

November 9 2007

DRIVERS PRAISE SPEED CHOICE

Speed Choice road safety workshops have been praised by motorists who say their driving has improved after attending one of the classroom sessions.

More than 70,000 drivers have now attended one of the Speed Choice courses, held at Cribbs Causeway, Keynsham and Taunton, rather than have points on their licence.

Almost all the drivers who took part in a recent survey rated the courses as good or very good – with 96 per cent saying they believed their driving had improved as a result of attending the workshop.

And 88 per cent said they had passed on the information they had been given to others.

Speed Choice was launched by the Avon and Somerset Safety Camera Partnership in 2003 as part of its driver education campaign to reduce deaths and injuries in local roads.

These workshops are designed to bring drivers up to date with current legislation and make them more aware of a range of road safety issues, particularly the potential dangers of excessive speed.

They also highlight the responsibility drivers have for the speed of their vehicle and the safety of themselves, their passengers and other road users.

Driver education manager Richard Fairhurst said: "Changing driver attitudes and behaviour is a key factor in helping to reduce accidents and casualties on our roads.

...../more

“Many of those who have attended a Speed Choice course have told us that, despite initial doubts, they had found the sessions extremely useful and what they learned had changed their approach to driving.”

The survey was carried out as part of the continuous monitoring of the Speed Choice courses.

Drivers are requested to fill in a form immediately after the workshop to get their reactions.

This questionnaire was sent out to 1,300 motorists who have attended a Speed Choice course this year to obtain their more considered opinions – and more than a third returned the completed form.

“I think this survey demonstrates the lasting benefits of driver education which, in turn, will help to create safer roads and communities,” said Mr Fairhurst.

Speed Choice has expanded its range of driver education programmes and no longer focuses solely on those caught exceeding a speed limit.

According to Government statistics, a third of all serious and fatal road traffic incidents involve someone who was at work at the time.

Speed Choice is offering to support businesses, large and small, that employ drivers or where driving is part of an employee’s tasks, by running road safety awareness courses for staff.

ENDS