Borough Council  
 Dorset County Council  
 Telford & Wrekin Council  
 Leicester City Council  
 Birmingham City Council

## Delegate listing (cont.)

Rawlings, Nick	Stennik
Rawlings, Simon	Stennik
Rickard, Mark	Walsall MBC
Ricketts, John	Cheshire West and Chester Council
Rollings, Peter	Wolverhampton City Council
Rowe, Lyn	Leicester City Council
Ruffle, Paul	Birmingham City Council
Rumble, Stephen	Warwickshire County Council
Sabri, Dilek	London Borough of Haringey
Savage, Sarah	Medway Council
Shaw, Pam	Nottinghamshire County Council
Shawyer, Bryan	Medway Council
Sheils, Sean	Nottingham City Council
Sheppard, Norma	Darlington BC
Smith, Kaye	Nottingham City Council
Smith, Angela	London Borough of Tower Hamlets
Smith, Mark	Cornwall Council
Snoddy, Sue	City of Bradford Metropolitan District Council
Spiers, Sheila	Kent County Council
Statham, Melanie	Coventry City Council
Stephenson, Dulcie	Dudley MBC
Storch, Susan	Road Safety Officer Dyfed Powys Police
Talbot, Scott	Nottingham City Council
Temperton, Iain	Norfolk County Council
Tucker, Wayne	South Wales Police
Vaccarezza, Tracey	Solihull MBC
Walsh, Adrian	Roadsafe
Watkins, Mark	West Midlands Police Authority
Watkins, Michelle	Amey
Watson, Paul	Hartlepool BC
Wellings, Paula	Cornwall Council
Wiggin, Tina	Solihull Metropolitan Borough Council
Williams, Estyn	Warwickshire County Council
Wilson, Michael	Leicestershire County Council
Winter, Richard	Derby City Council

### Sponsors

Askew, Jason	Colas
Hampson, Rebecca	Road Safety Support
Jones, Darren	Enterprise
Perkins, Lana	Enterprise
Rodgers, David	Colas
Sjorup, Jan	Road Safety Support

### Exhibitors

Beckford, John	Pathfinder Limited (Under 17 Drivers)
Beer, David	Strata Designs (Cyberglow®)
Billington, John	Sandwell Road Safety Unit
Boardman, Guy	The M Partnership (RideSafe BackSafe)
Bonnor-Moris, Mark	Siemens plc
Burges, Steve	Red Zulu
Clayton, Sue	William Turner & Son
Evans, Ian	Child Accident Prevention Trust
Fox, Andrew	Bristol Oilskin Overall Co. Ltd.
Glenn, Diane	Colan Ltd
Gold, Steve	AG Products
Hartley, David	Red Zulu
Heath, David	B-Scene
Jones, Kevin	Siemens plc
King, Stephen	King Scientific
Lowe, Paul	Cyclinginstructor.com
Manogg, Gerhard	Imagitech Ltd
Mason, Philip	Klaruw RMS Ltd
McDonnell, Mike	Zebrite Traffic Safety Solutions
Michael, Christopher	MOMO Theatre
Nicholas, Alan	Signpost Solution Ltd
O'Donohoe, Paul	Good 4 Ideas
Pearce, Tony	Fly on the Wall Research
Prescott, Tracey	Silk Group
Psyk, Lauren	DfT
Robison, Paul	Steer Davies Gleave
Smith, Bill	dbda Ltd
Spencer, Clare	Lockit-Safe Ltd
Webb, Gillian	Irwin Mitchell
Zanzottera, Pete	Steer Davies Gleave



At 5.00pm on 16 November, Theatre & Learning will showcase an extract from presentations and workshops commissioned by Warwickshire County Council road safety team as part of its “Go Safely” scheme for 10-11 year olds.

The performance and supporting workshop concentrates on important road safety issues which are highly relevant to Year 6 students who will shortly be moving up to high school.

Featuring three key characters, the presentation tracks their journey to and from their new school, exploring the challenges of this new experience. Utilising the multimedia backdrop, we are able to create credible, believable settings which further add to the engaging, interactive drama-based scenarios.

The presentations demonstrates safe behaviours and the potential dangers if these are not followed. The overall outcome is to leave Year 6 students with clear recollections of positive road safety messages that will help them get to school safely.

Key areas explored through the presentation and workshop include:

- Recognising risk
- Understanding the different levels of risk
- Gauging how to manage risk
- Understanding how to minimise risky situations

## **About Theatre & Learning**

Theatre & Learning uses drama-based communications to deliver training, increase awareness and help change attitudes in organisations and schools nationwide.

Theatre & Learning concentrates on one aim - communicating with young people and positively influencing their attitudes and choices. The key aim is to engage interest and attention while provoking thought, shaping attitudes and inspiring confidence and self-belief.

Working with numerous organisations delivering projects around road safety, pedestrian awareness and drink driving, Theatre & Learning has created a reputation for highly engaging interactive drama-based presentations which feature multimedia technology to enhance the delivery of key messages - making sure these important messages are retained.

## **Contact**

Tim Burton, Business Development Consultant - Theatre & Learning  
tburton@theatreand.com  
01484 532 967

# Our sponsors

Our grateful thanks to our sponsors whose support has been crucial to the success of this event.



## Road Safety Support (RSS)

RSS provides a range of professional services for road safety and safety camera partnerships including legal advice, support and training in the use of enforcement technology, assistance with data, communications, driver retraining and information technology issues.



## Colas

Colas operates throughout the UK as a service provider to the highways and airfields sectors. Colas provides a complete highway maintenance and construction service for local authorities and the Highways Agency. As part of the international Colas Group, it has access to the knowledge and resources of one of the world's leading road construction and maintenance organisations. [www.colas.co.uk](http://www.colas.co.uk)

## Enterprise

### Enterprise

Enterprise is a support services company that maintains key infrastructure assets for utility companies and provides front-line services for local authorities and central government organisations. The services it provides include maintaining streets and highways, maintaining and repairing gas and water pipes, replacing telecoms and power cables, collecting refuse and repairing social housing. [www.enterprise.plc.uk](http://www.enterprise.plc.uk)