



# Safer Roads

## News & Information

[www.saferroads.org](http://www.saferroads.org)

<b>From</b>	Dan Campsall
<b>Release</b>	Immediate
<b>Reference</b>	SR_RM_Trucks001
<b>Date</b>	Wednesday, 08 June 2016

### SAFER ROADS LAUNCH MAJOR NEW INITIATIVE WITH ROYAL MAIL

***Across Berkshire there is a significant increase in risk to child pedestrians and cyclists as they move into secondary education and independent travel. A new initiative which aims to better prepare children for this transition is being launched across the county with the support of Royal Mail.***

'Bikes, Big Trucks & You' focuses on the particular risks associated with walking and cycling near to large goods vehicles, with a suite of resources being piloted across the county this summer. Initial sessions in schools are already demonstrating their effectiveness at improving knowledge on issues such as road position, visibility, understanding driver blind spots and the safest locations to cross the road.

Royal Mail have supported the development of a child's guide, classroom workbook and the initial roll-out to 6 schools in West Berkshire where they have attended with one of their vehicles.

*"It is clear that we are helping to shape the knowledge of the children taking part."* commented Cheryl Evans, Senior Road Safety Officer at West Berkshire Council, *"When comparing their knowledge before and after the sessions we can see 163% improvement in identification of Toucan crossings as safer place to cross with bike, 77% increase in knowledge of a safe position to ride, and a 250% improvement in awareness of risks associated with filtering up the inside of an HGV."*

The classroom sessions include the chance for children to sit up in the cab of one of Royal Mail's newest trucks, giving them the opportunity to see from the driver's perspective.

#### Further details from:

Dan CAMPSALL

Tel: 01295 731810

E-mail: [dan.campsall@saferroads.org](mailto:dan.campsall@saferroads.org)

#### Safer Roads

[www.saferroads.org](http://www.saferroads.org)

PO Box 142 | Banbury

Oxfordshire | OX17 1UZ

Telephone: 01295 731810

Fax: 01295 731811

Safer Roads is administered by Road Safety Analysis Limited

A company limited by guarantee registered in England. Company registration number: 07131117

Registered Office: The Clock House, Bury Court Farm, Banbury, Oxfordshire, OX17 JA

Speaking for Safer Roads, Dan Campsall, Communications Director said: *“Whilst similar schemes have been developed in other areas, we wanted to be able to measure the impact on the children involved. As such, we sought out a commercial partner who would work with us to develop safer road users through an evaluated programme that could demonstrate specific outcomes. We believe Bikes, Big Trucks & You is showing good signs of delivering on those aims.*

## **Notes to Editors**

### **Interviews**

Please contact Dan Campsall, Communications Director at Safer Roads with any interview requests.

### **Images**

Please use the link below to connect to a gallery of images taken during the pilot roll-out at Francis Bailey Primary School, Thatcham, Berkshire.

<https://www.flickr.com/gp/saferrider/q7Q329>

### **Guide & Workbook**

Digital copies of the guide & classroom workbook can be accessed below.

- [Child's Guide](#)
- [Classroom Workbook](#)

### **About Safer Roads**

Road death and injury remains an enormous issue on our roads, 5 highway authorities across Berkshire have joined forces to take action.

Through Safer Roads, dedicated road safety funding is being used to target enforcement and education initiatives to road users about the dangers and risks involved with a variety of road safety issues; focusing on road user groups who are at the greatest risk.

Safer Roads was awarded a Prince Michael International Road Safety Award in 2014 for excellence in Road Safety Management.

For further information please go to [www.saferroads.org](http://www.saferroads.org)