



LEICESTERSHIRE FIRE and RESCUE SERVICE

MEDIA OPPORTUNITY

Issued on: Wednesday 8 November 2017

STUDENTS LEARN ABOUT THE DANGERS OF DRIVING AT SAFE EVENT AT STEPHENSON COLLEGE

Tuesday 14 November, from 11:00 hours
Stephenson College, Coalville

On Tuesday 14 and Wednesday 15 November, Leicestershire Fire and Rescue Service will be at Stephenson College in Coalville, coordinating the multi-agency SAFE event – organised on behalf of the Safer North West Leicestershire Partnership. This event is taking place to showcase the exciting road safety initiatives the fire and rescue service has developed that are aimed specifically at young drivers. This event will inform the students about the many dangers they may face during their late adolescent years and how to avoid becoming a victim.

The Service aims to raise awareness about the road safety statistics, via this media opportunity, which demonstrate young people are the most likely group of drivers to be involved in a fatal road traffic collision, and hopefully encourage young drivers to be safer.

The 2016 statistics for young drivers aged 16-24 involved in road traffic collisions in Leicester, Leicestershire and Rutland are:

INJURY TYPE	2016
Killed or Seriously Injured	100
Slight Injury	718
TOTAL	818

Leicestershire Fire and Rescue Service aims to reduce this number, and the seriousness of road traffic collisions, by going into schools, academies, colleges etc, delivering initiatives that will encourage young drivers to be safer on the roads.

The SAFE event at Stephenson College takes place every year and is organised by ourselves, in partnership with the college and other agencies, including:

- Leicestershire Police
- Turning Point – drug and alcohol awareness and counselling
- Leicester and Rutland Blood Bike
- Cycle Hub
- Leicestershire Prison Service
- Leicester Magistrates
- Safety Camera Team
- Network Rail

Students will be able to try out the VF4 360 virtual reality experience, as well as see our FireBike, have a go on the Batak machine, participate in an immersive road safety presentation, watch a live RTC extrication demonstration and much more.

Other organisations will also be on hand to provide important information to help keep the students safe, as well as information on what could happen if they commit a crime. Students will also be given an insight into the criminal justice system through participation from local magistrates, and they experience what it is like to be in prison.

Paul Weston, Area Manager for Community Risk, said: "We are delighted to be able to continue to develop our important collaborative prevention work by addressing road safety, amongst many other things, for young people attending colleges."

"We hope the SAFE event has a big impact on the young people we come into contact with and helps reduce the number of road traffic collisions and fatalities on the roads in the future."

We are looking to both local and national media to raise the profile of this event and would welcome your attendance. If you could confirm your attendance so we can inform the college, it would be highly appreciated.

Where to find Stephenson College:

Thornborough Road, Coalville, Leicestershire, LE67 3TN

If you are travelling to the event by car parking on site may be available, but will be limited. If the car park is full, please park on the road.

For more information about the Service, or to find out more about road safety, visit www.leicestershire-fire.gov.uk.

ENDS

Notes to editors: Interview and photo opportunities will be available on the day with prior arrangement via Corporate Communications on the details below. If you are unable to attend, photos will be available via Corporate Communications after the event.

About the Service

Leicestershire Fire and Rescue Service provides emergency response, prevention and protection services from 20 stations across Leicester, Leicestershire and Rutland. Its headquarters is based in Birstall, Leicester.

The Service's prevention, education, enforcement and inspection programmes have resulted in significant reductions in the number of incidents. In the last ten years, fire related incidents have reduced by 46 percent.

During 2015/16, the Service attended 666 road traffic collisions, of which 174 were extrications freeing 208 people trapped inside their vehicles and completed 5086 home fire safety checks, fitting almost 4481 smoke alarms. Staff organised or supported almost 1431 events aimed at promoting fire and road safety and arson prevention, whilst also visiting 332 schools to deliver fire and road safety education to pupils.

Contact:

Corporate Communications

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