



Fast Forward:

Can technology help the vulnerable road user?



LOCATION OF LUCAS HOUSE, UNIVERSITY OF BIRMINGHAM CONFERENCE PARK

By rail: The nearest mainline station is Birmingham New Street, with good links to cities across the UK. From here, a taxi to the Conference Park takes around 10 minutes. University Station, on the Cross-City line, is next to the University campus, 10 minutes walk from the Conference Park. There is no taxi rank at this station.

By road: From the M6 motorway: Leave at junction 6, signposted Birmingham Central, and join the A38(M). At the end of the motorway keep right, go over a flyover and through 3 underpasses to join the A38 Bristol Road. The University is on your right, 2.5 miles from the city centre. Turn right into Edgbaston Park Road by the Gun Barrels pub and the Conference Park reception is 228.6m further up on your right, in Lucas House.

From the M5 motorway: Leave at junction 4, signposted Birmingham SW, and join the A38. Keep going on the A38 for around 6 miles. After passing the University gates on your left, take the first left into Edgbaston Park Road. The Conference Park reception is 228.6m further up on your right, in Lucas House.

By air: Birmingham International Airport is around 10 miles from the Conference Park. The taxi journey takes about 30 minutes.

Accommodation is available for the night of 9th March.

To book, contact the University Conference Park directly on Tel: 0121 415 8400, Fax: 0121 414 6339, or Email: conferencepark@bham.ac.uk

University of Birmingham Conference Park
Lucas House
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Birmingham B15 2RA

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WEDNESDAY 10 MARCH 2010
Lucas House, University of Birmingham Conference Park



This conference is organised in association with ITS UK



Gillian Reeves
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LONDON
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FAST FORWARD:
CAN TECHNOLOGY HELP THE VULNERABLE ROAD USER?

WEDNESDAY MARCH 10 2010,
AT UNIVERSITY OF BIRMINGHAM CONFERENCE PARK
LUCAS HOUSE 48 EDGBASTON ROAD
EDGBASTON BIRMINGHAM B15 2RA

PROGRAMME

09.50	Opening remarks: Robert Gifford , Executive Director, PACTS
10.00	Kris Beuret , SRA: Transport Visions for the Future
10.30	Charles Musselwhite , University of the West of England: Driving into Old Age – how harnessing technology can prolong safe driving
11.00	Coffee
11.20	Richard Cuerden , TRL: Reducing Pedestrian Casualties – the role of vehicle design and technology
11.50	Oliver Carsten , Leeds University: Are Driver Assistance Systems relevant for crashes with pedestrians?
12.20	Colin Wilson , IBI Group: Reputation Counts for Everything
12.50	Lunch
1.50	Simon Christmas , Simon Christmas Ltd: Who are the Powered Two Wheeler Riders and what does risk mean to them?
2.20	Alex Stedmon , Nottingham University: Human-Motorcycle Interaction – the need to understand human factors
2.50	Tea/coffee
3.10	Adrian Hide , Staffordshire County Council: Helping Young Drivers through Embracing Technology
3.40	Mark Fowkes , MIRA: Foot-LITE – SMART driving assistance
4.10	Closing Remarks: Robert Gifford

Cost £200.00 + Vat **Members**
£230.00 + Vat **Non-Members**

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FAST FORWARD
ABOUT THE CONFERENCE

We all know that our vehicles have become more technologically sophisticated in recent years. Anti-lock braking systems are now fitted as standard on all new models of car. They have been followed by other initiatives such as Electronic Stability Control, Driver Assistance Systems and Intelligent Speed Adaptation.

All of these have focused primarily on improving the safety of the vehicle occupant. Some of them have been extensively researched before fitment; others have been introduced quickly with less real-world evidence. Can any of them also help to reduce the risk of the vulnerable? This is a key question that the speakers at this conference will attempt to answer.

The programme takes a deliberately wide definition of vulnerable. In the context of the day, the vulnerable are those over-represented in crashes and injuries: pedestrians, cyclists and motorcyclists are obviously key groups. However, we should not overlook the elderly road user or young drivers, who are most at risk on our roads.

In this context, technology can have a key role to play in helping to maintain safe mobility and in reducing crash involvement. Greater use of event data recorders, for example, may enable better monitoring of unsafe behaviours by young and newly qualified drivers. In-vehicle technologies may also have a place in alerting drivers about potential crashes with pedestrians and in preventing these from happening.

The Department for Transport consultation on "A Safer Way" identified that technology offered some help in continuing to cut casualties on our roads. This conference will explore the extent of the contribution that it can make and help us to draw some conclusions.



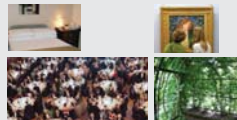
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Reservation form

I would like to attend the Fast Forward Conference on Wednesday 10th March 2010 at Lucas House, University of Birmingham Conference Park.

1 Name _____
Job Title _____
Organisation _____
Telephone _____ Fax _____
Email _____
Address _____

2 _____ Postcode _____
Any dietary, mobility or other requirements (please indicate) _____

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