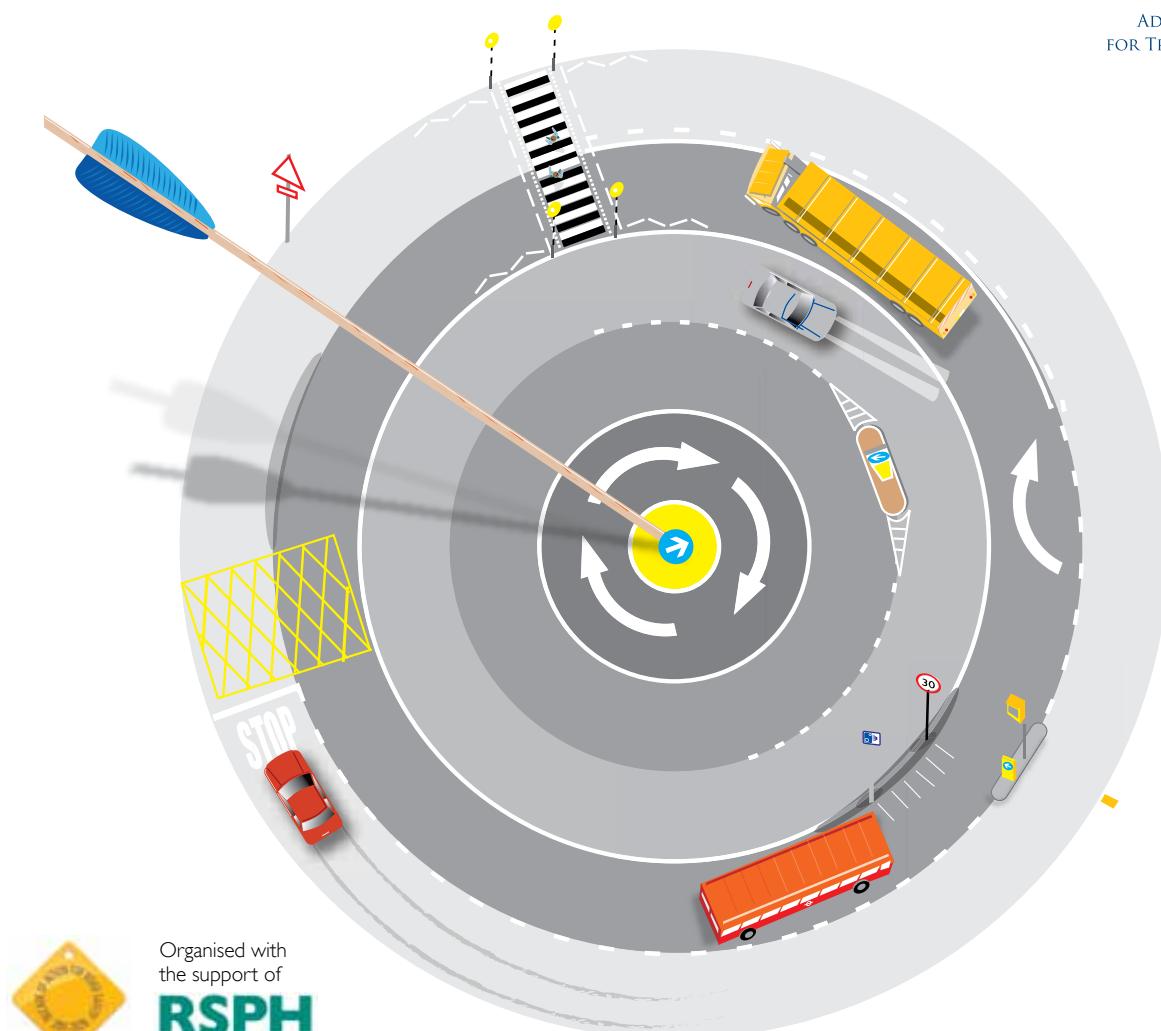


# Aiming for Zero

## The Challenges for Road Safety



Organised with  
the support of  
**RSPH**  
ROYAL SOCIETY FOR PUBLIC HEALTH  
VISION, VOICE AND PRACTICE

### ABOUT THE CONFERENCE

The last year has been a challenging time for anyone in road safety. There have been positive developments. Road deaths and serious injuries fell to an all-time low in 2010. A focus on improving safety continued in 2011 with the launch of the UN Decade for Road Safety.

Yet questions still remain about the commitment of government to enhancing the safety of the people of Britain with its policies on reducing the emphasis on the use of safety cameras, a potential rise of the motorway speed limit for cars to 80mph and a lack of commitment to a target for cutting road death and injury, relying more on forecasts for casualties.

At the same time, we need to look beyond the immediate to take a longer-term view of safety. This conference will seek to develop an alternative view to safety: to what extent should Great Britain be looking at the aspirational approach set in Sweden and in the rest of Europe – aiming to cut road deaths to as near as possible to zero? This has been a key recommendation from reports from the OECD and the WHO: road deaths are not an acceptable outcome in a modern society and the systems designers have a moral and economic responsibility to cut deaths that are primarily the result of human error.

### PROGRAMME (Speakers confirmed so far)

**Oliver Carsten**, Leeds University Institute for Transport Studies  
*Facing the Challenges – improving road user behaviour*

**Pete Thomas**, Loughborough University Transport Safety Research Centre  
*International Perspectives on Road Safety*

**Deirdre O'Reilly**, Department for Transport  
*Changing behaviour using the DfT Toolkit*

**Naomi Baster**, PACTS  
*It's My Choice – safe mobility for an ageing population*

**Geoff Collins**, Vysionics  
*Average Speed Cameras – a carrot shaped stick?*

**Paul Jennings**, Warwick Manufacturing Group  
*The Changing Nature of the Vehicle Fleet – what will electric cars mean for vulnerable road users?*

**Richard Cuerden**, TRL  
*The Evidence Base for new Vehicle Technologies*

**Jo Marden**, Road Safety Foundation  
*Improving the Road Environment – the case for changing the infrastructure*

**Cost £150.00 + Vat (Members)**  
£200.00 + Vat (Non-Members)

PACTS is grateful for the financial support provided by Volvo and Vysionics.





## THE VENUE: ONE DRUMMOND GATE

One Drummond Gate, Victoria, London SW1V 2QQ

One Drummond Gate is situated right next to Pimlico tube station on the corner of Vauxhall Bridge Road and Drummond Gate.



## RESERVATION FORM

I would like to attend the conference, "**Aiming for Zero: The Challenges for Road Safety**" on Friday 23rd March 2012 at One Drummond Gate, Victoria, London SW1V 2QQ.  
Cost: £150.00 + Vat (Members), £200.00 + Vat (Non-Members)

### By Underground

Pimlico - Victoria line (1 min walk):

Exit the underground following the left hand exit marked Bessborough Street North and Tate Gallery. Drummond Gate is the white building to the left as you approach street level. Continue along and around Bessborough Street into Drummond Gate - One Drummond Gate is on the left.

### Victoria – Victoria line (13 min walk)

Exit via the main concourse on to Victoria Square or Wilton Rd (exit 2). Turn Left onto Wilton Rd for approx 10 yards. Turn Right onto Vauxhall Bridge Rd heading towards the river for approx 1000 yards. Turn right into Drummond Gate where the entrance to One Drummond Gate is found on your right.

### By Main line rail

Victoria station is also served by main line overland trains (see above).

### By Bike

The Nearest Barclays "Boris Bike" docking stations are a short distance away at St Georges Square on the corner of Luples Street and Rampayne Street at the rear of the building.

### By Car

Sat nav : 51.48929,-0.132223

On street metered car parking is available and the nearest car park can be found on Cumberland Street. Visit [www.parkbcn.co.uk](http://www.parkbcn.co.uk)

## COMPLETE AND RETURN THIS FORM TO:

### PACTS

**Clutha House,  
10 Storey's Gate  
London SW1P 3AY**

### Name

Job Title

Organisation

Telephone

Fax

Email (for registration details)

Address

Postcode

Any dietary, mobility or other requirements (please indicate)

**I enclose a cheque** - Make cheques payable to PACTS

£

Payment may be made by credit or debit card. Telephone 020 7 222 7732

Bookings will only be confirmed once a completed booking form has been received. If your accounts department requires a Purchase Order number, please provide this when you make a booking, and before an invoice is sent out by PACTS, to avoid delayed payment.

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