Road Safety and TravelWise Guide
2010 sixth edition
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Welcome to the latest edition of our Road Safety and TravelWise Guide. I am pleased to report a reduction in casualty figures for 2008 compared to the previous year. 947 people were hurt on the roads in Stoke-on-Trent in 2008, a reduction of 217. While fatalities showed a slight increase from three to five, the greatest reduction was in serious casualties which dropped by over half from 79 to 30. Slight casualty figures reduced by 170 to 912 over the year. After killed and seriously injured child casualties increased to 21 in 2007, the number considerably reduced to four in 2008. While we are still well on track to meet our casualty reduction targets for 2010, there is no room for complacency. We must continue our efforts to meet more challenging targets in the future.

Partnership working is vital to our casualty reduction efforts. In addition to the agencies who work with us, I regard contributions from you, the public, as essential to our work - we depend on your continuing support.

Our efforts to promote alternative forms of travel to the car remain an important part of our programme. We will continue to actively encourage walking, cycling and the use of public transport. Our success at being awarded Cycling City status in 2008 and the work associated with this over the next three years, will play a very important part in our approach. This booklet contains information on sustainable travel and the more of us who follow this advice, the greater the benefits will be to our community.

Contact numbers in the booklet will help to provide any advice or guidance you may need and my officers will assist in any way they can.

In the meantime, we will continue our work towards creating a safer city and, with your continued support, we will achieve our goal.

Councillor Ross Irving  
Council Leader – Stoke-on-Trent City Council
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Who we are

Improvements in road safety are dependent on three important aspects: education, engineering and enforcement.

Education and engineering are dealt with by three main groups of staff within the city council.

**The Transport Planning Group** help through the planning and delivery of road safety education, training and publicity programmes which cover advice for all road users regardless of age or mode of transport. We support both regional and national publicity campaigns, all geared towards reducing casualties. Through links developed with our community, our aim is to increase awareness of road safety and promote changes which will lead to improvements in general road user behaviour. The group also promotes sustainable forms of transport under the TravelWise banner. The Road Safety and TravelWise Team and the Passenger Transport Team work closely on this.

**The Highways Policies and Programmes Group** – road safety is a priority of all our highway improvement schemes. Local safety schemes are designed using data held by us for all accidents involving casualties. Traffic calming and schemes designed to promote cycling, Safer Routes to School and walking, by their very nature, enhance road safety. However, the design of all schemes such as maintenance and junction improvements seek to enhance the safety of all users. The group also manages the street lighting PFI (Private Finance Initiative) that provides and maintains street lighting throughout the city, not only contributing to road safety at night but also to the reduction in, and fear of, crime.
Who we are

The Highways Network Management Group considers all requests for safety measures on the roads including requests for traffic calming, pedestrian crossings and the introduction of parking restrictions. The group also operates and maintains signalled junctions, pedestrian crossings and signage, including variable message signs. Road safety is very important when providing information to road users.

Our Partners

Our reduction in casualties does not only depend on the work of these groups. To help us, strong partnerships have been developed with Staffordshire Police, Staffordshire Fire and Rescue Service, Stoke Primary Care Trust and the Staffordshire Safer Roads Partnership. Additionally, links with the city’s Safer City Partnership address areas of public concern. Together, we help to raise awareness of road safety issues and promote positive attitudes to safer road use.
Road Safety Education

Education and training are important to increase awareness of road safety issues and change road user behaviour.

In schools, Road Safety Officers discuss ideas with staff including road safety education programmes and providing advice and guidance. Educational resources are loaned to schools and other groups together with worksheets and leaflets.

Child pedestrian and cyclist courses are also organised.

Safer and sustainable travel issues are also covered.

Parents of Year 6 pupils who are moving from primary to secondary school are given advice booklets about planning safer school journeys and the personal safety of pupils. Information is provided to schools to do additional preparatory work.
Browell Smith & Co Solicitors are proud to sponsor the Stoke on Trent City Council Road Safety Guide 2010

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Road Traffic Accidents

Claiming compensation for personal injuries and losses suffered as a result of road traffic accidents is not always straightforward.

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Crash Course
Road death is the single biggest killer of young people aged 16-25.

This project aims to reduce the number of road traffic collisions resulting in death and serious injury among this age range. Crash Course is a multi agency project given by staff from Staffordshire Fire and Rescue Service, Staffordshire Police Collision Investigation Unit, Staffordshire Youth Service and Staffordshire Victim Support. The programme is a hard hitting, graphic, interactive presentation, using video footage, that challenges attitudes and behaviour. The audience is taken on an emotional journey through a fatal road traffic collision from the view of the emergency services, the victims, their families and the person responsible for the collision.

The project is primarily targeted at Year 11 and Sixth Form students in schools and colleges as well as vocational students, training providers, young people not in education and young offender institutions. It works equally well with adults.

For further information, contact the Transport Planning Group on 01782 236398 or visit our website at stoke.gov.uk/roadsafety

Adult Awareness

Road safety applies to all road users, young and old. Adult education covers topics such as in-car safety, speed awareness and drink driving. Parental advice for young children starting school is also available. Presentations and participation in pedestrian training also helps in this. Additionally, opportunities through local, regional and national campaigns help to raise awareness.
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Road Traffic Injury Specialist

Should you be involved in a road traffic accident either as a driver of a motor vehicle, a passenger in a motor vehicle, a passenger in a bus or taxi, a pedestrian, a motorcyclist or cyclist you should seek specialist legal advice to ensure that you receive appropriate medical treatment and recover adequate compensation.

Browell Smith & Co are personal injury specialists recognised for their expertise in this area. In addition to providing legal advice Browell Smith & Co. can also assist in obtaining a replacement vehicle and can arrange free physiotherapy treatment in appropriate cases.

Claiming Compensation Following a Road Traffic Accident

If you are involved in a road traffic accident which was not your fault, you may be entitled to recover compensation for the injuries you sustained and the losses and expenses you have incurred.

How do I fund the claim for compensation?

Your own car insurance may provide funding. Alternatively if you are a trade union member they may provide such assistance. They are likely to instruct their own Solicitors even if they are based out of the locality.

Should you wish to instruct a local Solicitor to pursue a claim for compensation you should look to do so on a no win no fee basis and make sure that there are no hidden costs.

What information should I obtain to help pursue a claim?

Try to obtain details of the person responsible for the accident including their full name, address and vehicle registration. If at all possible you should take down details of their insurers and any witnesses. It is a good idea to notify the police and report the incident formally.

If you have sustained injury, seek medical advice without delay. This will normally be at the local Accident & Emergency Department or alternatively through your General Practitioner.

What if the driver of the other vehicle does not stop or does not have valid insurance?

You can still pursue a claim through the Motor Insurers Bureau (MIB) although again you should seek specialist legal advice in order to do so.

Are there any time limits within which a claim must be pursued?

A claim for personal injury compensation must be issued within the Court no later than 3 years from the date of the accident. In the event that proceedings are not issued within this period the Court may refuse to consider the claim on the basis that it is out of time.

Will my own insurance premium increase if I pursue a claim for compensation?

Generally speaking insurers should not increase your premium where you have been involved in an accident which was not your fault.

More help and useful information

Further information relevant to road traffic accidents and claims for compensation can be found at www.browells.co.uk. A list of organisations which may be able to help you following your road traffic accident is also available on this website.
For a number of years, School Crossing Patrols in Stoke-on-Trent have helped with road safety education and training delivered by us.

This is mainly through helping us deliver our ‘Stepping Out’ junior child pedestrian training programme. The training takes place in a roadside environment in the form of an organised walk. Children are assessed on how they find a safe place to cross e.g. with a School Crossing Patrol, crossing between parked vehicles, house and business vehicle accesses etc. These sessions are outside the Patrol’s normal working times and is subject to their availability.

The Patrols have also been involved in the classroom, particularly with younger children. Projects such as ‘People who help us’ which include Police, Fire and Rescue Service and the Ambulance Service have also involved School Crossing Patrols. They go into the classroom and talk about their job to the pupils and this supports and develops the road safety message. Patrols have also attended and taken part in ‘Road Safety Weeks’ held at schools.

Their support and assistance is valued by Road Safety Officers working in schools in Stoke-on-Trent.
Publicity
Publicity plays an important part in promoting road safety and sustainable travel. It raises awareness about specific issues and helps change attitudes and behaviour.

Through poster sites, bus advertising, variable message signs and advertising in publications and the local media, a variety of road safety and sustainable travel messages are provided to our community. Other opportunities are explored as appropriate and as resources allow. We use the Department for Transport’s national campaign under the ‘Think!’ branding and link this to our own local campaigns. These can include in-car safety, Walk to School, drink driving and TravelWise. Displays, together with leaflet and poster distribution, also detail the ‘Think!’ brand.

The city council is also a member of both the Mercia Road Safety Officers Group and West Midlands Regional TravelWise Group, made up of fourteen local authorities, supporting regional campaigns. Our partnership work within the Staffordshire Safer Roads Partnership also gives us the opportunity to highlight themes such as reducing speed, motorcycle safety, child safety and messages aimed at young drivers.

For further information, contact the Transport Planning Group on: 01782 232063/232066 or visit our website at stoke.gov.uk/roadsafety
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www.direct.gov.uk/summaryoftheguidance
Pedestrian Training
Pedestrians of all ages are a particularly vulnerable group of road users.

Pedestrian safety skills start at nursery school with the ‘Tiny Steps’ programme. Children are taught about holding hands and using safer crossing places. The programme encourages parents to continue the learning outside the school environment. A walk involving parents and children finishes the course.

At junior school age, children look to become more independent when travelling. They may want to walk to school with classmates or visit their friends.

Parents may have concerns about road danger. To help children develop the basic road safety skills young people need in these situations, we organise training courses aimed at pupils in the first two years of junior school. Our courses use a range of classroom-based resources and activities and can finish with a walk around school when both teachers and parents help pupils to practice the new skills they have learned.

For more information about pedestrian training, contact the Senior Road Safety Officer in the Transport Planning Group on: 01782 232063.
Walking Safely

Walk to School
Many parents and headteachers are concerned about the levels of congestion outside schools at the beginning and end of the day.

Parents who drive to and from school add to congestion and safety problems but this is not unique to Stoke-on-Trent. However, many of the journeys to and from school are short enough to be walked by most people.

How do we tackle this?
Both the Walk to School and Walk on Wednesday campaigns encourage parents to leave the car at home and walk to school with their children. Resources to support these activities are provided free of charge to schools. The hope is that the walking habit will continue after the campaign has finished.

For more information about the walking to school initiatives, contact the School Travel Adviser in the Transport Planning Group on: 01782 234968.

![Image of children walking to school](image-url)
Walking Bus

One of the ways to reduce potential dangers of parked vehicles outside schools is by setting up a walking bus. This is a group of children who are escorted by adults on their journeys to and from school. Around the city, a number of parents already walk their children to school and, with sufficient support, could set up a walking bus. Some schools already have these in place and others are looking to do this. Most recently, some have secured funding from the Department for Transport Walking Bus Initiative to either set up a ‘bus’ in school or develop other walking programmes. Advice and guidance is available from us to establish walking buses in Stoke-on-Trent schools.

Think of the benefits:

- Children travelling to school by walking bus means fewer cars around the school gates, reduced potential hazards and less pollution.
- Walking provides regular exercise for children and improves their fitness.
- Walking helps children to develop their pedestrian and road safety skills with guidance from their parents.

If you would like further information, contact the School Travel Adviser in the Transport Planning Group on: 01782 234968.
What is the problem?
Too many parents and carers in Stoke-on-Trent take their children to and from school by car, causing traffic congestion around the school gates.

Driving for many adults is seen as the ‘easy option’. However, children who are driven to and from school gain very little road safety awareness and are denied the chance to meet friends and exercise at the start and end of their school day. The city council are trying to stop the problem by asking people to think whether or not they really need to use a car for their school journeys or is there another alternative that they can use?

Many schools in the city are promoting more sustainable and safer ways to travel through the development of a School Travel Plan. Travel Plans highlight any concerns that pupils, parents and staff may have about their journey to school and can be used to identify anything that might improve the situation. To date, 79% of schools in Stoke-on-Trent have a Travel Plan in place.
School travel plans

What is a School Travel Plan?
It is a document developed through consultation with pupils, parents, local residents and staff. It contains an action plan filled with initiatives to promote safer travel and ideas to reduce the number of car trips on the school run.

Each Travel Plan is specific to the individual school or cluster of schools.

What are the benefits of a School Travel Plan?

- Improved safety on the school journey
- Reduced car use by parents, pupils and staff
- Reduced traffic congestion outside the school gates and in the immediate neighbourhood
- Children learn valuable road safety skills ready for independent travel
- Less atmospheric pollution in the local environment helps to reduce asthma and other related illnesses
- Promotes physical activity to combat rising levels of obesity
- Provides a focus for curriculum work
- Schools work with the local community to develop their own solutions to congestion problems

Schools that develop a Travel Plan before March 2010 are also eligible for an additional one-off capital grant payment which can be spent on items that promote safe and sustainable travel to school. Contact the School Travel Adviser for details.

For further information, contact the School Travel Adviser in the Transport Planning Group on: 01782 234968.
Cycling Safely

The city council actively encourages cycling as an alternative form of transport to relieve traffic congestion and we provide new facilities to encourage this. Along with this is the need for training to use the roads safely and we organise a variety of courses for children and adults to meet this need.

**Bike to Basics** training aims to give children aged 7-9 years basic cycling skills in an off road situation. The course, which is two hours long, gets children ready for the ‘Bikeability’ courses.

**Cycling Awareness Training** (the city council’s own training course) is offered to pupils aged 10 and up in primary, junior, secondary and special schools in the city. The course is approximately eight hours long and concludes with a test by a Road Safety Officer. Pupils who complete the course to a certain level receive a Cycling Awareness Certificate. Teachers and parents who have attended a cyclist training instruction course give training in schools on a voluntary basis. We are always on the lookout to recruit more volunteers to enable us to extend the training. Please contact us if you are interested in becoming an instructor.

**‘Bikeability’ training** – the new Cycling Proficiency Test for the 21st century, designed to give the next generation the skills and confidence to ride their bikes on today’s roads. There are three levels and children will be encouraged and inspired to achieve all levels, recognising that there is always more to learn and to enjoy on a bike.

We have secured funding of £72,000 to deliver ‘Bikeability’ to Level 2 standard to around 1,800 pupils during 2009/10.

**Adult Cyclist Training** is also available in Stoke-on-Trent. Trained instructors offer specialist cycling instruction on a one to one basis. This can be tailored to your own specific requirements and costs £10.00 per hour or £45 for five sessions.

**Cycling with Confidence Camps** – under the Cycling City programme, a number of training ‘camps’ are being set up covering basic learning to ride sessions right through to commuter confidence sessions. These are increasing levels of cycling in the city. All sessions are free.
Burnwood Community School, Chell Heath has completed the third and final phase of its innovative ‘tri-track’ project. It is the only school in the country to have a brand new, state of the art, BMX track in addition to a mountain bike trail and outdoor velodrome.

The £22,000 BMX track, built with Cycle Stoke funding, was officially opened as part of National Bike Week in June by world champion and Olympic BMX rider Shanaze Reade. Shanaze was greeted by over 200 children at the school, and was treated to an exceptional display by pupils as they took to the track for the first time.

Burnwood pupil Josh Bowden, aged 11, from Chell Heath, said: "The BMX track is really good because it means we can take part in that activity while we are at school."

Burnwood is the city’s cycling flagship school. Over the last 3 years, cycling journeys to school have increased from less than 1% to around 15%.
Use Your Head... 
Wear a helmet!
Cycle helmets are a vital accessory for cyclists of all ages.

Head injuries are a major cause of death in about 70% of cyclist fatalities. Over half of all cyclist casualties receive some form of head injury, ranging from minor facial injuries, such as cuts and abrasions, to very serious and fatal injuries such as severe concussion, haemorrhages and skull fractures.

Cycle helmets will not prevent an accident occurring but can reduce the severity of a head injury.

As a guide, make sure that:

- Your child likes the helmet, or he/she will not wear it.
- The cycle helmet is properly fitted. It should fit snugly all around the head and should not obstruct vision or restrict hearing.
One of the most common complaints about cyclists is that they don’t use lights when riding at night. By law, you should have a white front light, a red rear light and a red rear reflector. However, from 21 October 2005, the Road Vehicles Lighting (Amendment) Regulations 2005, permit front and rear flashing lights to be fitted to pedal cycles, or to trailers and sidecars attached to pedal cycles. The lamps must meet a specified lighting standard and give between 60 and 240 flashes per minute.

If the lights can give both a steady and a flashing light, they must show they meet the appropriate British Standard (or equivalent). If the lamps only flash they do not need to meet the appropriate British Standard (or equivalent).

The same regulations allow lights to be fitted to the wheels of pedal cycles, and to trailers or sidecars attached to pedal cycles.

You also need to think about bright clothing to help you be seen. During the day, fluorescent colours are especially effective, whilst reflective materials are essential when riding in the dark or in adverse weather conditions.

For more information about safer cycling, please contact the Cycling Development Officer in the Transport Planning Group on telephone: 01782 232066 or by visiting our website at: www.stoke.gov.uk/cycling.
Cycling Safely

Stoke-on-Trent – Cycling City
Following a successful bid to Cycling England, Stoke-on-Trent has been awarded Cycling City status.

The city has received £4.8m of funding to spend over the next three years on cycling initiatives to encourage more people to cycle. The target is to double the level of cycling in Stoke-on-Trent by the end of March 2011.

The city already has good provision for cycling. The funding will be used on a variety of projects to improve the image and promote cycling to increase usage, and increase the availability and accessibility of cycling. Further developments such as increased parking facilities and additional cycle routes are planned. A dedicated cycling project team is in place and members of the public will become increasingly aware of the promotion of cycling as time goes on.

For further information, contact the Cycling City Project Manager in the Transport Planning Group on 01782 233763 or visit the City Council website at: www.cyclestoke.co.uk

Where can I cycle in Stoke-on-Trent?
Free Cycling Map and Guide
The City Council produces a free cycle map and guide for Stoke-on-Trent and Newcastle-under-Lyme. It contains useful information including:
• the location of cycle lanes and free routes
• cycle safety tips
• a guide to cycling related road signs

To request your free copy contact: 01782 232066 or e-mail: transportation@stoke.gov.uk.
Cycling Casualties
We are also making every effort to ensure cyclists are safe.

There were 58 casualties in the city in 2008, and adult cyclist casualty levels continue to be higher than child cyclists.

With this in mind, we have provided some useful do's and don'ts which will, hopefully, make cyclists and motorists more aware of each other. We aim to promote a presence of mutual courtesy and care.

Dos and don'ts for cyclists

- Do ride sensibly and with consideration to other road users.
- Do be visible. Wear bright clothing and always use lights after dark or in poor weather conditions.
- Do show drivers what you plan to do - always look and signal before you start, stop or turn.
- Don't jump red lights.
- Don't ride on pavements unless signs say otherwise.
- When sharing footpaths with pedestrians please refrain from cycling at speed - use a bell to warn others of your intentions.
- Don't ride the wrong way up one-way streets, unless there's a sign saying cyclists can.
- Don't ride across pedestrian crossings.

Dos and don'ts for motorists

- Do expect sudden movements by cyclists, especially in windy weather and on bad road surfaces.
- Do watch for cyclists on the inside when you turn left.
- Do always look for cyclists before opening a car door.
- Do give cyclists turning right extra consideration.
- Don't squeeze past cyclists - give them space, at least half a car's width.
- Don't dazzle cyclists - use dipped headlights, the way you would with another car.
- Don't get annoyed when cyclists ride away from the kerb - they need to avoid drains, potholes, and be seen as they come to junctions with side roads.

This guide is proudly sponsored by

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TravelWise is a national campaign to encourage people to think about how their daily journeys impact on the environment, their community and on their own health.

In Stoke-on-Trent we aim to reduce pollution and road congestion, improve people’s health and local environment through cleaner air, lower noise levels, free up land which would otherwise be used for car parking and help reduce demand for parking. We hope to make the city a better, healthier place in which to live and work. Even making small changes to the number and type of car journeys you make can have an impact on you and your environment.

**A small change can make a big difference**

Why not try taking the bus or train to work instead of the car? In many cases these alternatives can be just as quick as the car. Cycle or walk to work, this will improve your health and fitness and you’ll see more of your local area. Can you work from home? Research has shown those who do are more productive, less stressed and more likely to stay loyal to their company. Car share with a friend or colleague once a week or more. You’ll probably find someone you work with lives nearby, or visit [www.share-a-lift.com](http://www.share-a-lift.com) and register for free to find someone to car share with. It’s simple, flexible and it saves you money.

At home try walking to the local shops rather than going by car. Order goods by phone or through the internet and have them delivered. For example your local milkman will deliver fresh dairy products to your door. Give your car a weekend off and use the bus, train or park and ride to go shopping or to the cinema. These alternatives are often cheaper than car parking and petrol costs.

Find out more about TravelWise at: [www.travelwisewestmids.org.uk](http://www.travelwisewestmids.org.uk)
Workplace travel plans
A travel plan is a package of measures tailored to the needs of an individual organisation aimed at increasing travel choices and reducing reliance on the car.

Many employers in the city already have a travel plan in place to encourage staff to try alternatives to single occupancy car use. These include car sharing schemes, improving cycling facilities and promoting flexible working practices such as remote computer access and video conferencing.

What are the benefits of a workplace travel plan?
Travel plans can offer real benefits not only to the organisation, but also to the surrounding community. It will help reduce congestion, improve public transport connections, and encourage staff to be more healthy and active. Sustainable travel grants of up to £5,000 are available from the city council for local businesses to help put in place green travel initiatives at their company.

To find out more contact the Workplace Travel Plan Officer on 01782 234964 or visit stoke.gov.uk

Did you know?
- Eight out of ten cars only carry the driver.
- Transport is the fastest growing contributor to global warming, acid rain, smog and many respiratory diseases.
- Short journeys before the car engine is warmed up cause the most pollution.
- In the West Midlands car ownership is greater than in London.
Did you know...

All licensed drivers have:
- Regular Criminal Records checks
- Regular DVLA Licence checks
- Regular Medical checks to HGV standard
- Successful passing of a Knowledge Test.

Always check your driver is wearing a badge showing their photograph, licence number and expiry date.

What are the differences between a Hackney Carriage Vehicle and a Private Hire Vehicle?

**Hackney Carriage Vehicles:**
- Have white licence plates on the front and rear of the vehicle.
- Have internal stickers showing the licence details.
- Have a ‘taxi’ sign on the roof.
- Have the name of the proprietor on the doors.
- Can wait at designated Hackney Carriage Taxi ranks.

**Private Hire Vehicles:**
- Have yellow licence plates on the front and rear of the vehicle.
- Have internal stickers showing the licence details.
- Have door signs showing the Company name, telephone number and the words private hire.
- Must be pre-booked by phone or by visiting the base.
Think Ahead - Be Safe

- Only hail Hackney Carriage vehicles with a ‘Taxi’ roof sign. It is illegal for any private hire vehicle to stop and pick up.
- If flagged down, you will not be insured if involved in an accident.
- If you have booked a private hire vehicle, check it is from the company you booked with when it arrives.
- Don’t get into a pre-booked private hire vehicle unless the driver gives your name.
- Always check the driver is wearing his/her ID badge with name, photo and licence number. If not, don’t get in or ask to see it.
- Always check the driver is displaying his identity card on the dashboard area of the vehicle displaying badge number and photograph of driver.

The following places are authorised Hackney Carriage ‘taxi’ ranks

- Tower Square, Tunstall
- Swan Square, Burslem
- Market Place, Burslem
- Charles Street, Hanley
- Stafford Street, Hanley
- Bryan Street, Hanley
- Town Road, Hanley
- South Wolfe Street, Stoke
- Hill Street, Stoke
- Stoke Railway Station
- Transport Lane, Longton

Do you have a complaint about a licensed driver, vehicle or private hire firm? Call us on 01782 232774. Give as much information as you can about the incident, plate number, private hire firm, description of the driver and vehicle details.

For further information or advice contact Licensing Services on 01782 232774 or email us at hcp.licensing@stoke.gov.uk
Currently, the average British citizen has a carbon footprint of just under 11,000kg a year, made up of two parts: the primary, and the secondary footprint. A primary footprint includes your direct emission of CO2 as a result of burning fossil fuels (transport and energy consumption). The secondary footprint measures your indirect emissions caused by lifestyle choices, such as the food you eat and the clothes you buy. To hit the target that scientists calculate we must reach to stop the planet overheating, drastic changes are needed. Travel planning is a great way to reduce your primary footprint. Try to reduce the number of times that you drive your car – and instead give walking, cycling, catching the bus or train or sharing your car journeys a go.

To find out more and to calculate your carbon footprint, go to www.carbonfootprint.com.
Don’t be the bait
Pre-book and wait

Keep the numbers of private hire firms you trust on your mobile

For further information or advice contact Licensing Services on 01782 232774 or email us at hcp.licensing@stoke.gov.uk

Desirable Bags from Radley, Tula, Ciccia, Smith & Canova, Kipling, Fiorelli and more
And Ladies & Mens Formal Shoes for Special Occasions. Summer Shoes and Sandals all now in stock

SHOETIME
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Open 9am-5.30pm Monday, Tuesday, Thursday & Friday, 9am-5pm Saturday
Please... Think About How You Park

Extra Time Taken To Reach An Incident Can Cost Lives

Staffordshire Fire and Rescue Service

In an emergency your car could be in our way

Avoid parking on a hydrant - look for the yellow “H” Plates they are main source of water when attending incidents.

Please take this into consideration when parking..... it could be your property we are trying to reach.

For further information or advice, please contact:
Stoke Community Protection Area Command, Lower Bethesda Street, Hanley, ST1 3RP

Burslem: 01785 898 010
Hanley: 01785 898 110
Longton: 01785 898 030
With the increase in traffic on Britain’s already congested roads causing problems for motorists, especially congestion and parking problems, please spare a thought for your Fire and Rescue Service.

The modern Fire and Rescue Service is well equipped and trained in the use of high-tech equipment and appliances to enable us to effectively and efficiently save life and property, including businesses.

To enable us to reach the emergency as quickly and safely as possible, we need your help.

Help us to help you

Try to follow a few simple rules (dos and don'ts)

- **DO** pull over and let the Fire Appliance past if they are travelling on blue lights
- **DO** ensure it is safe and legal to do so
- **DO** make sure that you re-check your mirror prior to entering the traffic flow (there may be a second fire appliance following)
- **DO** ensure when parking that you are as close to the kerb as possible
- **DO** keep away from junctions when parking (we require a lot more room than an average car to turn into streets)
- **DON’T** park on double yellow lines
- **DON’T** park over fire hydrants
- **DON’T** leave your front wheels pointing out after parking
- **DON’T** park away from the kerb
- **DON’T** brake hard immediately when you see us in your rear view mirror – pull over safely
- **DON’T** park close to a junction
- **DON’T** play your music too loud in your car – you might not hear us approaching or be aware of the direction we are travelling from

Help us to help you. Remember the next call might be to help you!!

Can we reach you? **THINK ABOUT IT!!**
Kenneth Wright Opticians are pleased to support the Stoke-on-Trent Road Safety Campaign for 2010

Kenneth Wright Opticians
340 Hartshill Road
Hartshill, Stoke-on-Trent
ST4 7NX
Tel: 01782 617 217

Road Safety needs good eyesight. Get your vision checked by Kenneth Wright Opticians

WJ Linkline Group
Making sense of the road ahead

WJ Road Markings Ltd | WJ Hydroblast
NEWCASTLE UNDER LYME OFFICE
01782 562 500

Linkline Maintenance Services Ltd | Ambridge Thermoplastics Ltd
MILTON KEYNES OFFICE
01908 649 110
Car sharing
Join www.share-a-lift.com

What's it all about?
Share-a-lift.com is Staffordshire’s car sharing scheme. Sharing a lift to work is a great way to make your daily commute greener and the scheme is open to anyone travelling into Staffordshire for work.

Lift sharing can really make a difference to easing congestion in the city by helping reduce the number of cars on the road carrying just the driver.

Staffordshire Share-A-Lift is flexible to suit you. You choose the days you want to share and who you share with.

How will I benefit?
- Car sharing one day a week could save you £200 a year!
- Lower fuel and parking costs.
- Less daily wear and tear on your car.
- Helps reduce congestion and pollution.
- Enjoy a more sociable and less stressful journey to work.

How do I join?
It’s free to join and if your employer is already signed up you can go straight to www.share-a-lift.com and add your details. If your employer hasn’t registered put us in touch and we’ll sign them up.

To find out more go to www.share-a-lift.com or contact the Workplace Travel Plan Officer at the city council on 01782 234964 or transportation@stoke.gov.uk
Are your eyes fit to drive?

As drivers, we have a responsibility for our own safety, the safety of our passengers and the safety of all other road users.

One aspect of this responsibility is to ensure that our vision is up to the task, by being able to see clearly.

Eyesight can deteriorate at any time of life without us being fully aware of it, possibly resulting in unsafe driving.

Regular eyesight checks by a qualified optometrist will identify any problems and you should act on any advice given.

Do you recognise any of the following symptoms:

Colour Blindness?
For people who confuse red and green, brake lights and traffic lights become harder to identify. The facts: red/green colour blindness occurs in almost 10% of men, and in around 0.001% of women.

Blurred Vision?
For most people, their vision deteriorates too slowly to notice. Your optometrist will advise you at your next eye examination. Remember, when cleaning your car, clean the windscreen on the inside as well. The facts: an estimated two million drivers do not realise they cannot read the number plates at the required distance.
Are your eyes fit to drive?

Eye Strain?
Eye strain develops over a time; long journeys present the hardest demands. If your eyes are tired, take a break from your journey and get an eye test at the earliest opportunity.

Tunnel Vision?
Fortunately rare, its development is gradual, but easy to measure in minutes by your optometrist. The facts: usually caused by Stroke or Glaucoma.

Long or Short Sighted?
Both need correcting for safe driving. Most short sighted people wear glasses, but the danger group are the over 50s whose long sight is drifting into blur. The facts: 30% of adults are short sighted, 60% are long sighted.

See Clearly to Avoid the Hazards of Driving
Driving in modern traffic puts tremendous strains on any driver. Long journeys, congested roads and bad weather all create additional hazards. The ability to see properly is vital to everybody’s safety on the road.

Most drivers take great care to ensure that their car is well maintained and safe to drive. Every driver should take equally good care of their eyesight. Poor vision or eye strain can seriously hinder your ability to drive safely, putting both your own and other people’s lives in danger. Just as you take your car to the garage regularly for a service, so you should go to an optometrist to get your eyes checked.

Optometrists know all about the visual needs of drivers and will examine your eyesight thoroughly, assess your vision and, if necessary, prescribe appropriate glasses or contact lenses or update your current prescription.

Have your eyes checked regularly!
Drinking and Driving

Over the last few years, attitudes to drinking and driving have changed to the point where it is now more socially unacceptable.

In spite of many publicity campaigns and the potential risk of getting caught, there are those who are still prepared to take a chance, sometimes with fatal consequences.

It’s a sad fact that nearly one in six of all deaths on the road involve drivers who are over the legal limit. On average, 100,000 drivers are convicted every year for drink driving. Any amount of alcohol affects your ability to drive safely. The effects can include slower reactions, poorer judgement of speed and distance and a reduced field of vision. It can also make you feel over-confident and more likely to take risks when driving. This increases the danger to all road users, including yourself. People who drive at twice the current legal alcohol limit (in the UK, the legal alcohol limit for driving is 80mg of alcohol in 100ml of blood) are at least 30 times more likely to cause a road crash compared to a driver who has not been drinking.

Some 3,000 people are killed or seriously injured on our roads each year in drink-drive related crashes.

What can you do?

- Book a taxi
- Use public transport
- Make arrangements to stay overnight
- Arrange for someone who is not drinking to drive – take it in turns!
- Drink soft drinks until you get home
- And REMEMBER…

don’t be tempted to get in a car with anyone else who has been drinking.
The morning after...

If you’ve been out drinking the night before, you may still be affected by alcohol the next day. Even though you may feel OK when you get up, you could be over the legal limit or unfit to drive and could still lose your licence.

Drink driving and the law

<table>
<thead>
<tr>
<th>If you are convicted of...</th>
<th>The maximum penalty is...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Causing death by careless driving when under the influence of drink or drugs</td>
<td>14 years imprisonment, an unlimited fine, disqualification from driving for at least 2 years and a mandatory extended driving test</td>
</tr>
<tr>
<td>Driving or attempting to drive whilst above the legal limit or unfit through drink</td>
<td>6 months imprisonment, a fine of up to £5,000 and disqualification from driving for at least 12 months (3 years if convicted twice in 10 years)</td>
</tr>
<tr>
<td>Being in charge of a vehicle whilst above the legal limit or unfit through drink</td>
<td>3 months imprisonment, a fine of up to £2,500 and discretionary disqualification from driving</td>
</tr>
<tr>
<td>Refusing to provide a specimen of breath, blood or urine for analysis</td>
<td>6 months imprisonment, a fine of up to £5,000 and disqualification from driving for at least 12 months</td>
</tr>
</tbody>
</table>
Drinking and Driving

Consequences of drink driving
You may think you won’t get caught but you’re wrong.

Around 100,000 drivers are convicted every year for drink driving. If convicted:

• You’ll have a criminal record
• You won’t be allowed to drive for least a year
• You could lose your job
• You’ll have higher insurance costs
• Your driving licence will be endorsed for 11 years
• Your lifestyle will change dramatically
• You will find it difficult to hire a car or get a job if you are, or hope to become, a professional driver

Ask yourself this… Is it worth taking the risk?

You can’t calculate your alcohol limit, so don’t try.
Don’t drink and drive.
Drugs and Driving

Driving under the influence of drugs, whether prescribed medication or illegal substances, is just as dangerous as driving under the influence of alcohol. It’s also against the law.

Drugs can affect your mind and body in a variety of ways that mean you aren’t able to drive safely. The effects can last for hours or even days. Evidence suggests that there has been a six-fold increase in the last 10 years in the number of drivers killed in road crashes who had illegal drugs in their system. 24% of all victims in fatal road crashes had drugs in their system. Drugs can impair everything from reaction times and eyesight to balance, yet a growing number of people choose to ignore these effects and risk driving. People may assume that the ‘drugs’ which affect the ability to drive only relate to the illegal substances.

However, some ‘over the counter’ medicines can have side effects which include drowsiness. National research has shown that 4% of all drivers could, in fact, be impaired due to medicinal drugs.

How many of you read the instructions with medicinal drugs which may say ‘Do not drive or operate machinery’?

Remember:
- Always read the label on medicines carefully
- Ask your doctor or pharmacist for advice
- Some medicines you could be taking could react with each other – again, ask your doctor or pharmacist for advice
- Don’t drink alcohol while taking drugs
- Always report any side effects to your doctor or pharmacist
- Above all, if you are in any doubt, don’t drive.

For more information, contact the Transport Planning Group on telephone: 01782 236398 or visit our website: www.stoke.gov.uk/roadsafety.
Wearing a seatbelt in the front seat saves over 2,200 lives every year.

Everyone knows they should wear a seatbelt in the front seat, but many people still don’t realise how dangerous it is not to wear one in the back.

**Think about this...** If you are not wearing a seatbelt in a crash at 30mph, you will hit the front seat and anyone in it with a force of between 30 and 60 times your own body weight. Such an impact could result in death or serious injury to both yourself and whoever is in the front seat. Calculations have shown that between eight and 15 front seat passengers in cars are killed each year by back seat passengers who weren’t using seatbelts.

You can be prosecuted for not using a seatbelt. The fixed penalty is £60 but, if convicted in court, the fine can be up to £500.

The requirements in both cars and vans are as follows:
### Safety in the Car

<table>
<thead>
<tr>
<th></th>
<th>Front Seat</th>
<th>Rear Seat</th>
<th>Who is responsible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver</td>
<td>Seatbelt must be worn if fitted</td>
<td></td>
<td>Driver</td>
</tr>
<tr>
<td>Child under 3 years</td>
<td>Correct child restraint must be used</td>
<td>Correct child restraint must be used. If one is not available in a taxi,</td>
<td>Driver</td>
</tr>
<tr>
<td>of age</td>
<td></td>
<td>may travel unrestrained.</td>
<td></td>
</tr>
<tr>
<td>Child from 3rd</td>
<td>Correct child restraint must be used</td>
<td>Correct child restraint must be used where seatbelts are fitted. Must</td>
<td>Driver</td>
</tr>
<tr>
<td>birthday up to 135cm</td>
<td></td>
<td>use adult belt in a rear seat if correct child restraint not available:</td>
<td></td>
</tr>
<tr>
<td>in height (or 12th</td>
<td></td>
<td>- <em>in a taxi</em></td>
<td></td>
</tr>
<tr>
<td>birthday whichever</td>
<td></td>
<td>- <em>for a short distance in unexpected necessity</em></td>
<td></td>
</tr>
<tr>
<td>they reach first)</td>
<td></td>
<td>- <em>if two occupied child restraints prevent fitting a third.</em></td>
<td></td>
</tr>
<tr>
<td>Child aged 12 or</td>
<td>Seatbelt must be worn if fitted</td>
<td>Seatbelt must be worn if fitted</td>
<td>Driver</td>
</tr>
<tr>
<td>13 or over 135cm in</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>height</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Passengers</td>
<td>Seatbelt must be worn if fitted</td>
<td>Seatbelt must be worn if fitted</td>
<td>Passenger</td>
</tr>
</tbody>
</table>

This guide is proudly sponsored by

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Taxi Safety

Look after your mates - check the plates

- Make sure the taxi has the right plates
- Never get into an unmarked car
- Always check the taxi drivers badge
- Keep the number of a taxi firm you trust in your mobile

For more information contact Licensing Services on 01782 232774 or visit stoke.gov.uk

Don’t be the bait
Pre-book and wait

Keep the numbers of private hire firms you trust on your mobile

For further information or advice contact Licensing Services on 01782 232774 or email us at hcp/licensing@stoke.gov.uk stoke.gov.uk
Key messages

It is the law to use the correct car seat for your child. The law is there to ensure that children are safe when travelling in cars and goods vehicles.

If your child is under 135cms (or 4’ 5") they must travel in the correct car seat, booster seat or booster cushion.

Rear facing baby seats must never be used in a front seat with an active air bag.

Is your child properly protected?
Safety in the Car

Every passenger has the right to feel safe

Two thirds of child fatalities in the under-four age group occur in cars. Choosing the correct restraint for your child is vital. Thinking carefully about what you need before buying can make choosing a restraint less daunting.

In 2009, a ‘Which?’ report survey found that as many as 80% of child car seats were fitted incorrectly. This shows that a safety product, in spite of advanced testing, could fail just when you need it most, solely due to a fitting error.

Please do not let this happen to your child.

Using Seatbelts and Child Restraints Saves Lives

The Facts

- A sudden stop will cause an unrestrained child to be thrown about the vehicle or to smash into the windscreen.

- Children have been killed in crashes at speeds as low as 5mph.

- Two thirds of deaths / injuries could be prevented by the use of child restraints.
Frequently asked questions

Which child safety seat is the best for my child?

Answer: The best seat is the one that fits your child, fits your car and fits your family’s needs in terms of comfort and convenience, so that you’ll use it on every single journey. Try before you buy!

How can I tell which seat fits my child?

Answer: Consider the age, weight and height of your child. It is advisable to keep babies in rear facing seats as long as necessary. Keep small children in a seat with a harness until they are ready for the next stage seat.

Do not move your child into the next stage seat too soon – it may offer less protection.
What is the most appropriate restraint for my child?

**Newborns fit best in an infant-only seat, 0+ up to 13kg.** For a very young child this is the safest seat available. Rearward facing seats provide greater protection for the baby’s head, neck and spine than forward facing seats. It is best to keep your baby in a rearward facing seat for as long as possible. Only move them to a forward facing seat once they have exceeded the maximum weight for the baby seat, or the top of the head is higher than the top of the seat. The baby seat is rear facing and the baby is strapped in with an adjustable safety harness. The seat is secured with the car’s adult seatbelt. The carrier will fit on the back or front passenger seat.

Infant carriers are now available from some manufacturers as part of a travel system which is compatible with a pushchair.

**Never** use a rear facing infant carrier in the front with an activated passenger airbag. In the event of a collision, the expanding airbag is liable to cause fatal injury to the child.

**Remember** - because infant carriers don’t lie completely flat, new babies should not be left to sleep in them for longer than 2 hours. So keep the journey short!

**Young children: 9kg-18kg, forward facing seat**

A forward facing seat used in the back seat. This can be used in the front unless there is an airbag fitted. It is held in place by a lap and diagonal seatbelt or rear centre lap belt.

**Older children: 15kg-36kg. Booster and backrest seat**

These raise a child so that an adult seatbelt can be used effectively. Some have guides to ensure the belt fits correctly. Both the booster seat and the child are secured by the adult seatbelt. These seats are not designed for use with just an adult lap belt.

**Booster cushions: 22-36kgs (roughly from 6-12 years)** These can be used in the front or rear of the car. It is safer to put them in the rear, especially if there is an airbag in the front. Booster cushions do not have an integral harness to hold the child in place, so it is important that the seatbelt is correctly adjusted.

For further information, contact the Senior Road Safety Officer in the Transport Planning Group on: 01782 232063 or visit the City Council website on: www.stoke.gov.uk/roadsafety.
Precious cargo on board
Many women have concerns about how to wear a seatbelt when they are pregnant, and with good reason.

When lap belts are improperly worn over the bump, they can significantly increase the pressure on the baby and may possibly lead to foetal injury.

That doesn’t mean that pregnant women shouldn’t wear seatbelts. Quite the contrary. In fact, buckling up properly can now potentially save two lives. Regardless of the stage of pregnancy, seatbelts should be used with both the lap belt and shoulder strap in place. Here are some guidelines on wearing it properly:

- Place the lap belt below your expanding abdomen, across your hips.
- Lay the shoulder belt diagonally between your breasts.
- Make sure that both the lap and shoulder belts are as snug as possible without it being uncomfortable

Well done!
You and your baby are now travelling safely.
Mobile Phones

Mobile phones have many benefits. They provide security and can be a great help in an emergency. However...

Tests have shown that a driver cannot help being distracted by a phone call or text message. If you are distracted, you will not spot hazards or react quickly. A conversation on a hands-free phone is no less distracting than using a hand-held one.

Drivers
It is hard to do two things at once and research has shown that if you are using your mobile phone while driving, you are four times more likely to have a crash. If you use any type of mobile phone (either hands free or hand held) while driving, your reaction times are worse than if you drive under the influence of alcohol. In fact, tests have shown that reaction times for drivers using a hand-held phone were 30% worse than for driving while drunk. It goes without saying that responsibility for the safe control of a vehicle always rests with the driver. The best advice when you are driving is to switch off your phone, use a message service or let a passenger make or answer a call.

The Law says
You must have proper control of your vehicle at all times. It is illegal to use a hand held mobile phone while driving or riding a motorbike. You can receive a £60 fine and three penalty points on your licence. If the case goes to court, you risk a maximum fine of £1000 (£2500 if driving a bus, coach or goods vehicles) discretionary disqualification and three points. Your insurance costs could also go up. You can also be prosecuted for using a hands free mobile phone if you are not in proper control of the vehicle. The penalties for driving carelessly or dangerously when using any phone can include disqualification, a large fine and up to two years imprisonment. Employers can be prosecuted if they require their employees to make or receive calls while driving.

Remember
- It is illegal to use a hand held mobile phone when driving or riding a motorbike
- Avoid using a hands-free mobile phone while driving
- Use a message service and take regular breaks
- Only use your mobile phone after you have stopped in a safe place.

We are all responsible for safety on the roads. If you make a call to someone and realise they are driving, stop the call and get back to them later. Driving demands your full attention. Ask yourself this – would you want the driver distracted if you were in the car?

The best advice is...
Switch off before you drive off.
MOT CENTRE

INDEPENDENT TEST FOR
CARS AND VANS – CLASS 4 & 7
PETROLS, DIESELS AND CATS

Stoke-on-Trent City Council
Cromer Road
Northwood
Stoke-on-Trent

Tel – 01782 232297

recycle for Stoke
The possibilities are endless

To find out more visit stoke.gov.uk/recycling
Many drivers can identify road situations they have witnessed which they believe are examples of poor driving. One which they may not think of is driving too fast.

One study showed that over 70 per cent of drivers admitted to speeding and in others, the figure was 85 per cent. However, breaking the speed limit or driving too fast for the conditions on the road accounts for more than 850 deaths and 33,000 injuries every year. It is important to remember that speed limits are there for safety reasons and not as a target to be reached. You should always drive according to the conditions. It may be safer to drive below the speed limit, especially in built up areas, near schools or after heavy rain.

Choosing the appropriate speed is your judgement call and yet fifty per cent of cars have exceeded the speed limit in 30mph zones. We all need to realise that even a small difference in driving speed could have a drastic effect on our stopping distance, risking a crash which could injure or kill someone.

Safety cameras are one means of attempting to make drivers slow down. The city council is one of a number of organisations which form the Staffordshire Safer Roads Partnership. The sole objective of the partnership is to reduce casualties through the use of safety cameras, education and publicity.

There are a number of viewpoints about cameras, but it should be remembered that they are only installed for safety reasons. If motorists stuck to the speed limits and drove appropriately for the conditions, there would be no need for them!

The local community is now beginning to make a contribution towards speed reduction by setting up Community Speedwatch schemes in areas of the city.
Volunteers trained in the use of detection equipment are working with Staffordshire Police and reporting speeding drivers. Letters are then sent out to the offenders as a warning.

A further scheme involves the display of 30mph stickers on ‘wheelie bins’ in residential areas in Stoke-on-Trent where a speed problem has been notified.

Some points to remember…

- An average family car travelling at 35mph will need an extra 21 feet (6 metres) to stop than one travelling at 30mph.

- If you hit a pedestrian while driving at 40mph, they have a 90 per cent chance of dying – 80 per cent for a child.

- Every driver can make a difference by slowing down a few miles per hour and sticking to the speed limits.

For further information on the Staffordshire Safer Roads Partnership, write to SSRP, PO Box 2117, Stafford ST16 9ZR; or link to the website at: www.staffssaferroads.co.uk
Driver Tiredness

If you fall asleep at the wheel, you risk killing yourself, your passengers and other innocent victims.

It is estimated that around 300 people a year are killed when a driver has fallen asleep when driving. Sleepy drivers are aware of their tiredness, particularly when they reach the stage of ‘fighting sleep’ by opening the window or turning the radio up. Research has shown that falling asleep at the wheel accounts for up to 20% of crashes on motorways or similar roads and as many as one in ten of all crashes on Britain’s roads. This can affect any driver, but people who drive as part of their job may be more at risk. About 40% of sleep related crashes are work related, since they involve commercial vehicles. What can you do to avoid this situation?

Before you start your journey:
- Plan your journey to include a 15 minute break every two hours of driving.
- Have a good night’s sleep before setting out on a long journey.
- Remember the risks if you have to get up unusually early to start your trip, or have a long drive home after a full day’s work.
- Avoid making long trips between midnight and 6am, and between 2-4pm when natural alertness is low.
- Even a small amount of alcohol and some medicines and drugs can make you drowsy and in danger of falling asleep at the wheel.

When you are on your journey:
- Take a 15 minute break every two hours of driving.
- If you start to feel sleepy, find a safe place to stop (not the hard shoulder of a motorway) as soon as possible.
- Drinking 2 cups of coffee or other high-caffeine drink and having a rest to allow time for the caffeine to kick in are effective methods of fighting sleepiness.
- Share the driving if possible.

At holiday times in particular, many drivers will travel further distances than they are used to without making any plans for a break. Such long journeys, especially if they involve motorway travel, can make you tired without realising. Planned breaks become more important.

Tiredness kills.
Make time for a break.
YOU DRIVE FOR A LIVING BUT YOU'D KILL FOR SOME SLEEP?

Tiredness Kills. Make time for a break.
www.thinkroadsafety.gov.uk
Newly qualified drivers can feel nervous about driving on their own until they have gained a little more driving experience.

- In the first year of driving, one driver in five is involved in an accident
- Every day in Britain, two under 25-year-olds die in road accidents

Statistics show that new drivers are more likely to have an accident in the first two years of passing their test due to a lack of driving experience. To help you along the way, the ‘Pass Plus’ course designed by the Driving Standards Agency aims to build on your existing skills and knowledge; teaching you how to anticipate, plan and deal with all kinds of hazards and helping you become more confident on the roads. The course is made up of six practical modules which include:

- Driving in town
- Driving in all weathers
- Driving on rural roads
- Driving at night
- Driving on dual carriageways
- Driving on motorways

The course is not tested but drivers will be continually assessed. All modules need to be successfully completed.

Here in Stoke-on-Trent, we currently provide a subsidy to newly qualified drivers who wish to complete the Pass Plus scheme through ‘Pass Plus Extra’.

Pass Plus Extra
Pass Plus Extra, operated by Staffordshire County Council but covering Stoke-on-Trent residents, involves an additional two-hour course given by a qualified driving instructor. It is targeted at newly qualified drivers and aims to increase the driver’s awareness and knowledge of such issues as speed, tiredness, drink driving and peer pressure, among others. Attendance on this course is compulsory to receive the subsidy. Currently, the ‘Pass Plus Extra’ (two hours theory and six practical modules) cost is £120, but city residents can qualify for a £60 subsidy towards the overall cost. This discount is subject to budget availability and will be confirmed once the application is received. The theory course is held on weekdays between 5pm and 7pm at Stoke Civic Centre but clients can attend other venues within the county. To qualify for Pass Plus Extra, you must:
New and Young Drivers

- Be a resident of Stoke-on-Trent
- Use a driving instructor registered with the Staffordshire County Council Road Safety Unit (a list will be provided on application)
- Have passed your driving test in the last 12 months
- Be willing to attend the Pass Plus Extra theory course
- Have applied and registered before commencement of the scheme.

An added incentive to receiving a subsidy to the cost of the course, improving your driving skills and experience is that, on completion, you will be issued with a certificate which can be used to gain a substantial discount offered by insurance companies taking part in the scheme. So, if you’re a newly qualified driver, what are you waiting for?

For further information, contact the Transport Planning Group on: 01782 236398 or visit the City Council website at: www.stoke.gov.uk/roadsafety.
Motorcycle riding can play a major part in our TravelWise campaign which encourages road users to consider alternative travel options to the car in order to reduce both congestion and pollution.

We work to promote safe and responsible riding. Motorcyclists are vulnerable and unfortunately account for too many casualties.

In the city, many of the collisions involving motorcyclists involve younger riders (16 - 19 year olds) riding smaller capacity bikes and scooters. We work with high schools on our Introduction to Motorcycling project which is aimed at young people who may be considering learning to ride. It combines classroom based activities together with riding, in a controlled off-road environment, to offer a stimulating introduction to motorcycling with an emphasis on safety. The courses are held at a custom built training centre and delivered by fully trained instructors. The project was re-launched in 2009 to encourage more schools to take part.

Motorcyclists face many hazards on the roads, particularly potholes and diesel spills. To help report these hazards we have produced a handy wallet-sized card with contact details. The cards are available through motorcycle dealers and accessory retailers or you can contact us directly on 01782 232149.
As well as publicising the contact numbers to report diesel spills, we are working with local hauliers and bus companies to promote good practice when filling diesel tanks and to make drivers aware of how dangerous spilled diesel can be to motorcyclists.

We have produced a sticker to act as a reminder when drivers fill their tanks and our own service vehicles were the first to display the stickers.

Rider training and improvement is important for all motorcyclists. Whether you are a novice or have been riding for many years you will benefit from help and advice from an experienced trainer.

As a new rider it is vital that you continue training after you complete your Compulsory Basic Training (CBT) to help you learn the skills needed for riding out on the road. Trainers are also able to help you prepare for taking your test.

If you are a little more experienced, post-test or advanced training will help you to become a better rider and develop your riding skills.

Whatever your current skill level, an experienced instructor will help you to learn and improve:

- road positioning
- defensive riding
- hazard perception
- forward planning, and much more.

Stoke Motorcycle User Group (SMUG) is a group run by the city council for the benefit of motorcyclists in Stoke-on-Trent. We hold meetings about once every four months and anyone interested in motorcycling is welcome to come along. As well as providing a much needed voice for motorcyclists in the area, SMUG has helped identify ways for us to improve conditions for motorcyclists.

For more information about motorcycle safety, SMUG and many other motorcycling issues in Stoke-on-Trent please look at our website stoke.gov.uk/motorcycling or you can contact us at transportation@stoke.gov.uk.
As Pedestrians
You have a lot of experience to help you cope with road conditions. However, pedestrians are the most vulnerable of all road users and as you get older, your reaction times can get slower. Extra care is needed when you are out, whether crossing busy roads or walking on uneven pavements. Allow time to use pedestrian crossings and wait until all traffic has stopped before moving off. Make sure drivers can see you, particularly if you are out after dark. Wear or carry something bright when visibility is poor. Reflective materials can make you visible at a much greater distance, giving drivers much more time to react. It is a good idea to cross the road under a street light at night. Help drivers to see you.

As Drivers
Experience means that drivers in their fifties generally have a lower risk of having a road accident than other age groups. However, other factors mean that after the age of 60, the risk increases steadily. By the age of 75, drivers are at least twice as likely to be involved in a crash as they were in their fifties. This is because many of the skills we need to drive are affected as we get older. Reaction times can get slower and decision making while driving can take longer. This can mean you are prone to making mistakes. By taking time to plan your journey, you can avoid busy or difficult junctions and peak hour traffic, easing the stress of the driving task. Another factor to take into consideration is that your all round observation may be affected. Safe driving requires awareness of road situations as they develop. Regrettably, if your movement is restricted due to arthritis or stiffness in the joints, this will prevent full mobility for all-round vision. Make time to have regular health checks, particularly for your eyesight and hearing. One final point to bear in mind is that older people tend to take more medication than other age groups. As a result, they may be unaware of the effects this can have on their driving. This can apply to non-prescription medicines as well. Check labels and read the instructions carefully.
As Bus Passengers
Keep a firm hold on the handrails inside a moving bus. Take time when getting off and wait until the bus has stopped. Wait until it has moved off if you need to cross the road.

Free bus travel for older and disabled people
If you are a resident of Stoke-on-Trent aged 60 and over or disabled*, you can apply for a Concessionary Fare pass that allows free travel on all local buses throughout England.
*subject to eligibility.

For further information on this travel scheme, contact the Concessionary Fares Officer on 01782 235995.

By taking the above information into account and slightly modifying the way you travel, you can get about safely.
Road safety is an objective of all elements of the city council’s highway improvement schemes and there are a variety of measures which have been implemented on roads around Stoke-on-Trent.

**Road Humps**
This type of measure is classed as ‘vertical deflection traffic calming’. They are an effective means of reducing vehicle speeds and are built across the width of the carriageway. They can be both flat and round topped, usually with tapered edges to allow drainage.

**Horizontal Deflection Traffic Calming**
Measures include buildouts, pinch points and chicanes.

**Buildouts**: Reduce the carriageway width, in some cases to one lane.

**Pinch Points**: To create a road narrowing as above.

**Chicanes**: Usually with a give way system of roadmarkings and generally more effective than buildouts and pinch points at reducing vehicle speed, but not of use where large vehicles such as articulated lorries have to be accommodated. Cyclists can be accommodated in horizontal deflection traffic calming by incorporating cycle bypasses on the build outs.

**Raised Junctions**
Here, the carriageway is built to the same level as the footway to form a plateau which vehicles can drive over.
Cycle Facilities
Cycling facilities are constructed to increase the safety of cyclists on the highway as well as to encourage the use of cycling.

Cycle lanes can be constructed either on footways or carriageways, depending on the site location. Cycle lanes can visually narrow the carriageway which has the effect of reducing vehicle speeds.

Speed Cushions
These are classed as ‘vertical deflection traffic calming’. They are used to overcome concerns about delays caused to buses and emergency services resulting from the use of flat top and round top humps. Speed cushions allow these larger, wider vehicles to pass over speed cushions with ease.

There are three different types of speed cushion:
- A single cushion combined with a road narrowing
- Two cushions used on narrow carriageways
- Three cushions used on wider carriageways which negate the need for a narrowing.
Safety Cameras
Cameras are used to reduce accidents and save lives by slowing down road users.

Strict criteria have to be met before safety cameras are set up on a road. Among the factors assessed are the accident situation over a three year period; evidence of a traffic speed problem; accident severity; traffic volume and road type.
20mph Speed Limits / Zones

20mph zones are used together with traffic calming measures. 20mph limits are used where vehicle speeds are already low without associated traffic calming. Gateway and repeat signs reduce speed further.

Pedestrian Refuges
These are traffic islands with dropped kerbs and tactile paving to assist pedestrians in crossing the carriageway. They can also be used as a traffic island to reduce vehicle speed.

Controlled Pedestrian Crossings
People are familiar with both the pelican and zebra crossings, but may be less so with the following:

Puffin
This uses traffic lights similar to a pelican. However, puffins can detect people on the footway to reduce traffic congestion.

Toucan
This is a shared, controlled crossing for both cyclists and pedestrians. It includes tactile paving, audible or tactile warning, red lamp monitoring, and vehicle detection. It is wider than a pelican or puffin.

For more information, contact the Highways Policies and Programmes Group on: 01782 232164.
## Who to Contact on Road Safety and TravelWise Matters

<table>
<thead>
<tr>
<th>Category</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport Planning</td>
<td>Transport Planning Manager Telephone 01782 236178</td>
</tr>
<tr>
<td>Engineering Measures</td>
<td>Group Manager, Highways Policies and Programmes Group Telephone 01782 231927</td>
</tr>
<tr>
<td>Road Safety Education Training and Publicity</td>
<td>Team Manager, Road Safety and TravelWise Telephone 01782 236398</td>
</tr>
<tr>
<td>Cycling Matters</td>
<td>Cycling Development Officer Telephone 01782 232066</td>
</tr>
<tr>
<td>In-car Safety, Child Pedestrian Training</td>
<td>Senior Road Safety Officer Telephone 01782 232063</td>
</tr>
<tr>
<td>Motorcycling Matters</td>
<td>Team Manager Road Safety and TravelWise Telephone 01782 236398, Stoke Motorcycle Users Group Telephone 01782 232149</td>
</tr>
<tr>
<td>Safer Routes to School School Travel Plans Walking Buses</td>
<td>School Travel Adviser Telephone 01782 234968</td>
</tr>
<tr>
<td>TravelWise and Workplace Travel Plans</td>
<td>Workplace Travel Plan Co-ordinator Telephone 01782 234964</td>
</tr>
<tr>
<td>Safety Cameras</td>
<td>Staffordshire Safer Roads Partnership <a href="http://www.staffssaferroads.co.uk">www.staffssaferroads.co.uk</a></td>
</tr>
<tr>
<td>Staffordshire Police</td>
<td>Road Safety Co-ordinator Telephone 01785 233294</td>
</tr>
<tr>
<td>Passenger Transport Team</td>
<td>Telephone 01782 234500</td>
</tr>
<tr>
<td>Other Useful Numbers</td>
<td></td>
</tr>
<tr>
<td>Street Lights not working</td>
<td>0800 328 7709 (freephone number – 24 hours)</td>
</tr>
<tr>
<td>Reporting pot holes</td>
<td>01782 234234 (Stoke on Call)</td>
</tr>
<tr>
<td>Fuel spillage</td>
<td>01782 234234 (Stoke on Call)</td>
</tr>
<tr>
<td>Traveline</td>
<td>0871 200 22 33 (public transport information)</td>
</tr>
</tbody>
</table>
As the only contact point between a vehicle and the road, the tyre is an important element in road safety.

Through permanent product and service innovations, as well as education initiatives, Michelin continues to contribute towards better and safer mobility.

www.michelin.co.uk
Don’t delay... ...call today!

Do you have a child who is about to, or has recently celebrated their third birthday?

If so, then you could both benefit from 12.5 hours per week (38 weeks per year) of free Early Education.

All children are eligible to free part-time early education from the term following their third birthday, until they reach compulsory school age.

For more information about the free entitlement and a list of childcare settings who deliver Early Education in your local area, please contact Stoke-on-Trent Parent Direct on

0800 015 1120

You can also email us at parent.direct@stoke.gov.uk or visit our website at www.stokeeycs.co.uk

stoke.gov.uk