

Welcome to your AA DriveTech newsletter.

At AA DriveTech we continue to deliver this informative newsletter on a regular basis. If you have a topic of interest you'd like us to include, please let us know by contacting your Account Manager.

Kind regards,
AA DriveTech Team

AA DriveTech

Fanum House
Basing View
Basingstoke
Hampshire
RG21 4EA

0344 264 6327
AA drivetech.com

Information For Drivers

Protecting children in cars

From October 1 this year in the UK, it will be illegal to smoke in vehicles containing children; that's any person under 18. According to the British Lung Foundation, around 430,000 children are exposed to the potentially harmful effects of second-hand tobacco smoke in the family car every week.



Many family cars are in fact corporately supplied or funded vehicles provided by an employer; since 2006, it has been illegal to smoke in them if there is any possibility of the vehicle being shared by another occupant, be they a fellow employee or not. Because of the difficulty in policing this law, compliance has been, in reality, at a low level.

It is hoped that this latest legislative development will have more teeth, because all road safety experts are united in believing that, irrespective of the harmful effects on health, smoking is a serious driver distraction issue.

Road Hog convicted

At least 15 motorists are to be prosecuted for using their mobile phones to take pictures or video of a four lorry pile up on the A14 in Cambridgeshire in May. As far as the police are concerned, the use of mobile phones in this way is just as dangerous while driving as having a conversation on one.



The driver was stopped by police in West Yorkshire after refusing to move out of the middle lane of the M62. Police said six drivers were forced to brake and swerve to overtake the vehicle, which was travelling along the eastbound carriageway near Huddersfield on August 25, last year.

The driver failed to turn up to court and was fined £500 in his absence and ordered to pay £400 in costs with a £40 victim surcharge. He was also given five penalty points on his licence.

Abbreviated Safety Advice for Drivers #1

Distraction can kill. If it rings when you' re driving, let your mobile go to voicemail, even if you have a hands-free kit fitted. Never text or adjust the satnav when driving. If your driving situation becomes high risk, turn off the radio or music, and tell any passenger to remain quiet to allow 100% driver concentration. Always secure loads properly to reduce noise, vibration and subsequent driver irritation.

Looking but not seeing!

'Failure to look properly' is the most common contributory factor included in more than 30,000 vehicle incidents a year, according to a Freedom of Information request to the DfT.

Police can record up to six contributory factors from a list of 77 for each incident, to explain why they think a crash took place, but the top two give the most obvious reasons for the incident.



Analysis of the 2013 contributory factor combinations found that top of the list was 'failure to look properly' combined with a 'failure to judge another person's path or speed'. These two together were responsible for 13,299 accidents, or 7% of the total number.

Next up was 'failure to look properly' combined with 'carelessness or recklessness', or 'judged to be in a hurry'. These totalled 9,132 accidents, or 5% of the total.

...or just not seeing at all!

Since new Police powers were introduced in 2013, 609 drivers have had their licences revoked by the DVLA for failing the same eyesight test that is used for the driving test.

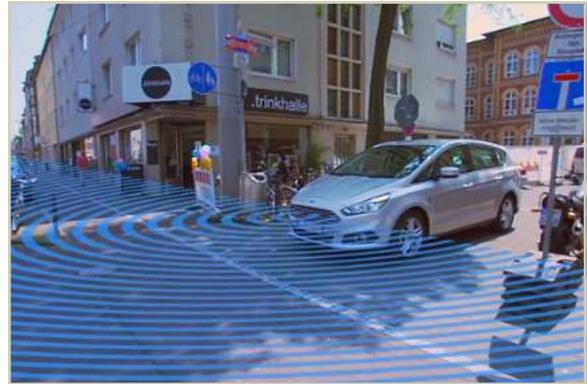
If a driver continues to drive, having failed such a test carried out at the roadside by Police, it is deemed to be a criminal offence and the perpetrator's vehicle can be seized.



Important driver safety feature from Ford

Ford is introducing a new camera technology that can see around corners, even when drivers cannot, to help avert crashes.

The Front Split View Camera, available as an option on the Ford Galaxy and S-Max models, displays a 180-degree view from the front of the car, using a video camera in the grille.



At a blind junction or exiting a driveway, the camera enables drivers to spot approaching vehicles, pedestrians or cyclists easily.

The system is activated at the push of a button. A one megapixel camera in the front grille enables drivers to see a real-time 180-degree view on the vehicle's eight-inch colour touch screen. Drivers can track road users that approach on either side and pass in front of the vehicle. The camera is kept clear by a specially-designed retractable jet-washer that operates automatically when the windscreen wipers are activated.

General Driver Risk Management - Related News

First driving-related corporate manslaughter case

Baldwins Crane Hire has become the first firm to be charged with corporate manslaughter where a company driver was killed. Lindsay Easton was driving a heavy crane down a steep road away from a wind farm in Lancashire, when the vehicle crashed into an earth bank and fell from the road. It is alleged that the brakes failed.



After reviewing the evidence gathered by Lancashire Police and the Health and Safety Executive during their investigation into the death of Easton, Jane Wragg, specialist prosecutor at the Crown Prosecution Service said: " I have concluded that Baldwins Crane Hire should be charged with an offence of corporate manslaughter. I have also concluded that there is sufficient evidence to charge the company with offences under Section 2 and Section 3 of the Health and Safety at Work Act 1974."

The latest official road safety stats (2014)

There were 1,775 reported road deaths in 2014, an increase of 4% compared with 2013.

Pedestrians accounted for three quarters of the increase in fatalities over the previous year - they increased by 12%, from 398 in 2013 to 446 in 2014.



The number of people seriously injured in reported road traffic incidents increased by 5% to 22,807 in 2014. There was a total of 194,477 casualties of all severities in 2014, the first increase in overall casualties since 1997.

TfL demands all suppliers manage road risk

Transport for London is working to reduce the risk of road collisions by ensuring all contracts in its supply chains include a defined Work Related Road Risk element.



Since 2012, TfL has included Work Related Road Risk clauses in all new contracts with suppliers or contractors using a commercial vehicle. More than 600 existing contracts have also been amended to include Work Related Road Risk clauses. Through the Work Related Road Risk requirements, every single driver working on TfL's behalf is required to have regular checks of their driving licence by the DVLA.

As part of TfL's Work Related Road Risk clauses, freight operators must meet best practice standards, such as accreditation through the Fleet Operator Recognition Scheme (FORS), and drivers must be trained in approved courses such as Safe Urban Driving. The FORS Standard ensures that all vehicles have close proximity warning systems and blind spot mirrors, and that a programme of progressive training exists for all drivers.

Cost of driver safety

According to the latest road safety analysis from Volvo, one in three employees will have a collision during the next 12 months when travelling for work purposes. The organisation 'Driving For Better Business' concurs, and believes that the collision-related costs to UK business overall amount to some £1.2 billion annually.



And news from AA DriveTech.....

New training initiative from AA DriveTech

The Energy Saving Trust (EST) and AA DriveTech have teamed up to build eco-driving techniques into AA DriveTech's core driver training courses. Backed by the Department of Transport, this initiative aims to help up to 6,000 employees who drive for work to become more fuel efficient and safer drivers in the next year.



With average savings of up to 15% on fuel costs, a typical business driver covering 12,000 miles a year could expect to gain annual savings of £200 to £250, says EST. This means the scheme could create savings of up to £1.5 million for participating organisations.

Research by EST on pilot schemes showed that 99% of drivers found the techniques learned during the training to be useful for their day-to-day driving, with many achieving much higher savings than expected on the day.

Andy Wheeler, head of the academy within the driving services division of The AA, said: " We're really excited about partnering with the Energy Saving Trust. Both organisations have in-depth knowledge, built up over many years, on how to coach drivers in achieving tangible and sustainable fuel reduction.

"Together we can achieve our shared aims of increasing driver safety and driving down fuel costs. The carbon emission and air pollution reductions realised through this driver training are additional important benefits."

AA DriveTech presents at Fleet Management Live

Developed by Fleet News, the new two-day Fleet Management LIVE event is aimed at key company car decision makers, whether traditional fleet operator or influencers, working in procurement, finance, HR, travel and facilities management.

Held at the NEC on 6 and 7 October, it covers all aspects of fleet management from the future direction of company cars and emerging vehicle technology through to practical, hands-on advice relevant to meeting today's needs.

AA DriveTech will be presenting the latest findings from their soon-to-be-published research on 'the Commute'. Complementing last year's research on 'at-work' drivers, this will look more broadly at colleagues getting to and from work.

<http://fleet-management-live.fleetnews.co.uk/>

AA DriveTech and the broader AA will be exhibiting at the event.

AA DriveTech sponsors important conference in November

The 2015 National Road Safety Conference is being hosted by Road Safety GB East Midlands region at the East Midlands Conference Centre in Nottingham on 18-19 November. The event is co-sponsored by AA DriveTech, Colas, Pepsico and Vysionics.



The conference will open at 1.00pm on November 18, with a series of presentations from national road safety stakeholders (including Road Safety GB, DfT and Highways England) who will outline their priorities and strategy for the next 12-14 months. This will be followed by presentations from senior road safety professionals, explaining how they have adapted the way they deliver road safety services against a backdrop of shrinking resources and finances.

Day two, November 19, will open at 9.00am with a series of presentations covering topics relating to fitness to drive including visual impairment, health and age.

For more information please visit:

<http://www.roadsafetygb.org.uk/news/4413.html>

AA DriveTech

Fanum House | Basing View | Basingstoke | Hampshire | RG21 4EA

0344 264 6327 - AAdrivetech.com



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