

May 2009

Country Mile at the County Show

The Country Mile team will be exhibiting at the County Show on 21st - 23rd May at Westpoint. The team who will be inviting visitors to the show to **'Take the Country Mile Challenge'** and have a go at driving on a scalextric track. The track will reflect the A361 and the challenges drivers may face on this road.



To win participants will have to drive safely enough to stay on the track and get their time on the leadership board.

There will be a winner on each day of the show who will receive a car hamper.

At the show, the Country Mile team will be promoting business driver training, biker safety, young drivers safety and top safety tips for driving on the A361.

If you're off to the County Show this year, pop in and take the Country Mile Challenge!

Young Drivers' Initiative Update

The VW Transporter truck is currently in the final processes of the transformation from an ordinary white van to a fully customised educational vehicle.

The company undertaking the conversion, South West Camper Conversions of Bideford have pulled out all of the stops to get the vehicle ready for the County Show.

A custom sound system has been made and installed, the van will also be equipped with a Nintendo Wii games console, a flip down TV in the front cab section for interactive inputs and a lap top computer will be connected into the widescreen TV to enable road safety presentations, simulations and video clips to be shown. The computer will also have internet connection and a web cam will be installed in the cab area to allow for video diaries to be produced by the target audience to record their thoughts on the presentations and the vehicle.



It is intended that such an unusual vehicle and its contents will be a great lure to many young drivers to firstly approach the vehicle and this will enable the crews to get their message across in a non confrontational and enjoyable style.

The vehicle was taken to the Van Fest event in Western Super Mare on Saturday 9th May to illustrate a part finished project for the conversion company but also to give the engine a good run and test some of the components of the truck prior to its launch at the Devon County Show.

Many enquiries about the vehicle continue to flood in and interest is both from far and wide. However, it is our intention to fully focus on the delivery of the road safety message for our target audience for this and ongoing years with our partners within the project.

Devon Fire & Rescue Service

Business Theme

Business Breakfasts

The latest business breakfast was held at the Hartnoll Hotel Tiverton on 13th May. Although attendance was limited it was a great success as three more companies, a construction company with 70 employees, a car dealership, and a travel service / contract company are all going to sign up to participate in the Country Mile.



Young Farmers

There have now been two evening presentations to Young Farmers groups in the project area, both were well attended and lively! As a result I have now started practical training with Young Farmers on the road. Further presentations to Young Farmers groups will be held and it is hoped to involve the new customised Fire and Rescue presentation vehicle.

Two more companies

A veterinary practice and a pest control company are the latest businesses to start training through the Country Mile scheme and both companies have drivers who cover many miles of rural driving each year.

Partnership with the engineers

In a partnership organised by Malcolm James the engineers responsible for the A377 are to have some training in the Mondeo 'camera car' on limit point analysis (dealing with bends) to help in them in their work to be able to deliver a consistent message to drivers along the entire route of the A377.

Councillor Tucker

As young drivers are in a high risk category they qualify for Country Mile training if they are in the project area. One of the first to take up this opportunity was the grandson of Councillor Tucker. This training was able to build from where his driving lessons had left off particularly in areas of awareness.

If you are interested in speaking to someone about free business driver training contact <mailto:mike.hull@devon.gov.uk>

Technology catches up with speeding drivers

Advanced technology has caught up with speeding drivers on the A361 North Devon Link Road. Recently installed sensors embedded in the road are providing the Devon Country Mile project with the clearest ever picture of the safety issues surrounding vehicle speeds on the road.

Unlike other devices, the new sensors can recognise vehicle types, ranging from motorcycles to large goods vehicles, and can determine the following distance between vehicles as well as their speed.

The versatility of this detailed information is enabling Devon County Council to work with its enforcements partners to identify the specific times of the week where motorists are exhibiting risky driver behaviour. Initial signs are that this is helping target enforcement resources.

Devon County Council, Devon and Cornwall Police, Devon and Somerset Fire and Rescue Service, the Devon and Cornwall Safety Camera Partnership, Devon Primary Care Trust and South Western Ambulance Service NHS Trust, are working in partnership on the Devon Country Mile to improve rural road safety, specifically in the area between Exeter and Barnstaple, bordered by the A361, the A377 and the A396.

The A361 North Devon Link Road has a history of collisions resulting from excessive or inappropriate use of speed and other risk taking behaviours.

Recent instances of vehicles caught travelling at high speeds on the road have resulted in highly publicised prosecutions. These include a motorcyclist who was recently jailed for speeding at 122mph, on a wet road, with his 14 year old son on the pillion. A motorist was also prosecuted following a deliberate attempt to avoid detection by a static Gatso camera by driving on the wrong side of the road at 90mph.

Further new technology is also being deployed at problem times and locations. Advanced speed detection vans, operated by the Devon and Cornwall Safety Camera partnership, have 'all-round' rather than one-directional surveillance capability. The new vans are supported by a new enforcement motorcycle, funded by Devon County Council, equipped with speed detection equipment.

These high profile policing measures are being coordinated with the Roads Policing Unit, in areas along the road where the data is revealing speed-related safety issues which cannot readily be addressed by other means.

Devon Motorcycle 'Clinic' Style Film Clips

A series of film clinics have been produced aimed at educating and enhancing bikers' current skills, with the added benefit of improving safety margins on the road, and reflect methods employed during on-the-ground, one-to-one training exclusive to Devon Drivers' Centre.

Filmed entirely in HD and from many angles, the clips are dynamic, engaging and interesting to watch and complimented with appropriate music. They are short bite size clips and easy to digest by the viewer.

Our approach focuses on performance improvement increasing bikers skill and ability with live technical commentary thus improving safety margins.

Each of the clinics will be available to use individually or as a 'play all' as part of a sequence.

A live technical commentary is be provided by, RoSPA (Royal society of the prevention of accidents) qualified Glenn Julian based on killed & seriously injured data (from dept of transport)

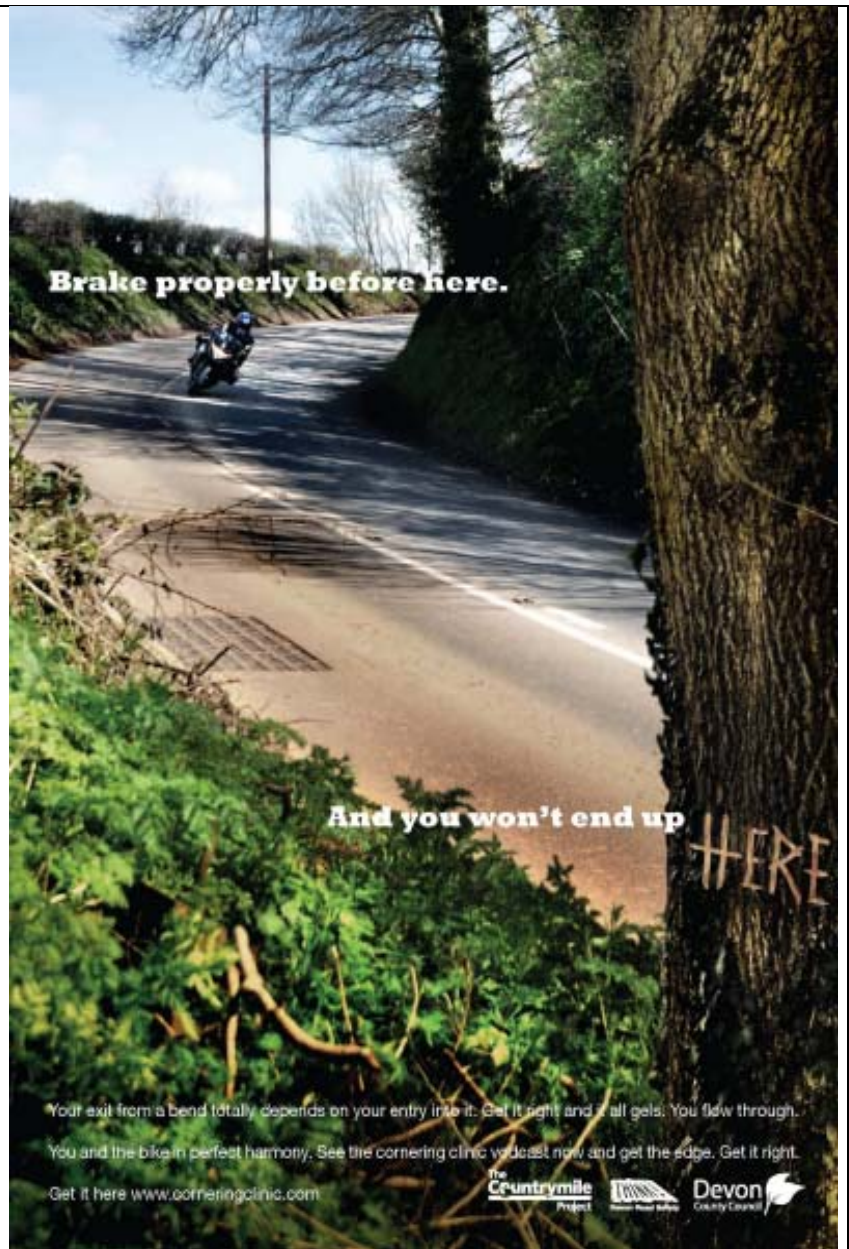
for the A377- filmed between Eggesford and Lapford.

Cornering clinic –located south east of Lapford Cross, delivers a clinic for right and left hand bend negotiation with a junction and humped bridge at the end. The clinic looks at positioning, gears, braking, appropriate speed, anticipating vehicles round the bends. To watch the clip visit <http://www.youtube.com/user/devoncountrymile> and for more information about the campaign visit www.corneringclinic.com

The next 'clinic,' focused upon urban riding, will be released on 1st June and will demonstrate how to handle obstacles pulling out in front of the bike. 'Overtaking' and 'Junctions' will follow on 22nd June and 13th July.

Further Development/ Training

On the ground training is offered at Devon Driving Centres, the training available contributes to motorcyclists achieving the Enhanced Rider Scheme (ERS) certificate. For more information on the Devon Drivers' Centre visit <http://www.devon.gov.uk/devondriverscentre.htm>



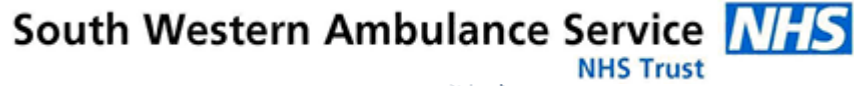
For more information motorcycling training and the Enhanced Rider Scheme, visit www.direct.gov.uk/en/Motoring/LearnerAndNewDrivers/RidingMotorcyclesAndMopeds/DG_4022666

Contact us

If you would like any further information on any aspect of the Country Mile project then please do email us at countrymile@devon.gov.uk or you can write to us at:

Devon Country Mile Project, Road Safety and Travel Awareness, Devon County Council, Lucombe House, County Hall, Topsham Road, Exeter, EX2 4QW

Why not forward this e-newsletter to a friend or colleague who may also be interested in our work?



www.devon.gov.uk/countrymile

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