



Making Roads Safer

Wirral Council *Mind your Business*

Road Safety Trust
Funding Showcase



The Road Safety Trust awarded a grant of £50k in October 2017 to Wirral Council to educate local fleet and taxi drivers to be safer on the roads.

The Department for Transport reports that **more than a quarter of road traffic incidents** nationwide involve somebody who is driving as part of their work and in the Wirral **38 per cent of collisions involved taxi and van drivers.**

A specialist Road Safety team at Wirral Council is dedicated to reducing the numbers of collisions on local roads. With the funding from the Road Safety Trust, Wirral Council was able to offer an **engagement, education and enforcement** programme for taxi and trade van drivers to help reduce the number of accidents in the Wirral.

The Mind your Business project used a multi-agency partnership approach enabling Wirral Council to utilise the skills and knowledge of industry experts.

Trade van drivers were initially targeted through HR and Fleet managers with drivers' resources and information about safe driving issued. Roadside stops were carried out working collaboratively with Merseyside Police, Commercial Vehicle Unit Team (CVU) and the Driving Vehicle Standards Agency (DVSA). All drivers stopped were provided with information and educational relevant literature (tyre safety, morning after drink-drive, speeding, drug-driving). 274 drivers were engaged with on the roadside and just under 50% (122) were found to have road safety issues.

Seminars were hosted for trade van SMEs covering vehicle maintenance, fatigue, and route planning. This reached 3510 individuals from local businesses. Local van drivers were also invited to attend a **'mock trial'** hosted by the local Police and Crime Commissioner to enforce the messaging of safe driving and the consequences.





the drivers whether as a winner or highly commended in their respective categories. This is now an annual award run by Wirral Council.

Data on the impact in reducing collisions for trade van drivers and taxi drivers will be available in 2021.

A different approach was implemented for **taxi drivers**. Through collaborative working with the Wirral Council Licensing team, road safety training is now incorporated into the taxi licensing process for existing and new applicants.

The Mind Your Business project will continue into 2021 following its initial success and it will be extended with a partnership with 'How's my driving' being offered to fleet van drivers to encourage safe driving practices. For more information visit [Wirral Council](#).



The Road Safety Trust is dedicated to making the UK's roads the safest in the world. As an independent grant-giving charity, the Road Safety Trust funds vital research and practical interventions committed to reducing the number of people killed or injured on our roads.

To reward best practice, a **"Best Taxi Driver"** award scheme was introduced which saw over 120 nominations from members of the public. The award ceremony recognised the achievement of





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The Road Safety Trust

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www.roadsafetytrust.org.uk

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