

## In This Issue:

- MBE Congratulations • Insurance Crackdown • Mission: Fatal 4law
- Carl Sargeant AM • Summer Drink Drive Campaign 2011 • 'Stay a Hero, Stay Safe'
- Learner Riders Need To Move On • Car Seat Detects Heart Attacks
- Unicycle or Motorcycle? • 'The Van' Engaging With Young Drivers

## MBE Congratulations



**Meryl James, Road Safety Manager at the Welsh Government has been awarded an MBE by the Queen in recognition of her work helping to reduce road casualties in Wales. Meryl who has been in the Road Safety Department for over ten years, received the honour in recognition of her dedicated ongoing commitment to road safety and the promotion of sustainable modes of transport through the Safe Routes in Communities Scheme.**

Steve Baker, Head of RoSPA Wales, said, "Meryl's vision and commitment to casualty reduction has been pivotal in creating a new road safety culture in Wales over the past 10 years. Her energy, leadership and support, particularly towards local authorities, has been crucial in driving forward projects, campaigns and good road safety practices and her recognition is well merited.

On behalf of all her colleagues in Wales and beyond, I most heartily congratulate her on a very well deserved accolade."

On her experience at Windsor Castle, Meryl said, "I had a wonderful time. It was a real honour and I felt very special for the day. Now even the Queen knows about safe routes in Wales! I greatly appreciate all the support and well wishes I have received from my road safety colleagues."

## Insurance Crackdown

**Motorists are being warned to insure their vehicles ahead of a new crackdown to tackle the menace of uninsured driving. Under the new Continuous Insurance Enforcement law – which will affect all motorists from 20 June – it is an offence to keep an uninsured vehicle, rather than just to drive when uninsured.**

Road Safety Minister Mike Penning said: "Uninsured drivers are a danger on our roads, killing 160 and injuring a further 23,000 people each year, and they cost honest motorists £500 million in extra premiums. That is why we are introducing this tough new law which will leave uninsured drivers with nowhere to hide.

"Our message is clear – get insured or face a fine, court action or seeing your car seized and destroyed."

Ashton West, Chief Executive at the Motor Insurers' Bureau, said: "The change in law is a stepping up of enforcement activity, so that not only those vehicles driven without insurance will be caught. Now the registered keeper must make sure that their vehicle is insured all the time. "In order to make sure everyone is aware of the new scheme, a national awareness campaign will be shown on satellite and terrestrial TV channels. Around four percent of vehicles have no motor insurance at any given time, and this needs to change so that is why this new enforcement approach is so important."



[Watch the TV advert on YouTube](#)

## Mission: Fatal 4law Empowers Young Passengers To Speak Up

A new and unique road safety campaign aiming to empower teenage passengers to speak up when they are travelling with an irresponsible driver has been launched, Powys County Council has announced. Mission: Fatal 4law has been launched by the council's Road Safety Unit and the campaign centres around a page on the popular social network site Facebook. The page - [www.facebook.com/missionfatal4law](http://www.facebook.com/missionfatal4law) - will provide information, help and advice on how individuals can influence the behaviour of other car occupants and ultimately help to avoid a collision.

A viral video has also been filmed using local actors and members of Llandrindod Wells Youth Centre also feature as extras. Local band The Hostages have also written and produced a song called 'Stop, Slow Down' specifically for this campaign. Both the film and song will be hosted on this Facebook page.



Powys has had an increase in the number of young passengers killed or injured in recent years and the total number of car passengers injured in collisions in 2010 was almost three times higher than the number of motorcyclists injured on the county's roads in the same year. The Road Safety Unit created this brand new campaign as resources for this vulnerable road user group were not available.

Alyson Broome, the council's Road Safety Project Officer, said: "The increase in the number of young passengers injured on our roads is a worrying statistic. When you get into a car as a passenger, you are handing over responsibility for your life to someone else.

"We want to show our young people here in Powys that even if they don't drive, they still have a voice when it comes to their own safety.

"Signing up to the Facebook campaign will enable them to access a whole range of advice and suggestions on alternative ways of influencing other people's behaviour should they not have the confidence to speak up. We hope to reduce the number of collisions involving young passengers and, in turn, our young drivers through this campaign."

CLlr Geraint Hopkins, Cabinet Member for Road Safety, said: "I am very proud of this initiative and I very much hope it will result in a reduction in car passenger injuries and deaths.

"In creating this campaign, the Road Safety Unit has utilised the popularity of social networking and this innovative approach to education can only have a positive impact on our young road users."

For more information visit [www.facebook.com/missionfatal4law](http://www.facebook.com/missionfatal4law) and you don't have to be registered with Facebook to view the campaign. Alternatively contact the Road Safety Unit on 01597 826979.

## Carl Sargeant AM

In May First Minister Carwyn Jones announced the members of his new Cabinet, with Carl Sargeant AM appointed Minister for Local Government and Communities, with responsibility for Transport.





**Think before you drink – that is the message being driven by all four Welsh police forces ahead of this year's all Wales Summer Anti Drink / Drug Driving Campaign.**

The campaign, which was launched by North Wales Police on the Maes in Caernarfon on Wednesday, 1st June, aims to crack down on drivers who risk lives by drinking and driving or driving under the influence of drugs. Throughout the month-long campaign officers across Wales will be focusing their efforts on drink and drug drivers, conducting increased stop checks to tackle those flouting the law.

North Wales Police' Assistant Chief Constable Gareth Pritchard said: "At this time of year, the temptation to drink and drive is even greater as people are often tempted to have a few drinks socialising with friends, and then they don't think about the dangers of getting behind the wheel.

"We want people to enjoy themselves over the summer months however, if you're going to a beer garden after work or a friend's barbecue at the weekend, then think about how you are going to get home. Book a taxi, arrange a lift with a designated driver or simply just don't drink.

"Officers from across Wales will be out there with a determination to arrest those people who choose to drink or take drugs and drive. The overwhelming majority of the public are supportive of the need to make our roads safer and share our resolve to rid the roads of drink and drug drivers.

He added: "Our campaign will continue throughout the remaining summer months as we seek to make our roads safer for all."

The All Wales Summer Anti Drink/Drug Driving Campaign will run from Wednesday 1st until Thursday 30th June.

North Wales Police is encouraging anyone with information about people who are drinking or driving to report them by calling 101 (if in Wales), 0845 607 1001 (Welsh language line), 0845 607 1002 (English Language Line) or Crimestoppers Wales anonymously.

- During the 2010 campaign, 25,714 people were stopped and breath tested by police in Wales. 513 tested positive or refused or failed a breath test. In north Wales, 6,876 drivers were tested with 103 positives.

### 'Stay a Hero, Stay Safe'



**Sussex Safer Roads Partnership (SSRP) has launched the follow up to its hugely successful 'Embrace Life' film, which this time focuses on motorcycling and motorcyclists.**

'Stay a Hero, Stay Safe', portrays bikers as inspirational role models and shows a young boy creating his own motorcycle experience. Ken Seymour, manager of the SSRP, said: "We are raising the profile of motorcyclists as intelligence led data infers this is the time to start to remind motorcyclists of their vulnerability.

'Stay a Hero' deliberately avoids laying blame of any sort and isn't your usual shocking public service film. We hope that it will connect with our biker community, generate discussion and help to save lives on our roads. [Click here](#) to view the film or for more information contact [Neil Hopkins](#), Sussex Safer Roads Partnership, on 01273 467425.

**Motorcycling road safety initiative RideSafe BackSafe is seriously concerned about the number of learner riders who are riding illegally, having failed to renew their CBT (Compulsory Basic Training) certificate.**

A CBT certificate is valid for just two years at which point a moped or motorcycle rider is required to retake their CBT course; unless they have passed both parts of the test to acquire their full motorcycling licence, or moved on to driving a car instead.



Road Safety Adviser and RideSafe BackSafe team member, Rob Winn, explains;-

“If you do nothing, your CBT expires after two years and by continuing to ride on public highways you are committing a road traffic offence. This would also mean that your moped or motorcycle insurance is no longer valid, another offence that can result in your bike being seized by the Police and possibly crushed. What makes this all the more alarming is the fact that your CBT is a basic, ‘entry level’ introduction to riding on the roads and really should be seen as a short-term stepping stone to other training and safer travel”.

Recent figures issued by Transport Statistics show that the number of people riding mopeds and motorcycles has increased dramatically and the motorcycle population as a whole now travels in excess of five billion kilometres per year.

Although moped and motorcycle riders only make up about one percent of all road traffic, they still account for about 20% of all collision casualties and 16 to 24 year old riders are at greatest risk.

Rob Winn continues;-

“With the cost of fuel and insurance going up dramatically, many people are living on a tighter budget and this may cause some learner riders to simply not bother renewing or ‘moving on’ from a CBT certificate, some may even just forget. RideSafe BackSafe is keen to highlight the fact that no reminder is issued when the two year time limit has expired.

Casualty statistics also tell us that riders who do take additional training are less likely to be involved in road traffic collisions, so we are encouraging inexperienced riders in particular to develop their riding skills, as well as remaining road legal”.

More information can be found at – [www.ridesafebacksafeco.uk](http://www.ridesafebacksafeco.uk) – and learner riders can join the bikers forum through the website to ask for advice and guidance from motorcycling experts and enthusiasts.

The Driving Standards Agency (DSA) also provides an informative leaflet on the subject entitled ‘Routes to motorcycling”.

**Car Seat Detects Heart Attacks****Ford is developing a car seat that uses electrode-sensing technology to detect if a driver is about to have a heart attack.**

The data collected by the system can monitor anyone, not just those with pre-existing heart conditions. Ultimately, it can be used to warn the driver of imminent danger, like a heart attack, and give them the opportunity to stop the car. The on-board telephony could also alert the appropriate emergency services. Professor Steffen Leonhardt, from RWTH Aachen University, said:

“The ability to monitor hearts at the wheel could offer massive benefits in terms of health and road safety, both for the user and the wider public.”

Developed by Ford to help those with chronic illnesses or medical disorders to remain mobile, the heart-monitoring seat joins other health aids including asthma management tools, web-based allergen alert solutions and a glucose monitoring device for diabetic drivers. The seat is still in development, with Ford needing to overcome some hurdles regarding monitoring through clothing. Despite this, 90-95% of subjects proved to be compatible during stationary testing, with highly accurate readings for up to 98% of time behind the wheel.

[Click here](#) to read the full Yahoo news report.



### Unveiled: The transforming 'dicycle' that can fit in a lift.

Dispatch riders and couriers know the easiest way to weave through heavy traffic is on a motorbike. But for those jams even two wheels can't navigate, a new solution has been developed.

Just like a Transformer, the Uno III Streetbike - or U3 - can convert itself with the push of a button from a conventional motorbike to unicycle-style machine.

The electric-powered machine balances on two parallel rear wheels, the front retracting between them to allow it to manoeuvre through spaces so tight it can be driven into a building - and even fit in the lift.

Then, when required, the front wheel slides forward as the rear pair move back, giving the vehicle the stability to pick up speeds of up to 30mph. It can travel between 30 to 35 miles on a single three to four hour charge.

The new vehicle was developed from an initial idea by Benjamin Gulak, a young American inventor. Four years ago, while on a business trip to Asia with his father, the then 17-year-old conceived of it as a solution to China's smog-filled megacities. When he returned home to the U.S., he made it his mission to design the ultimate electric vehicle - and to somehow make it cool.



Based on Benjamin's original Uno I prototype, built for a school science project in 2008, the Uno III has evolved to manage the transformation from nimble city runabout to stable highway tourer. Now the remarkable vehicle is being produced by his own motor design company in Cambridge, Massachusetts, called BPG Motors. Small enough to fit in indoors, but powerful enough to tackle the road, the makers hope the cutting edge \$7,500 (£4,600) ride will revolutionise the morning commute.

## 'The Van' Engaging With Young Drivers



**The Emergency Services in North Wales have come together to launch a specially commissioned new vehicle which will help educate young motorists about road safety.**

Funded by North Wales Police and managed by DangerPoint safety education charity, the new vehicle is a multi agency resource which will be used at Emergency Services events across the region.

Known as 'The van', the vehicle is equipped with an audio visual package including a high definition multimedia PC, two HD LCD flat screens, subsonic amplifiers, audio amplifiers and subwoofers.

The sound system is used as an engagement tool with young drivers who are then shown a range of audio visual resources that will raise their awareness to the risks of driving and anti social driving behaviour. Key messages include seatbelts, drink and drug driving, peer pressure, distraction and mobile phones and speed.

## Contact the Compiler

Compiler: Michelle Harrington, RoSPA [mharrington@rospa.com](mailto:mharrington@rospa.com)

02920 250 600

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

