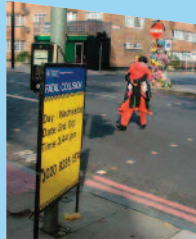


UK Road Safety Summit

Drink, drugs & mobile phones

Wednesday 18 March 2015 | Mary Ward House, London WC1H 9SN



Speakers and panellists include:



David Jamieson
Setting local
priorities for roads
policing



Heather Ward
Women and drink
driving



Jessica Matthew
Road safety across
the UK



Andrew Parkes
Mobile phones and
driver distraction

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This Summit will support the Government's launch of its new road safety legislation, bringing together politicians, civil servants, police, equipment providers, safety marketing experts and other key stakeholders.

Drink-driving kills over 250 people each year in the UK and drug-driving casualties are probably much higher than official estimates. Meanwhile concerns are growing over the increase in distractions for drivers and other road users. Mobile phones are the most obvious but not the only problem.

In March 2015 major new legislation to counter drug-driving will come into effect across Great Britain. Drink-drive legislation is also being tightened: legal loopholes are being closed and in Scotland the breath-test limit was lowered. The Home Office has already type approved the first drug screener and are testing evidential breath-test equipment for use at the roadside by police. The Government has talked about increasing the penalty for using a handheld mobile phone while driving. Marketing and enforcement campaigns are underway.

08.45 Registration, refreshment, exhibitions and networking

1 DETERRING DRUG DRIVING – IMPLEMENTING THE NEW LEGISLATION

09.30 Welcome and outline of the day
John Leech MP

09.35 Road safety in 2015 – important for everyone
Direct Line Group spokesperson

09.45 **KEYNOTE ADDRESS**
The Government's new legislation to deter drug driving
Claire Perry MP Under Secretary of State for Transport

10.15 **Setting local priorities for roads policing**
David Jamieson Police & Crime Commissioner, West Midlands

10.35 **Drink and drug driving policy and practice in the UK**
Dr Robert Tunbridge Consultant

10.55 **Questions to Speakers**

11.05 **Coffee break**

2 DRINK DRIVING – NEW WAYS TO TACKLE AN OLD PROBLEM

11.35 **Scotland's new drink drive limit**
Chief Superintendent Iain Murray Police Scotland

12.00 **Women and drink driving – the forgotten minority?**
Heather Ward UCL

Book online at www.roadsafetysummit.co.uk

“ This is a ‘must attend’ event if you want to understand and be involved in combatting drink and drug driving and driver distraction. ”

12.20 **Employing new powers and equipment to tackle drink and drug driving**
Assistant Chief Constable Garry Forsyth ACPO
deputy national roads policing lead

12.40 **Questions to speakers**

13.00 **Lunch break**

3 UNDERSTANDING AND COMBATTING DRIVER DISTRACTION

14.00 **Mobile phones and driver distraction – understanding the problem and defining solutions**
Professor Andrew Parkes *Chief Scientist, TRL*

14.25 **How can we really engage with young drivers through an effective social marketing intervention?**
Jan James *Chief Executive, Dynamic Group*

14.50 **Questions to speakers**

15.00 **Tea break**

4 ROAD SAFETY ACROSS THE UK

15.30 **AFTERNOON KEYNOTE**
The Labour Party's view
Richard Burden MP *Shadow Transport Minister*

15.30 **Ask the Panel: road safety across the UK**
Jessica Matthew *Deputy Director, road safety, Department for Transport*
Iain Greenway *Director, Road Safety & Vehicle Regulation Division, Department of Environment, Northern Ireland*
Ben Johnson *Senior Manager Road Safety, Transport for London*
Chief Superintendent Iain Murray *Police Scotland*
Welsh Government *(spokesperson invited)*

16.30 **Close**

Topics include:

- How will the new laws and equipment be used?
- Are campaigns reaching women drivers?
- How can dangers of driver distraction be addressed?

Speakers include:



Dr Robert Tunbridge

Drink and drug driving policy and practice in the UK



Jan James

Chief Executive, Dynamic Group



Iain Greenway

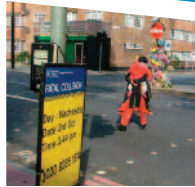
Tackling drink, drugs and driver distraction across the UK

UK Road Safety Summit

Drink, drugs & mobile phones

Delegate rates:

Standard delegate	£249 + VAT
Public sector/academic	£195 + VAT
PACTS members	£179 + VAT
Additional delegates from	£134 + VAT



Why attend?

- Technical information
- Policy debate
- Professional networking
- Business opportunities

Who should attend?

- MPs, Peers
- Civil servants (DfT, DoH, BIS, HO, MoJ)
- Political advisers and researchers
- Road safety professionals
- Local government
- Transport and engineering consultants
- Police
- Road user groups
- Health service practitioners and managers
- Technology providers
- Vehicle insurers
- Road freight industry
- Academics
- Media

Key points to be discussed:

- The March 2015 legislation on drug driving
- The new equipment to test for drug driving
- Lessons from Scotland's lower drink drive limit
- Why so few women drivers are breathalysed by the police
- Are women overlooked in drink and drug driving campaigns
- Why it has taken so long to get evidential roadside breath tests
- Lessons from the diversity in road safety policy across UK
- Tackling driver distraction with technology
- Supporting enforcement with social marketing campaigns
- Policing policy, public acceptability and attitudes

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