



October 2021

Dear Parent/Carer

SAFE DRIVE, STAY ALIVE ROADSHOW

The school is working with Wiltshire Fire Brigade, Wiltshire Police and the county Road Safety Units to educate Wiltshire students about their actions and possible consequences as drivers or motor-cycle riders. Accordingly, arrangements have been made for your son/daughter to attend the Safe Drive Stay Alive Roadshow, held at Bradon Forest School, on **Monday 8 November 2021** (am). Students should attend registration as normal and will be taken to the hall where they will remain with their Head of Year and Tutors for the duration of the talk.

We recognise there is perhaps no time more worrying for parents than as their children begin to become drivers and for good reason. It is a tragic fact that young drivers are statistically very much the most at risk.

- Latest research from the Department of Transport shows that although the total deaths on Britain's roads fell by 8% in 2004, fatalities amongst drivers and passengers aged 16-19 rose by 12%.
- Research by the Association of British Insurers shows that teenage drivers are 10 times more likely to be killed or seriously injured while driving than motorists in their 40's.
- It is not generally recognised that today's modern fire service actually rescues approximately 10 times more people from Road Traffic Collisions than they do from fires.
- 1 in 5 drivers involved in a Road Traffic Collision in which people are injured are under the age of 25 and about half of all accidental deaths of children are due to Road Traffic Collisions (Highway Code).
- An alarming 20% of drivers crash in their first year of driving.

We all have a responsibility to do something about this and it's important to address young people's attitude to driving at an early stage. As a combined response, Wiltshire's Emergency Services and other partners have developed a Roadshow. It is an extremely powerful and emotional experience called Safe Drive Stay Alive and runs to a tried, tested and proven formula. Feedback evidences that this really is a very effective experience for young people.

Each show traces the events leading up to a road traffic collision and shows how the emergency services deal with the aftermath. If your child knows personally of somebody who has been killed or seriously injured in a Road Traffic Collision, this presentation is likely to remind them of the event and associated emotions. Careful consideration should be given to their attendance. This is a powerful and emotional initiative that brings home the very real message of the consequences of poor driving behaviour. The shows have been designed to make young people aware of their responsibilities for their actions on the road and the potentially lethal results of failing to drive responsibly. Some students may find the experience distressing.

Parents may contact the school with any concerns they have for guidance and additional support. Please can you let the school know if you **do not** want your son / daughter to attend the show.

Yours sincerely

Miss Bate
Head of Year 11

If you **do not** want your son/daughter to attend the Safe Drive, Stay Alive Roadshow on 8 November 2021 please email your son/daughter's name and Tutor Group to Miss Bate, Head of Year 11, at BateR@bradonforest.wilts.sch.uk

