



**SAFE DRIVE**  
**STAY ALIVE**

**TAYSIDE 2009**

**Sponsored by:**

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## Event Organisers



**TAYSIDE POLICE**  
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## Event Sponsors

The event organisers and partner agencies would like to sincerely thank all of the sponsors and supporters of *Safe Drive Stay Alive (Tayside)* for their kind donations and the commitment to the event.

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**Stewart Stevenson MSP**  
**Minister for Transport, Infrastructure and Climate Change**

“The emergency services are the front line. Day in, day out, they witness the awful consequences of road accidents on Scotland’s roads. They experience, at first hand, the devastation of lives being lost needlessly. This campaign in Tayside is so important.

“This is an opportunity to join forces and reinforce the message that irresponsible driving costs lives and links with Scotland’s Road Safety Framework to 2020 which was published in June. You only need to listen to the harrowing experiences of victims, families, and members of the police, fire and ambulance services at these events to see how important that is. I hope drivers of all ages pay attention to what is being said. If they don’t, we will see more tragic deaths, and more families being torn apart by the heartbreak of a loved one being lost.”

## **WHAT IS SAFE DRIVE STAY ALIVE?**

*Safe Drive Stay Alive (Tayside)* is a theatre education project which explores the circumstances that can lead to a road traffic collision and the consequences that follow. Statistically young drivers are much more likely to be involved in a collision, often due to inexperience and a lack of understanding of the risks.

The *Safe Drive Stay Alive (Tayside)* production aims to reduce the number of casualties amongst young people by questioning their behaviour and attitude on the roads in a hard-hitting way. *Safe Drive Stay Alive (Tayside)* is taking a pro-active approach to reach a target audience with one of the highest casualty rates for drivers and passengers.

**It's a tragic fact that 3,248 young adults aged 16 to 18 years were killed or seriously injured on the Britain's roads in 2005.**

**That's nearly ten young adults every single day.**

The road infrastructure of Tayside is no different to the other roads in Britain with Tayside's roads contributing to the statistics with a total of 25 people losing their lives and 225 sustaining serious injuries in the year 2008/2009.

## **WHO IS THE SHOW FOR?**

As you may be aware, in November and December 2008, Tayside Fire and Rescue and Tayside Police in conjunction with other agencies held *Safe Drive Stay Alive (Tayside)* events. The production was shown to around 5000 pupils from the Tayside area at three venues and received extremely positive feedback from everyone who was involved.

In 2009, *Safe Drive Stay Alive (Tayside)* will reach an audience of school pupils from Angus, Dundee, and Perth & Kinross where it will be delivered to over 3437 S5 and S6 pupils. Approx. 1500 pupils from Dundee College, Angus College and Perth College will also attend. It is a multi-agency initiative with representatives from Tayside Fire and Rescue, Tayside Police, Scottish Ambulance Service, NHS Tayside, Tayside Safety Camera Partnership, Local Authorities and their relevant Community Safety Partnerships.



### **Sir Arnold Clark**

“I am extremely passionate about cars and having spent many years on the road visiting my branches, I consider driving a pleasure. During my 50 years, in business I’ve seen some terrible road traffic collisions and it has made me even more aware of car safety – especially where young adults are involved.

As an employer of over 8000 staff, a father and a grandfather, I am very conscious that all members of staff and my family are safe when they are travelling on the road. Such is my concern that I’m delighted to announce my company’s association with the *Safe Drive Stay Alive (Tayside)* campaign.

The aim of this campaign is simple – to raise awareness of the dangers that young drivers face on the road, in turn reducing the number of accidents.”



### **Stephen Hunter: - Chief Fire Officer**

“Road traffic collisions have devastating consequences, not only for those directly involved, but also for families, friends and the wider community. Tayside Fire and Rescue actively supports this ***Safe Drive Stay Alive (Tayside)*** initiative as a valuable means of raising the awareness of the dangers associated with driving amongst young people. Working in partnership with all of our ***Safe Drive Stay Alive (Tayside)*** colleagues we hope this initiative will contribute Towards Safer Road Users in Tayside.”

### **Andy Hermiston: - Community Fire Safety Manager**

Co-Chair ***Safe Drive Stay Alive (Tayside)*** Coordinating Group 2009

Tayside Fire and Rescue are delighted to support and co-ordinate ***Safe Drive Stay Alive (Tayside)*** 2009. Tayside Fire and Rescue is committed to reducing the risk to our communities and this includes road safety. There is no doubt the situation is improving due to the innovative and creative work conducted by all the partners involved in road safety across Tayside and beyond. However no one can be satisfied with the numbers of people who are killed or seriously injured on our roads every day. This is unacceptable, but need not be inevitable. I believe that the fire and rescue service in conjunction with all our partners can make a real difference to the safety of our communities on Tayside’s roads. That’s why as part of the team which contributed to ***Safe Drive Stay Alive (Tayside)***, we are pleased to have had the opportunity to contribute to such an exciting and important initiative. The contribution to the event by all the partners and those within our communities who have been directly affected by road traffic collisions is both awe-inspiring and admirable. The dedication, professionalism and sincerity of all those involved will undoubtedly make ***Safe Drive Stay Alive (Tayside)*** 2009 a very thought provoking and memorable experience for all those who attend.



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### **Justine Curran: - Acting Chief Constable**

In this, the third year of the ***Safe Drive Stay Alive (Tayside)*** event, the key messages to those attending remain the same; every road casualty statistic represents an individual tragedy for families and has an effect in the wider community.

Inappropriate speed, alcohol, drugs and the failure to wear a seat belt are all major contributors to death and serious injury in road collisions.

Young drivers continue to be an over-represented group in many serious and fatal collisions on Tayside roads.

Many young drivers are overconfident in their driving ability but lack the skills that experience brings. Regrettably, all too often, this results in them taking risks which have potentially fatal consequences.

The ***Safe Drive Stay Alive (Tayside)*** initiative gives young people the chance to “experience” how risk taking behaviour can impact on the lives of everyone in their community.

It is anticipated that through this form of education these young people, whether passengers or drivers, will remember the key messages of ***Safe Drive Stay Alive*** and behave as responsible members of the community and assist in making the roads of Tayside safer for everyone.



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**Sandy Bowman: - Chief Inspector Head of Road Policing**

Co-Chair *Safe Drive Stay Alive (Tayside)* Coordinating Group 2009

Tayside Police is fully supportive of *Safe Drive Stay Alive (Tayside)* as another excellent educational tool to assist in tackling issues relating to young drivers. Many young people will already have used the “Crash Magnets” resource in their school or college and *Safe Drive Stay Alive (Tayside)* gives them a more practical demonstration of why safe road behaviour is a vital requirement whether they are a passenger or a driver. The Tayside wide partnership event draws together the experiences of many individuals to show vulnerable young people the gravity of being in charge of a potential lethal weapon.

Injuries sustained in a collision may affect people for the rest of their lives and the consequences of causing a fatality are simply horrendous.

Risky behaviour such as mixing driving with alcohol, drugs, distraction and peer pressure can impair any driver’s ability. Couple any one of these with a young drivers’ inexperience and there is the potential for disaster.

Too often the Emergency Services witness at first hand the tragic end result of young drivers taking risks including such simple things as failing to wear a seat belt or not switching off their mobile phone.

Young people may think they are invincible; unfortunately the number of collisions we have to deal with show they are not. They need to understand that any risks they take when driving can have monumental effects on themselves, their family and their friends.



**Neil Nichol: - Accident and Emergency (A&E) Consultant**

"Most young people in cars believe that death and serious injuries won't happen to them or their friends. I'm an A&E consultant - I know that it does. Death and serious injuries on the roads are just waiting to happen. Thinking it won't happen to you just makes it more likely. I hope that the *Safe Drive Stay Alive (Tayside)* event will make people more aware of the risks so that I see fewer families dealing with tragedy."



**Paul Kelly: - Area Service Manager (A&E) Tayside**

"The Scottish Ambulance Service is proud to be involved in this important initiative. The *Safe Drive Stay Alive (Tayside)* road show has a profound effect on all who see it. As a service we see this as an opportunity to reduce road deaths on Tayside's roads."



**Anneline Wilson: -  
Communications Officer Tayside Safety Camera Partnership (TSCP)**

“TSCP are proud to support *Safe Drive Stay Alive (Tayside)* as the event confronts potential young drivers with a hard hitting and emotional road safety message and challenges their attitude towards driving and taking risks.

Events such as this encourage young people to not only consider the consequences of their speed, but to take on board our advice to slow down and drive safely and responsibly within the speed limits, when they become drivers themselves.

Through educational events like *Safe Drive Stay Alive (Tayside)* and through enforcement of the speed limits, Tayside Safety Camera Partnership aims to make a significant contribution to road safety, and we will continue to work with all of our partners to reduce collisions and casualties on roads in Tayside.”

# **Arnold Clark**

*is delighted to support*

## **Safe Drive Stay Alive Tayside**



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Should you wish to comment on any part of the Safe Drive Stay Alive (Tayside) Roadshow please contact:

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