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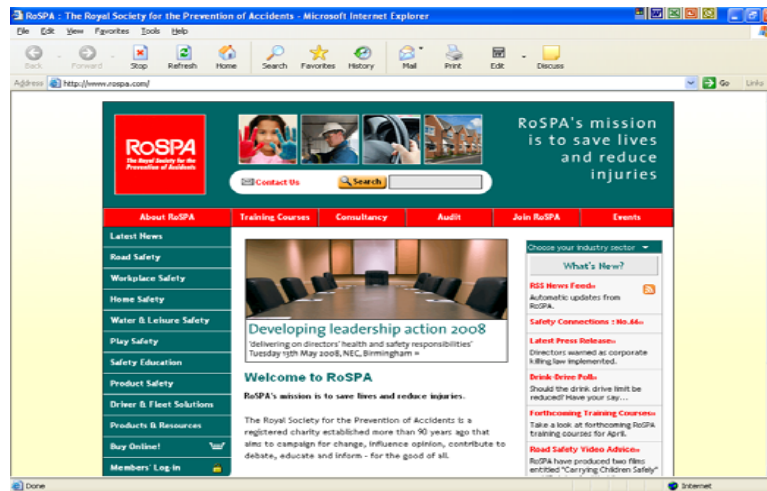
*The Royal Society for the
Prevention of Accidents*

INTERNATIONAL SAFER ROADS CONFERENCE 2008

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Kevin Clinton
Head of Road Safety

THE ROYAL SOCIETY FOR THE PREVENTION OF ACCIDENTS



- q Road Safety
- q Driver & Fleet Solutions
- q Advanced Drivers and Riders (RoADAR)
- q Safety & Risk Education
- q Occupational Safety

- q Home Safety
- q Water & Leisure Safety
- q Playground Safety
- q Product Safety
- q Press Office
- q Public Affairs
- q Information Centre

ROAD SAFETY ACTIVITIES

- q **Policy Development – Evidence Based**
- q **Lobbying**
- q **Raise Public Awareness & Knowledge**
- q **Information Service**
- q **Education Resources**
- q **Driver and Motorcyclist Training**
(Advanced, Defensive, Fleet, Instructor, Specialised)
- q **Help employers to Manage Occupational Road Risk**
- q **Road Safety Engineering Training**

The Need To Improve Driving Standards

- q **Extremely powerful vehicles**
- q **High speed, competitive environment**
- q **Inconsistent information**
- q **Mixed with vulnerable road users**

Basic Training – Once Only for Most Drivers

Pre-drivers

Road Safety Education
Parental Example

Learner Drivers

Learning period, logbook,
competency framework, ADIs

Novice drivers

Post-test restrictions (New Drivers Act, passengers, etc)
Technology – eg, Pay As You Drive
Further training

Experienced Drivers

Refresher Driver Training - 'Driving as a Life Skill'
Rehabilitation training
At-work driver training



Safer, Easier Roads

- q Speed management (apt limits, traffic calming, cameras)
- q Design for cyclists and pedestrians
- q Stronger focus on rural roads
- q Site, Route and Area Engineering
- q Self explaining roads
- q Shared Space (The Uncertainty Principle)
- q Managed Roads (ATMS, Congestion charging, road pricing?)

HOW?

Safer, Easier Vehicles

Electronic Stability Control

Brake Assist

Sat Navs

Adaptive Cruise Control

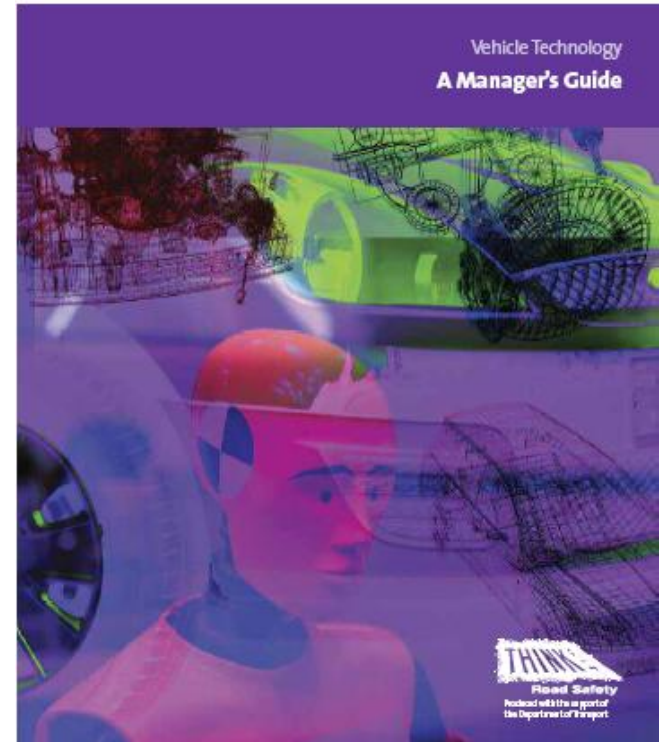
Lane Departure Warning

Parking/Reversing Aids

Speed Warning

Intelligent Speed

Adaptation



HELP DRIVERS NOT TO SPEED

Many drivers unintentionally exceed the speed limit, often without realising it.



Modern cars are so powerful and comfortable they give drivers little sensation of their speed.

It is too easy to creep above the limit.

HELP DRIVERS NOT TO SPEED

In Car

- q **Better Speedometers**
- q **Speed Alerts**
- q **ISA**

On the Road

- q **Consistent, clear speed limit info**
- q **Limit as clear and obvious as possible.**
- q **Drivers should not be expected to work out what the speed limit is.**