

## This issue

Association update

The Mission Room

Alcohol Concern

Glorious Goodwood

srsCULTURE-Lite©

**Science Direct**

Understanding international road safety disparities: Why is Australia so much safer than the United States?

Author links open overlay panel [Wesley E. Marshall<sup>ab</sup>](#)

**Highlights**

The national road fatality rate in the US is more than double that of Australia.

Many inter-related factors play a role in Australia's better road safety outcomes.

Design factors include a greater reliance on roundabouts and self-enforcing roads.

They established a stronger safety culture and capacity for evidence-based policy.

**Association update:**

Conference season is upon us.

Support AIRSO supporting safer roads.

**Final preparations are now under way for our summer conference, don't miss out book a place today.**

As we countdown to the annual conference we remind members, friends and colleagues we have a few places available. Don't miss out on what is yet again going to be an extremely beneficial agenda, which crosses over statutory services, and is inclusive of private sector providers and independent road safety practitioners.

We are delighted this year to have the Driver Training Advisory Groups from both the Fire and Rescue Service along with the National Ambulance Service.

This year's programme specifically considers technology, simulation and how the use of technology can influence training interventions.

We are additionally delighted to have the support of **DRIVERMETRICS**, who are hosting a blue light forum. It's great to have them with us. AIRSO fully supports the use of innovative interventions in road safety, **DRIVERMETRICS** is one such organisation who bring forward such options.

### Jump On The Blended Learning Bandwagon

**E-learning is proven to be more effective than the traditional classroom model.** It has the power to increase information retention by rates up to 60%.

**E-learning is green.** E-learning classes consume 90% less energy and produce 85% fewer co2 emissions per student than conventional courses.

**Students tend to be more engaged.** In a study 59% teachers reported that students were more motivated to learn in a blended learning environment.

**Parents are requesting it.** 36% wish their child's school would make a larger investment in online classes, and 48% of high school parents wish their child's school offered more online classes.

**The prevalence of online classes is growing.** It's predicted that by 2019, half of all classes will be taught online.

Dear Gareth,

Safer Highways are delighted to announce the agreement of a strategic innovation partnership with Mission Room Limited.

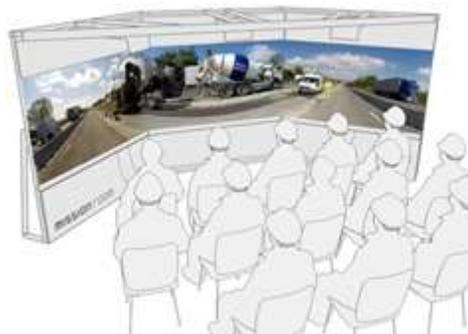
Under the agreement Mission Room will become an Innovation Gold Partner in the Safer Highways programme, with the two organisations collaborating on several initiatives to enhance workforce safety, with industry engagement key to making these work.



The Partnership will both ensure that the technology development is steered towards the correct solutions specifically tailored to the needs of the sector. Speaking about the announcement Safer Highways Operations Director, Kevin Robinson, explained how the common aims of both sides made the relationship an easy one to bring together, "Safer Highways, as a collective of the UK's Highways Contractors, is always aiming to push the boundaries to find new and innovative ways of keeping safe those who work on our roads or utilise them for business or pleasure," he said.

[Read the full story here](#)

**The mission room will be displayed at this year's Blue Light Conference. Come and see it in operation.**



**Statistics on Alcohol  
England 2018 & latest  
OPN drinking figures**

**Hospital admissions  
broad measure**

- There were 1.1 million estimated admissions where the primary reason for hospital admission or a secondary diagnosis was linked to alcohol, which is 1% higher than 2015/16 (broad measure). This represents 7.0% of all hospital admissions.
- Salford had the highest rate at 3,500 per 100,000 population. Rutland had the lowest rate at 1,390.
- 51% of admissions were for CVD. 17% were for mental and behavioural disorders due to alcohol.

See

[here for a Twitter thread by Colin Angus](#)

looking at the current release and implications.

Dear Gareth,

In light of your role as an expert in road safety at AIRSO, I am writing to inform you about our forthcoming alcohol and transport conference in Newport (information below and attached), which will spend a significant amount of the day examining next steps in how we tackle drink driving in the UK. I hope the event will be relevant to you and/or your colleagues.

**Coldra Court Hotel, Newport, Gwent, 19 September 2018**

**This year, Alcohol Concern's annual conference will be looking at the complex relationship between alcohol and travel**

For many people, drinking is an important element of the travel experience, especially when travelling for leisure. On the other hand, drink-driving remains a significant cause of injuries and deaths on the roads and we've seen a rise in alcohol-related incidents on planes. Some train operators in the UK have responded to anti-social behaviour by banning alcohol on some routes or at some times of day.

Join us to consider how we can strike the right balance between promoting public safety and the freedom to enjoy alcohol in public spaces. Delegates will hear from leading experts, including:

1. Dr Niamh Fitzgerald, University of Stirling, who will examine the impact of Scotland's new lower drink-drive limit
2. Professor Marcus Munafo, University of Bristol, who will explore how we might change drinking behaviours for the better
3. Diarmuid O'Conghaile, Director of Public Affairs at Ryanair, who will discuss drinking and air travel.

Download the [full agenda](#) and [book your tickets](#) at the early bird rate.

**Mark Leyshon**

Senior Policy & Research Officer. Alcohol Concern Cymru

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Ymweld â ni/ Visit us: [www.alcoholconcern.org.uk](http://www.alcoholconcern.org.uk)

Follow us: [@ACCymru](#)

## 28% increase in child road deaths

[Road safety](#)

18 October 2017

The number of child fatalities and seriously injured child casualties in road traffic accidents in Great Britain both showed increases in 2016, according to the latest statistical release from the Department of Transport.

While the number of child fatalities have fluctuated between 48 and 69 between 2010 and 2016, the latest figure is the highest number of child deaths since 2009 and a 28% increase on 2015.

Child fatalities mainly affect pedestrians (34 in 2016) and car occupants (26 in 2016) with a smaller number of pedal cyclists (6 fatalities in 2016).

### More information

Reported road casualties in Great Britain: 2016 Annual Report (September 2017)

Department for Transport [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/648081/rrcgb2016-01.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/648081/rrcgb2016-01.pdf)

Northern Ireland Road Safety Strategy to 2020: Annual Statistical Report, 2017 (September 2017) Northern Ireland Department for Infrastructure <http://www.road-safety-gb.org.uk/news/6038.html>

As part of the exhibition village at this year's SH Summit, THB Limited is showcasing an innovative twist on an existing product designed to make the walk to school more interesting and safer for children.

Following its introduction in partnership with Croydon Council, who opened the first crossing at Crescent Primary School in February 2017, both the authority and school have observed a marked improvement in the behaviours of both parents and pupils.

With over 15,000 road accidents involving pedestrians under the age of 16 recorded in 2016, it is imperative that schools are continually adapting and improving road safety outside of the gate, as parents take every inch of space, whether road or pavement to park their vehicles making visibility nearly impossible and whilst government campaigns to build awareness and help improve the behaviour of children when crossing the road are commonplace, their impact can seem varied.

Utilising existing technology, albeit whose design is slightly out of the ordinary, THB's Safe Steps for Schools crossings use environmentally friendly, skid-resistant and cost-effective preformed markings to produce a striking, brightly coloured road crossing. This, combined with footprints guiding the children to and from the school, incentivises school children to use the appropriate road crossing in a fun and visual way.

Following the crossings installation Councillor Stuart King, cabinet member for Transport and Environment said,

"The Safe Steps for School footprints design will be a fantastic tool to promote and educate children on crossing the road safely. I'm delighted Croydon is the first place to trial this new programme and hope the eye-catching design encourages both parents and children to cross at a safe place, reducing the risk of road accidents;" sentiments echoed by Head teacher of Crescent School, Croydon, Ms Fairhurst who continued,

'The children are absolutely wowed by it, they're loving it (the crossing) and they're staying within the crossing boundaries because they want to walk on it and follow the paw prints'.

For more information on Safe Steps for Schools please visit THB at <https://www.safestepsforschools.co.uk/>



Considering the current level of road safety to be unacceptable, the UN has taken several initiatives.

One effort, the Decade of Action for Road Safety 2011–2020, has generated substantial activity around the world over the last couple of years.

Furthermore, it is very encouraging that the UN included road safety in the Sustainable Development Goals that it laid out in September 2015.

Risk factors for work-related road crashes

This research suggests that work-related road safety interventions should focus on issues such as making sure people don't drive when tired, when under pressure to reach their destination quickly, or when using devices such as mobile phones.

The vast majority of today's road safety interventions, for young drivers and other age groups, are based on ideas of what might work rather than on the available theory or research evidence.

<http://www.roadsafetyknowledgecentre.org.uk/knowledge/1656.html>

**The Safer Essex Roads Partnership is encouraging the county's road users to take a short survey designed to shape future road safety interventions.**

The survey takes approximately 15 minutes to complete and asks questions on road users' risk perceptions, attitudes and behaviours.

The survey forms part of a wider study which sets out to learn more about road users, how they differ across nations, and how interventions might be informed in the future.

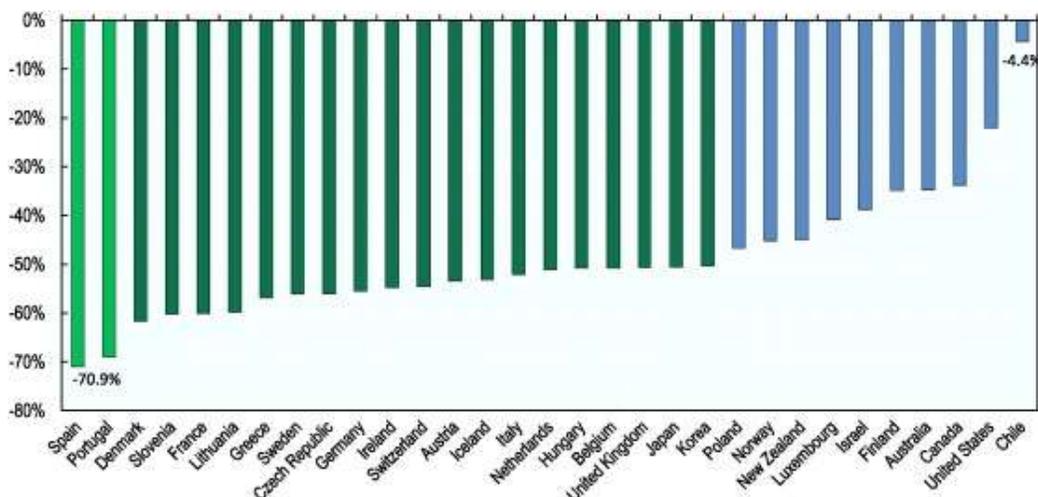
The study has a particular focus on low and middle income countries – where the road traffic casualty burden is most severe.

Led by the University of Southampton, the study aims to equip road safety practitioners in various countries with the knowledge and resources to continue to make roads safer.

The survey is being undertaken in the UK, Bangladesh, China, Kenya, and Vietnam.

[Click here](#) to take the survey,

or for more information contact Dr Rich McIlroy from the University of Southampton's transportation research group [by email](#) or on 02380 591225.



## Goodwood festival of speed 2018 – Well worth a visit for 2019

AIRSO Council member Nick Stilwell shares his memories of his visit to the 2018 Goodwood festival of speed.

### DID YOU KNOW

Porsche was marking its 70th anniversary, and was centre of attention over the four-day event.

3,800 bales of hay are used to line the track and 300 marshals will work the event.

Around 1000 picnic benches are bought in.

Over 600 radios make up Goodwood's communication network.

498,000 tickets and wristbands are printed for the Festival of Speed.

Approx. 4,500 bales of hay are used to set up hill climb and off-road areas.

Over 300 Exhibitors will be on site for the Festival of Speed.

Over 2000 signs are put up across the estate.

10,000 cups of tea are served in Goodwood House, while over 1 million litres of water are kept on site.

Goodwood lays around 12 miles of trackway for the weekend and builds over 200 temporary structures.

Over the course of the weekend 6,300 pints of Goodwood Lager will be pulled; 2,900 bottles of Veuve Clicquot will be slugged; and 2,500 glasses of Pimms will be sipped.



For those who haven't yet ventured to the Goodwood Festival of Speed, this year was their 25<sup>th</sup> Anniversary. I am of the opinion (and therefore its right 😊) that this is the best motorsport event in the world. The format is now so massive that we chose to go on 2 days out of the 4-day show. Friday we walked the whole site, covering the hundreds of stands and paddocks with a multitude of famous cars from a steam-powered veteran up to last year's F1 and this year's Le Mans series. At the top of the hill was a full-blown Rally Stage, with cars from history up to current World Rally Championship. Sunday we had a grandstand seat and watch the hill activity which was at times spectacular. A Range Rover Sport was driven up the hill, by Russ Swift, on 2 wheels, to enter the Guinness Book of Records.

Most of the cars go for a timed run up the hill, twice a day, culminating in the top ten shoot out on Sunday afternoon. Current F1 cars are not allowed to do flying laps on safety grounds. The current and prototype Supercars create a huge spectacle, but my favourite was the one-off Aston Martin Cygnet (Toyota iQ) with a 5.0 litre V8! The fastest car up the hill was an electric VW Supercar, though the outright record still stands, set by Nick Heidfeld in a McLaren F1 from way back in the 90s.

Don't forget the Goodwood Revival in September, comprising racing rather than hill climbing and located at the Goodwood circuit. Everything within the circuit and all competing cars are pre-1966. Many of the spectators wear period clothing and uniforms. It's a fantastic atmosphere and I recommend it to anyone who likes a bit of nostalgia.

Nick. Eur Ing Nick J Stilwell BSc CEng MICE FIHE MCIHT FAIRSO (HE RSA Cert Comp).  
Director. The Stilwell Partnership



## Diary dates

**AUGUST 2018**

**28<sup>th</sup> 29<sup>th</sup> 30<sup>th</sup>**

**AUGUST**

**2018**

**Its getting closer.  
Ensure you are  
ready!**

The AIRSO National Blue light  
users conference 2018.

## Brake Police Family Liaison Officer Conference



We are delighted to confirm that Brake's annual 'Police family liaison following road death and serious injury' conference will return in 2018, and will be held in Birmingham on Thursday 8 November 2018.

## TRANSPORT SUMMIT

For 2018, the North of England Transport Summit has returned to Manchester!

Supported by Transport for the North, the 3rd Annual North of England Transport Summit will include the following themes:

1. The long term rail strategy in the North.
2. Integrated and smart travel.
3. The strategic road network.
4. Growing bus patronage in the North.

18 October 2017

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While the number of child fatalities have fluctuated between 48 and 69 between 2010 and 2016, the latest figure is the highest number of child deaths since 2009 and a 28% increase on 2015.

Child fatalities mainly affect pedestrians (34 in 2016) and car occupants (26 in 2016) with a smaller number of pedal cyclists (6 fatalities in 2016).

26% of all pedestrian casualties were aged 0-15. 58% of the total number of child casualties were male, with 22% of the injuries taking place between 3pm and 5pm on a weekday and 14% occurring between 7am and 9am on a weekday.

Road casualty figures for Northern Ireland show that there were 82 children aged under 15 killed or seriously injured on the roads. This is 10 more than in 2015 and a 14% increase compared to 2015, though a 36% drop compared to the 2004-08 baseline.

srsCULTURE-Lite©

Some members will be aware of our software package *srsCULTURE©* ([srsCULTURE.com](http://srsCULTURE.com)), which aims to provide comprehensive road safety education 'from cradle to grave'. Lyn Morris FAIRSO was the original Author and until recently, we have been developing this in our spare time. (David Bush from *codechange* is the webmaster.)



What we do

Stilwell Road Safety Limited (srs)

Is a 'Not-for-Profit Social Enterprise,' which has been established primarily to deliver srsCULTURE© (commencing with srsCULTUREforSchools©). We bring together considerable experience in Road Safety Engineering and Education Training & Publicity and have been discussing our philosophy for nearly 20 years. Our ideas have culminated in the launch of the [www.srsCULTURE.com](http://www.srsCULTURE.com), delivering a continuous lifetime sustainable road safety ethos. We aim to set best practice and to make a real and quantifiable difference in the world of road safety.

**Patrick Parsons Limited (PPL)** is a multi-disciplinary Civil Engineering Consultancy. By working together with PPL, we are now able to deliver srsCULTURE-Lite©, FREE OF CHARGE, to every Primary School in the country. This Community benefit is part of Patrick Parsons' corporate social responsibility.

Liz Aldred (former Road Safety Officer at West Berkshire) has joined Stilwell Road Safety (and Patrick Parsons) and with her input, we are now making real progress. We have created "srsCULTURE-Lite©," which, as the name suggests, is a cut down version of srsCULTURE©, initially for Primary Schools only. Working in Partnership with Patrick Parsons, we will aim to launch into *all* Primary Schools this autumn, free of charge.

[https://photos.google.com/photo/AF1QipP38jYtdor4Nej2UY\\_mtt79dUsnBtbuq3n-RMB](https://photos.google.com/photo/AF1QipP38jYtdor4Nej2UY_mtt79dUsnBtbuq3n-RMB)

We had a meeting last week with Michael Gove (our local MP), to seek his advice as a former Secretary of State for Education (now with DEFRA). Stilwell Road Safety is a not-for-profit Social Enterprise.



## Secretarial services.

Don't forget you can always contact me:

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Registered Charity No.  
1054640

Welcome to  
Our New Airso  
Members  
in July

1. Christopher Wilde.  
Transport Auditor.
2. Charles Norton.  
Managing Director.
3. Keith Carrick.  
ADI.

## Upcoming Events

### **AIRSO: National Blue Light Conference.**

The date is set at the 29<sup>th</sup> and 30<sup>th</sup> of August. A diverse number of speakers have been successfully encouraged to present, with the focus on technology and collaboration.

### **National Fire and Ambulance Service Driver Advisory Group (DTAG).**

The Fire service will be holding their DTAG meeting as a curtain opener to the 2018 Blue Light Conference. bookings are now being taken. The event is on Tuesday the 28<sup>th</sup> of August 2018.

### **Drivermetrics: Psychometric Conference – Driver Management**

Hinckley Island hotel on Tuesday the 28<sup>th</sup> of August 2018.

### **Site Visit to the Driver Simulation Centre XPI, Surrey**

October 2018. Final date to be confirmed.

**And finally, we now have 113 Followers on**

