



London Borough
of Hounslow

A guide to road safety





A BETTER ENVIRONMENT ALL ROUND

SEGRO

At SEGRO we care about positively affecting the communities where we invest.

Whether it is about meeting the highest sustainability standards, creating new employment and learning opportunities or partnering with local businesses to support their growth, building a better environment in all our localities is at the core of our values.

Contents

Welcome.....	5	STP scooting success.....	28
Who we are what we do	6	Children's car seats	29
Accident statistics	8	In-car safety.....	30
Teaching your child life skills.....	10	i-Size child car seats.....	32
Children's Traffic Club London.....	12	Seatbelts and the law	33
Pedestrian skills training	14	Safe Drive Stay Alive (SDSA).....	34
Walking to school.....	16	Motor cyclists and new riders.....	35
Walking schemes.....	18	New drivers	36
School crossing patrols	20	Traffic calming.....	42
School keep clear markings.....	22	New drug driving rules	44
Cycle training for children	23	Mobile phones.....	45
Cycle safety	24	Alphabetical list of advertisers	46
School travel plans (STPs).....	25		
Adult cycling courses	26		
STP active cycling initiatives.....	27		



Published by:



Local Authority Publicity

84 Edgware Way, Edgware,
Middlesex, HA8 8JS

Tel: 020 8958 8089 | Fax: 020 8905 4964

While this publication has been compiled carefully, and the statements contained herein are believed to be correct, the publishers and promoters will not accept responsibility for any inaccuracies.

© Local Authority Publicity. Reproduction of any part of this publication without prior permission is strictly forbidden.

www.localauthoritypublicity.com



Creating vibrant new places for Hounslow with a focus on innovation

Bouygues UK is one of the country's leading construction companies.

Together with our development business, Linkcity, and the council and our partners, we are creating much-needed housing for Hounslow and a new civic building incorporating offices, a library and café.

As part of the Bouygues Group, which operates in nearly 90 countries, we combine global strength with a local focus, with particular emphasis on purchasing and employment.

To find out more about us, visit www.bouygues-uk.com

linkcity



Shared innovation

Welcome

This guide has been produced by Hounslow's road safety and school travel plan team for parents in this borough.

The booklet aims to give parents advice on road safety matters and information about initiatives undertaken by the road safety and school travel planning team. We hope, if everyone follows the advice given, we can reduce road casualties, particularly amongst children, and that they go on to be responsible road users.

Nearly all collisions are caused by human error and could be avoided if we all took care and obeyed the rules of the road. Every crash brings misery to those injured, their families and people who know them. We all have a responsibility to prevent this.

Hounslow Council is committed to reducing casualties on our roads. As we cannot do this on our own, we are working in partnership with other agencies such as the Metropolitan Police, the London Ambulance Service, the Health Authority and the London Fire Brigade, as well as voluntary groups, internal departments and Hounslow schools.

You – the individual road user – are the most important partner. Whether you are a driver, motorcyclist, cyclist or pedestrian, we will not be able to reduce accidents on Hounslow's roads without your help.

Councillor Hanif Khan
Transport and Corporate Property



Who we are and what we do

Within the council, engineering, education and accident prevention teams work together to deliver projects aimed at reducing crashes.



Please contact us if you would like to find out more about our work:

Road Safety Manager

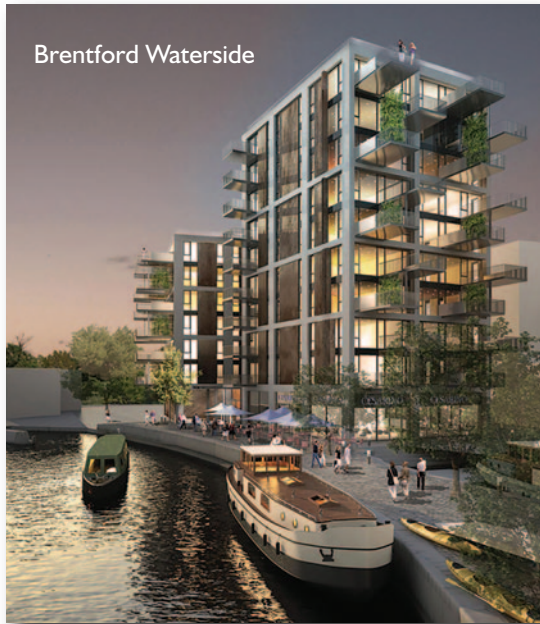
020 8583 5036

roadsafety@hounslow.gov.uk

Customer services to report defective roads and footpaths

Visit website <http://www.hounslowhighways.org> – click on *Road and Footpaths* then click on *Inspection regime*

ballymore.



Ballymore are committed to improving the safety of everyone in the community and, in particular, road users that may be affected by our works in the Borough. Ballymore will continue to support the Hounslow Borough Road Safety Campaign throughout the Brentford Waterside Project and beyond.

The Brentford Waterside Project will ultimately deliver 876 new homes, around 14,000 sq m of new retail, 4,000 sq m commercial space, and new public realm including an extended Thames path. An information centre will open on site from late April.

Accident statistics

Most crashes happen because people make mistakes, take risks or just lose concentration, so we have avoided describing crashes and collisions on the road as accidents. If each of us takes more care, then most crashes and collisions can be avoided.

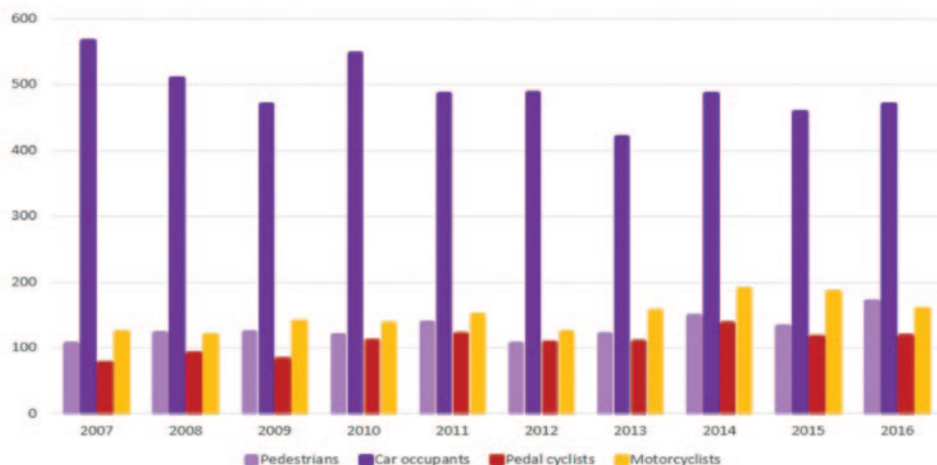
Children are at a particular disadvantage. They are easily hidden by parked cars, and are less able to judge distance and speed. They are unpredictable and may run into the road without looking.

The safety education team works with schools to promote better road safety skills in children, but to avoid a tragic collision, drivers are reminded to watch out for children, particularly around schools and parks.

Number of people injured on Hounslow's roads by mode of travel

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Pedestrians	106	122	123	119	138	106	120	148	132	170
Car occupants	566	509	469	547	486	487	420	486	458	469
Pedal cyclists	76	91	83	110	120	107	109	136	116	118
Motorcyclist	124	119	140	137	150	123	155	189	185	158

Casualty statistics





Al-Mustafa Welfare Trust®

Serving humanity since 1983
Charity Number: 1118492

110 High Street,
Hounslow TW3 1NA
Tel: 020 8569 6444
www.almustafatrust.org



Teaching your child life skills

Many children cannot judge how fast cars are moving or indeed the distance at which it is safe to cross the road. Therefore it is important that they are taught at a young age how to cross the road safely.



Children 0-6

Children under the age of eight have difficulty dealing with traffic, so never let them out alone or let them cross the road by themselves. Your main aims at this stage are to make sure they are safe and teach them about traffic. Parents are the best people to teach children road safety. Only you can show them what to do right from the start. Explain to your child what traffic is. Tell them that the road is for traffic and the pavement

is for people. Chat to them about what you are doing when you are out and about.

Children 7-10

Aged seven, your child may still be holding your hand. By age 10, your child will probably be going to school independently. Your main aim is to make sure your child knows how to be safe on the roads.

Children learn by example. You are your child's best teacher and the best person to set a good example. Children also learn by doing. Children need to know what to do, they need to know why they are doing it, and they need to use what they have learned all the time.

Young people 11-16

Moving up to secondary school is seen as an important stage of growing up, which gives more independence to children. However, more independence means that children will have to take extra responsibility and be able to make decisions to keep themselves safe.

Unfortunately, every September we see a big rise in the number of child accidents, particularly amongst Year 7 boys. In many cases this is because they are now independently walking to secondary school but, because they were driven each day to primary school, they never learned the necessary skills to make this journey safely. Road safety is literally a skill for life and as with so many skills, you can only learn it by doing it!

**HIGH STREET
QUARTER**
HOUSLOW



London's new residential quarter

High Street Quarter Hounslow will consist of 528 private and affordable homes. The development is part of a wider regeneration project within the Hounslow area.

ONE, TWO AND THREE-BEDROOM APARTMENTS
LAUNCHING SOON

**SEARCH HIGH STREET
QUARTER HOUSLOW**

**BARRATT
— LONDON —**

Computer generated images are for illustrative purposes only and may include optional upgrades at additional cost.

Children's Traffic Club London

The Children's Traffic Club London (CTC London) is a proven, successful road safety programme for 3 to 4 year olds.



Transport for London (TfL) is committed to promoting road safety to all the capital's road users whatever their age. Research proves that a person's attitudes and beliefs begin to be formed by the age of five, so the pre-school years are the ideal time to introduce road safety education.

Objectives of the club

- To reduce casualty rates for targeted age group.
- To educate and influence pre-school children, their parents and carers to make them safer road users for the future.
- To promote the use of more sustainable modes of transport and the benefits of walking, scooting and cycling.

The Club – how it works

The programme has been developed specifically for London and its particular road safety challenges. CTC London makes use of current research and the latest technological innovations to deliver vital road safety messages to the capital's future road users.

All London nurseries are invited to register their three to four year old children in CTC London. Members' packs are then sent to the nurseries who distribute them to their children, for them to take home. The pack introduces the child to all The CTC London materials. There is a unique Magic Code in the pack that gives access to the online materials. There are interactive stories, as well as games, songs, progress charts and reward materials a child can earn as they work their way through the programme.

This resource is totally FREE in Hounslow and all London Borough's. If you have a 3 or 4 year old that hasn't been registered, please see the website <https://www.trafficclub.london/> or email roadsafety@hounslow.gov.uk for more information.





DESIGNED
WITH MODERN
LIFESTYLES
IN MIND



VERDO
KEW BRIDGE



AN EXCITING
NEW BEGINNING



A UNIQUELY
VIBRANT SPIRIT

A MODERN LONDON LIFESTYLE WITH THE NATURAL CHARM OF KEW

Verdo - Kew Bridge is a collection of studio, 1, 2 & 3 bedroom apartments, just a 1 minute walk from Kew Bridge station. Complete with a 24-hour concierge, residents' lounge, gym, media room and landscaped gardens.

Prices from £399,000

To register your interest please call us on 020 8168 0171
or email us at verdo-kewbridge@ecoworldinternational.com

ecoworldlondon.com

ECOWORLD
INTERNATIONAL
CREATING TOMORROW & BEYOND

Pedestrian skills training

Pedestrian skills training teaches children how to be a safe pedestrian. We have commissioned a company called For2Feet Ltd to deliver the road safety training to our Year 4 children. The company's specially trained staff take the children into a traffic environment and teaches them how to identify hazards and dangers on the pavement areas close to the school.

The training raises children's observation and awareness skills while crossing the roads with an adult and provides them with road safety skills in preparation for independent travel. The children are actively involved in the training and are encouraged to think about the dangers and practice making the right decisions to ensure that they stay safe.

Young children can act impulsively and do not see the dangers on the roads. Pedestrian skills training is designed to allow children to develop good behaviour patterns that will become habitual and keep them safe.

All trainers have Enhanced DBS checks and First aid certificates.





Help to Buy Available

**A COLLECTION OF 1 & 2 BEDROOM APARTMENTS
PRICES FROM £460,000**



CGI image is representative only. Prices correct at time of print. Help to Buy terms and conditions apply.



Backed by
HM Government

L&Q

BECAUSE HOMES MATTER

Contact a member of the sales team on **0333 234 1156**
or register at **thegatgatewayw4.london**

Walking to school



10 good reasons to walk to school

- ✓ **It's fun!** – Walking is very enjoyable and can be quicker than driving short distances
- ✓ **Healthy** – It's a good way of keeping fit for all the family. A healthy body = a healthy mind. There is evidence that children who regularly walk to school perform better in exams. Most teachers say that children who walk settle down to work more quickly than those who are brought by car. Health experts say that children should exercise for at least an hour a day. What better way to achieve this than walking to school? Walking strengthens bones and improves bone density
- ✓ **Non-polluting** – Research shows that you inhale more poisonous gases by sitting in your car in a traffic jam than you do by walking along the same piece of road
- ✓ **Friendly** – It gives you time to talk to your children, other parents, shopkeepers and neighbours.
- ✓ **Less stressful** – Walking avoids parking and traffic queuing, and leads to less conflict and frustrations
- ✓ **A chance to teach and learn road skills** – It is important to reinforce road safety skills in the real environment before children venture out on their own. These skills should be second nature to them.
- ✓ **Considerate** – Just one car less outside the school gate is better for everyone's health, and safer for other children who walk regularly
- ✓ **Educational** – When you walk, you hear and see more. Education doesn't have to start inside the school gate!
- ✓ **Economical** – The school run costs each family £889 a year alone!
- ✓ **Safer** – Walking in numbers will add to everyone's safety. Get together and walk with other parents to work towards a safer neighbourhood. It gives you a chance to teach your children valuable life skills.



Service Commitment Sustainability

GBN Services,
providing skip hire
and waste
management
solutions to London
and the South East.

GBN Uxbridge
Skip Lane,
Harvil Road
Harefield
Middx UB9 6JL

www.gbnservices.co.uk



Tel: 01895 257639

Email: uxbridge.orders@gbnservices.co.uk

Opening Hours

Monday to Friday: 0600 hrs to 1700 hrs

Saturday: 0600 hrs to 1200 midday

Sunday: Closed



Local Authority Publicity

part of Publishing Media Group

Official publishers of this brochure
are pleased to support this
London Borough of Hounslow
A Guide to road safety

84 Edgware Way, Edgware, Middlesex HA8 8JS
Tel: 020 8958 8089 Fax: 020 8905 4964
Email: info@localauthoritypublicity.com
www.localauthoritypublicity.com

Walking schemes

Hounslow's road safety and school travel plan team has developed various initiatives in schools to promote walking.



Walk to School Week

Now in its 13th year, this scheme is held in the summer term and pupils are encouraged to walk to school or at least some part of their journey every day for a whole week. Last year 41 schools took part in Walk to School Week May. There is also a calendar competition where children are encouraged to draw pictures inspired by road safety issues.

Children are given an activity diary which they work through each day of the week as they make their way to and from school which focuses on the benefits of walking to school. Our walking mascot 'Debra the Zebra' makes regular appearances at school assemblies to further encourage children. Walk to school week is an effective way of encouraging families to swap their four wheels for two feet. The majority of children are not getting their recommended 60 minutes of daily exercise. Walking to school is a free and easy way for children to build exercise into their day.



NHS

Blood and Transplant

3rd degree burns
Sunday 8.17am

Give blood

Please don't leave it
to someone else



For your nearest venue type your postcode into

blood.co.uk or call 0300 123 23 23

School crossing patrols (SCP's)

We now have a reduced service for schools that fund their own SCP. However, the Patrols are still dedicated members of the road safety team and turn out in all weathers, with a cheerful smile on their face and a friendly wave to passers-by. They are on hand to provide a safe crossing point for children on their way to school and any other member of the public that wishes to cross.

You can help our patrols and also keep the children safe outside school:

AS A DRIVER

- ✓ You should take special care when driving near schools, even if there is no crossing patrol in operation.
- ✓ 20mph zones have been implemented around most schools now so please adhere to the speed limit.
- ✓ When approaching a patrol, slow down and be prepared to stop if the sign is raised
- ✓ If you are stopped, please wait a short distance away from the patrol. Please do not creep forward or rev your engine and do not move away until the patrol is completely off the road
- ✓ Do not park near or on the crossing point as you could obstruct the patrol's view or prevent them from stepping out
- ✓ Remember, failing to stop when asked to do so is an offence and offenders are reported to the police. If convicted, you could receive three penalty points and up to a £1,000 fine.

AS A PARENT

- ✓ When taking your child to and from school, always set a good example and use the Patrol, zebra or pelican crossing if one is available. Always encourage your child to go to a controlled crossing point.
- ✓ Please follow the instructions given by the patrol. Do not follow the patrol into the road but wait on the footpath until asked to cross
- ✓ Always cross in front of the patrol, never behind his or her back
- ✓ Crossing the road away from the patrol point or not using the patrol is dangerous and sets a bad example to children.



The child first and always

Find out more about the work
of the charity and the hospital at
www.gosh.org

School keep clear markings



In an attempt to ensure that children can cross the road from their school safely, **SCHOOL KEEP CLEAR** yellow zig-zag markings are drawn on the road outside the school entrance.

These markings indicate an area that should be kept clear of stationary vehicles. This allows both the child and driver to see each other and take the appropriate action. These markings are mostly mandatory and are covered by a traffic order which carries a fixed penalty fine.

HOW YOU CAN HELP...

- ✓ If possible, do not take the car. Walk instead
- ✓ If you have to take the car, leave yourself plenty of time to get to the school
- ✓ If there is congestion near the school park a little further away and walk
- ✓ Do not stop or park on the SCHOOL KEEP CLEAR markings, even to set down or pick up passengers
- ✓ Try and avoid parking on the opposite side of the road to these markings
- ✓ Do not reverse your car into school entrances in order to turn around
- ✓ Do not double park outside schools.

REMEMBER... Always make sure that children only get in or out of the car on the pavement side.

Even stopping to set down or pick up passengers is an OFFENCE.

We use cameras to enforce school keep clear markings.

Cycle training for children

Bikeability cycle training is available for all children in the borough to Year 6. Level 1 and 2 is now combined together, at level 1 riders learn how to control and master their bike and training takes places off road in a school playground. Level 2 teaches the children how to deal with traffic on short journeys and takes place on local roads.

On average some 2,500 children receive training each year. Courses are available during the half term for different age groups and we also run Learn to Ride for complete beginners.

We are now encouraging Secondary school pupils to take advantage of the level 3 training, especially to those that ride to school.

Level 3 teaches you to

- prepare for a journey
- understand advanced road positioning
- pass queuing traffic
- perceive and deal with hazards
- understand driver blind spots
- react to hazardous road surfaces



Cycle safety



Cycling is a fun and healthy way to travel that the whole family can do, but it's essential to make sure all aspects of safety have been considered before taking that first bike ride. Here are ten important points for safer cycling...

- ✓ **Before you set off**, make sure your bike is in good working order
 - ✓ **Check the brakes** are working properly, look for worn brake blocks or badly adjusted brakes
 - ✓ **Tyres should be well inflated** with good tread, look out for bulges on the sides or any bald patches
 - ✓ **Reflectors and lights** should be fitted and working correctly. It's against the law to ride a bike on the road without a rear reflector (red); remember to clean them too: A dirty reflector is not a protector!
 - ✓ **Be safe, be seen** – wear something that is both reflective for night time and fluorescent during the day, so that you can be seen easily at all times
- ✓ **Cycle helmets** – cyclists are vulnerable road users; wearing a cycle helmet will not stop you having an accident but it can reduce the risk of a serious head injury by 85%
 - ✓ **Plan your journey** and where possible keep away from busy roads and junctions; if there is a cycle path, use it. See www.hounslowtp.org for a map of Hounslow showing all cycle paths in the borough
 - ✓ **Be aware** of other road users. At junctions, try to make eye contact with drivers and always give clear arm signals to let others know what you intend to do.
 - ✓ **Remember... it's always the cyclist who gets hurt.** If you're not confident during your ride, get off your bike and push it until you are happy to join the road again.
 - ✓ **Get trained** – if you haven't had cycle training, the road safety team can tell you what courses are available – they are FREE in Hounslow which is a bonus!

School travel plans (STPs)

What is an STP?...

STPs are short documents produced by schools with the aim of promoting active travel and reducing car use on the school journey. They are specific to each school and detail the transport issues faced by staff and students in the local area and set out a range of initiatives designed to increase walking, scooting and cycling and promote road safety. A reduction in the numbers of pupils arriving by car reduces the strain on local roads, bringing a benefit to the whole community, and improves the well-being and concentration levels of students by encouraging more active lifestyles. Schools also find that a STP can improve the safety of pupils on the school run by making road crossing easier due to reduced levels of traffic congestion and fewer parents parking in dangerous areas such as outside school entrances. As the population of Hounslow grows, and school numbers increase, there is an even greater need for schools to implement STPs.

In the last 10 years, the introduction of school travel plans and the STARS accreditation system (see below) in London has led to a decrease in the number of car journeys amongst participating schools, however overall numbers of children walking to school has been falling and too many pupils are missing out on the significant health benefits a 15-minute walk can bring. STPs focus not only on walking the entire journey to school but also on encouraging public transport use, since even short walks to the bus stop or train station are beneficial.

TfL STARS Accreditation Scheme

To ensure STPs are a high standard and will be effective, TfL awards schools with an accreditation level; either Bronze, Silver or Gold. In 2016/17, 45% of Hounslow schools achieved a STARS Accreditation – a fantastic achievement. All accredited schools are able to display the STARS logo on their website and have access to Hounslow Council's sustainable travel grants scheme. For a full list of accredited schools see: <https://stars.tfl.gov.uk/Partner/27/School>. In December 2017, TfL hosted a Top Schools event at City Hall where Cardinal Road Infant and Nursery School won a School Travel Champion Award due to their dedication to engraining an active and safer travel ethos within their school and the wider community.

If you would like more information, visit the TfL STARS website: <https://stars.tfl.gov.uk/>

Adult cycling courses

For those parents who would like to keep up with their children and become a cycling family, we offer **FREE** training for adults.

The course is designed for people who have done little or no cycling or have not cycled for some time and would like a refresher course. The training is carried out during the weekend. These courses are offered on a one-to-one basis for complete beginners and in smaller refresher groups to boost confidence. Family cycling is also offered.



The course covers the following aspects:

- ✓ Owning a cycle and suitable clothing/equipment
- ✓ Riding skills
- ✓ Cycle routes
- ✓ Listening and observation skills
- ✓ Practice in both "off" and "on" road areas
- ✓ Overtaking and roundabouts
- ✓ Basic maintenance.

To find out more when our next session is running please email: roadsafety@hounslow.gov.uk

STP Active Travel Initiatives

Some examples of what schools have been doing to promote cycling:



Lampton School, Hounslow Cycle Parking

The school recently received a grant from the London Borough of Hounslow to help towards the installation of cycle parking facilities for students. By providing secure bike parking facilities that are protected from the elements, students feel happier and are more likely to cycle since they know that their bikes are secure and they won't have a wet saddle on the way home.

Grove Park Primary School, Chiswick Bike Maintenance

The school has installed a bike pump in their cycle parking area to give pupils, staff and parents/carers the confidence to use their bikes knowing they can fix a puncture or just give their tyres a quick top-up without going to the local bike shop.

Southville Infant and Nursery School, Feltham Bike Timetables

The school has created a 'bike timetable' for Reception pupils so each child has access to a bike at least once a week at break time. The timetabling has been successful and the school hope to increase their pool of bikes to open this up to more pupils.

Some examples of what schools have been doing to promote active travel:

St Michael and St Martin Catholic Primary School, Hounslow World Car Free Day

After successfully promoting World Car Free Day at the school through assemblies and newsletters home, staff and parents/carers left their cars at home and the school car park was empty all day! As a result, the school entrance was safer and fewer idling cars improved air quality. World Car Free Day runs annually on in September.

Ashton House School, Isleworth Pedestrian Training

Pupils at the school recently completed pedestrian skills training where they learnt about safe places to cross roads and what to look out for when walking to school. Pupils were also told about the importance of wearing bright clothing in order to make them visible to road users.

STP scooting success

Scooting has grown to be one of the main modes of travel to school, especially for infant school pupils. It allows children to keep pace with their parents and can be a lot of fun! Some examples of what schools in Hounslow have been doing to promote scooting include:



St Mary's Catholic Primary School, Isleworth

Scooter training

St Mary's has promoted scooting for a number of years, including providing scooter training for pupils which assesses whether they can scoot in a straight line, scoot along a wiggly line, and complete an emergency stop in the playground. Once these skills are mastered, pupils are taken on the pavement outside of school to learn about scooting safety near main roads. The pupils enjoy taking part and the training ensures they can scoot safely and with consideration to other pedestrians on the pavement.

Our Lady and St John's Catholic Primary School, Brentford

Scooter training

The school applied for small grant funding from the School Travel Advisor (STA) and used it to purchase a pool of 20 scooters to loan out to pupils. Every Monday afternoon parents can sign out a scooter, for £1 and a £5 refundable deposit and can keep it for 1 or 2 weeks. They also receive a helmet and high viz vest.

Our Lady and St John RC Primary, Brentford

Scooter parking

Scooter parking has been installed in the Early Year Foundation Stage (EYFS) playground to encourage parents/carers to ride to school with their children. Since having a secure place to park scooters, there has been a large increase in the number of those scooting to school.

Children's car seats

A high percentage of children's car seats are not fitted correctly in our Borough, which could have devastating consequences if involved in an accident. The Road Safety Team regularly hold 'Car Seat Clinics' around the borough, where we check and correct any faults to make the seats as safe as possible. We also give advice on the Law relating to the use of seats – please check our twitter / FB for details of the next one. Or email roadsafety@hounslow.gov.uk for more information.

Choosing and fitting the right car seat:



- ✓ Read the maker's instructions and keep them safe
- ✓ When the seat is fitted properly, it should not move
- ✓ If the seat moves/wobbles when fitted, it may not be compatible with your car
- ✓ The seatbelt buckle should not touch the frame of the baby seat
- ✓ If for any reason you are unhappy with the fit, go back to the shop
- ✓ Adjust the internal harness to fit the child's size correctly
- ✓ Pull the harness tight, so that only two flat fingers fit between the child and harness
- ✓ The central harness buckle should lay over the lower abdomen.

When choosing your car seat, remember not all car seats will fit all cars

- ✓ Do some research on the internet
- ✓ Check to see if the shop has a trained fitter
- ✓ Take your car with you when buying a car seat
- ✓ Ask the trained fitter to fit the seat in the car
- ✓ Make sure that you also know how to fit the seat in the car.

SECURE YOUR CHILD ON EVERY JOURNEY

Make sure that everyone else is also wearing their seatbelt.

In-car safety

Baby seats

Group 0/0+: Birth up to 13kgs or head crowns top of seat.

Fitted rear facing. Integral harness. Held in place by adult seat belt (or IsoFix*). Recommended to be fitted in the rear seat but may be fitted in the front with passenger airbag OFF – always check vehicle hand book as some may differ. It is safer for your child to be rear facing as long as possible. Move the harness up and remove any padding parts, as per instructions, as the baby grows.

If fitted correctly, the seat should not move.



*IsoFix - A child car seat attachment system which uses compatible metal connection points on the car and the seat. It is designed to make installing a car seat quick and easy. It removes the risk of incorrect fitting when using the car's seatbelt to secure the seat.

Never use a rearward facing carrier or rearward facing child seat on the front seat in a car with a passenger air bag on.

Child seats

Group 1: From at least 9kg (preferably 13kgs) up to 18kgs.

A separate seat secured by the seat belt (or IsoFix) to the car. The child is then restrained by the seat's internal harness – which includes a crotch strap, preventing the child from slipping out feet first in a collision. For best safety, always fit in the rear seat. The base of the seat should not move if fitted correctly. Use up to maximum weight for seat (18kgs) or when the child's eye-line is level with the top of the seat. Move the harness up as the child grows. Rear facing Group 1 child seats are becoming more popular.



In-car safety



High back booster seats

Group 2: From at least 15kgs (preferably 18kgs) or at least 4 years old).

The hi back booster seat puts a child in the position where the adult seat belt gives most protection. Both the seat and child are restrained by the adult seat belt. It will protect the head and chest area and provide support for the child generally. In a collision it will help protect against whiplash injury.

Recommended to use a Hi Back Booster seat, as they provide more protection, until the child does not require any seat by law. Hi Back Booster seats are also available in IsoFix.

Booster cushions Group 3:

Not recommended for use as offers NO protection for head or chest areas in an accident. New regulations mean manufacturers will no longer be allowed to introduce new models of booster cushions for children shorter than 125cm and weighing less than 22kg. Intended for use with lap and diagonal seat belt. Recommended to always use the hi back booster seat instead.



Seatbelts

You must wear a seat belt if one is fitted in the seat you're using – there are few exceptions! You're also only allowed 1 person in each seat fitted with a seat belt. You can be fined up to £500 if you don't wear a seat belt when you're supposed to.

REMEMBER... the driver is responsible for all passengers under 14 years of age.

A driver must make sure that any children in their vehicle are either:

- in the correct car seat for their height and weight until they reach 135 cm tall or their 12th birthday – whichever is first.
- wearing a seat belt if they're 12 or 13 years old (or younger and over 135cm tall).

You can be fined if a child under 14 isn't in the correct car seat or not wearing a seat belt while you're driving.

i-Size child car seats

i-Size an EU standard that offers better protection if you have an accident and has been in force since 2013. It currently runs alongside our current standard (R44.04).

To help you identify the new i-Size products just look for this easy to recognize icon.

Lots of parents move their children from rear facing car seats to forward facing car seats too early. The danger of doing this is that in a collision, a baby's neck isn't fully developed nor strong enough to support a heavy head, which can lead to spinal injury. Keeping a baby rearward facing for longer is a much safer way.



The main changes that i-size introduces are:

- **i-size seats are based on the child's height rather than weight**
i-size uses the child's height to determine if the seat fits the child, rather than their weight. This will make it easier for parents to judge if the seat is suitable for their child and when they should move the child into a larger seat.
- **i-size rearward-facing restraints are for babies up to 15 months old**
Babies in i-size car seats stay rearward-facing until they are at least 15 months old.
- **side impact test**
i-size includes a side impact test to ensure that the seats provide better protection from side impact collisions.



Seatbelts and the law



	Front seat	Rear seat	Who is Responsible?
Driver	Seatbelt must be worn if fitted		Driver
Child under three years of age	Correct child restraint must be used	Correct child restraint must be used. If one is not in a taxi, may travel unrestrained	Driver
Child from third birthday up to 135cm in height (approx 4ft 5ins or 12th birthday, whichever they reach first)	Correct child restraint must be used	<p>Correct child restraint must be used where seatbelts are fitted.</p> <p>Must use adult belt in rear seat if correct child restraint not available:</p> <ul style="list-style-type: none"> ✓ in a taxi ✓ for a short distance in an unexpected necessity ✓ if two occupied child restraints prevent fitting of a third ✓ a child three years and over may travel unrestrained in the rear seat if seat belts are not fitted 	Driver
Child aged 12 or 13, or over 135cm (approx 4ft 5ins) in height	Adult seatbelt must be worn if available	Adult seatbelt must be worn if available	Driver
Passengers aged 14 years and over	Seatbelt must be worn if available	Seatbelt must be worn if available	Passenger

Safe Drive Stay Alive (SDSA)

Safe Drive Stay Alive (SDSA) is a theatre performance which is aimed at all year 12 pupils attending schools in the Hounslow Borough about behaviour of passenger and driver. Now in its 7th year is shown at the Questors Theatre in Ealing.

THE KEY MESSAGES:

1. SPEEDING
2. SEAT BELTS
3. DRINK AND DRUG DRIVING
4. PEER PRESSURE
5. MOBILE PHONES/DISTRACTIONS

The performance is based around a video reconstruction of a tragic road traffic accident. The presentation includes dramatic footage of the crash and the emergency treatment afterwards. The video is interspersed with real life testimonies by members of the emergency services, as well as parents and victims affected by serious or fatal collisions.

Our key aims are to make the roads in Hounslow safer for all road users, reduce the number of people injured on roads in Hounslow and improve awareness with regard to Road Safety.

The Hounslow Road Safety Partnership has representatives from the Police, Fire and Ambulance Services, together with the London Safety Camera Partnership, the Highways Agency and Hounslow Council.



Motor cyclists and new riders

Mopeds: (scooters) may be a great way to get around once your son or daughter reaches the age of 16, but the combination of young people and two wheels can be very dangerous. However, with the right training, the right protective gear and the right moped, your child will be better prepared to deal with the dangers on our roads.

If they would like a moped and you support their decision, try to encourage your child to:

- ✓ Wear safe clothing
- ✓ Gain more road experience
- ✓ Not modify their moped.
- ✓ Have proper training
- ✓ Have a good attitude to safety

SCOOTERSAFE – LONDON: is a scheme offering a Rider Skills Day, delivered by professional police motorcyclists. Spending a day with professional police motorcyclists will help your child to improve their skills and become a safer and more confident scooter rider. They'll observe their riding and give them feedback to suit their ability – as well as recommending where they can get further training.



MOTORBIKES: Motorcyclists are disproportionately represented in fatal and serious injury collisions; representing 26 per cent of all those killed or seriously injured despite representing only 2 per cent of traffic. Due to an increase in the number of collisions, Hounslow borough is seeking to improve motorcycle safety by promoting free voluntary training courses, which will improve the quality of motorcycle safety beyond the minimum standard.

TRAINING COURSES AVAILABLE: BikeSafe-London, 121 Motorcycle Skills and Biker Down!



REAL ADVICE FROM REAL RIDERS!

For more information see: www.hounslow.gov.uk/info/20105/road_safety or email roadsafety@hounslow.gov.uk

New drivers

Better driving skills and better driving behaviour would make an enormous difference to reducing the number of road casualties. Driving is an acquired skill, and a demanding one.



As well as the right skills, drivers need the right attitude – towards speed, other road users, alcohol, drugs and fatigue. Learning to drive nowadays is more relevant to today's road conditions, with new drivers having to pass a two tier test: a theory test and then a stringent practical driving test.

The best way to learn to drive is with a good professional driving instructor backed up with plenty of practice.

Choosing the right instructor can be a bit of a lottery. There are hundreds of instructors in the phone directory, so how do you make a wise choice?

- ✓ Ask your family or friends for a recommendation as they may already know of a good instructor.
- ✓ Choose an instructor who has a good reputation and has a car that suits you.
- ✓ The cheapest driving school may not always be a wise investment!
- ✓ Choose an instructor that uses the Pupil Log Book system and adheres to the Driving Standards Agency (DSA) syllabus for Learner Drivers. This is a sure way of ensuring that you will be trained thoroughly.
- ✓ Choose an instructor with a high Check Test grade. You don't want one lower than 4 with the highest being 6. Ask for proof of their grade!
- ✓ Make sure you learn with a qualified Approved Driving Instructor (ADI). Ask to see their certificate on your first lesson.

Did you know?

By law, A qualified ADI must display a green certificate in the tuition vehicle. Ask to see it and make sure it is valid and bears the instructor's photograph. A pink certificate means the instructor is a trainee.

New drivers

Once you are learning to drive and are happy with your instructor (don't be afraid to change if you're not), always listen to the advice given, especially on the following:

- ✓ What books to read
- ✓ How to prepare for your theory test
- ✓ When you would be safe to practice with family or friends and what to practice
- ✓ When you will be ready for the driving test
- ✓ Any additional training after passing your test such as motorway training or Pass Plus.



New drivers



Here are the main things you need to think about...

FACT: Speed is the main factor in at least a third of all accidents. One in 20 people die if they're hit at 20mph; nine in 10 die if they're hit at 40mph. Only you can save their lives, and your own.

FACT: Younger drivers suffer more single vehicle accidents by losing control of the vehicle. How many of your friends have failed to negotiate a bend properly? Now you're driving on faster roads, you need to develop improved skills to control the vehicle. Today's near miss may be tomorrow's accident.

FACT: Inexperienced drivers take up to two seconds longer to react to possible danger. Research shows that quick reactions only

develop with experience. Allow for this in how you drive.

FACT: Young drivers take more risks. Go white water rafting or sky-diving instead. Road traffic accidents are anything but fun.

FACT: 85 percent of all drivers think they are above average. Young drivers, especially males, consistently over-estimate their own ability. Keep improving your driving. You may become as good as you think you are!

FACT: Young drivers have more accidents at night. Darkness plays tricks on everyone's eyes. You need to be "seen" and to drive more slowly at night.

FACT: Young drivers fail to observe signs and signals. They're there to help you avoid danger. So use them.

FACT: Cars full of young males with the stereo playing are far more likely to be involved in an accident than a young driver accompanied by his girlfriend or parent. Don't let passengers distract you, or push you to take risks or drive too fast. Passengers who've had a few drinks are a particular problem. Telling them to wear their seatbelts can have a calming effect.

FACT: Many women are either nervous of, or frightened by, aggressive driving. Aggressive driving actually makes young male drivers less attractive to young women.

New drivers

FACT: Some drivers allow their mood to influence their driving. Don't work out your anger at the wheel, and never get into arguments or rows. Only drive when you're calm.

FACT: Many young drivers feel a need to compete with other drivers. If people want to race away from traffic lights, let them get on with it. You've got a life, so hang on to it.

FACT: Men aged 17 to 25 are the main aggressive and bad driving offenders. Don't become one, and keep well clear of those who are.

FACT: Experienced drivers who take driver training courses reduce their risk of an accident by up to 20 percent. Think how much more it could do for inexperienced drivers.

FACT: Younger people have more front impact crashes. Only overtake when you're absolutely certain it's safe.

FACT: Some newly qualified drivers get overconfident now there's no one looking over them. Imagine you're being followed by a marked police car.

FACT: Fatigue is a main cause of motorway accidents. You may be fresh as you join the motorway, but you need to stay alert and be ready for other drivers who may not be.

FACT: Not maintaining adequate braking



distances and poor lane discipline are also causes of motorway accidents. It takes time and training to acquire the new skills you need.

FACT: Intelligence or lack of intelligence is not related to accident risks. But there is such a thing as intelligent driving. This also means being courteous and considerate towards other road users.

FACT: The driving skills you have learned so far are basic ones. It takes time to acquire higher level skills of judgement and anticipation.

Take it steady! Don't make your driving career a crash course.

[Sources: Department of Transport, TRL, DSA, RoSPA, AA, Consumer Association, the Police, Ford Motor Co.]

New drivers

Re-testing/Returning to 'L'

People who have passed their first driving test since 1 June 1997, are placed on probation for two years. A total of six or more penalty points during that time means they have to go back to learner status, apply for a provisional licence and take the test again.



Why a probation period?

Newly qualified drivers, especially young ones, are more at risk in the first year or so after passing the test, than at any other time in their motoring career. One in five will have an accident in the first year alone. The new law aims to reduce the number of road deaths and injuries by penalising new drivers who increase their risks by committing offences such as speeding.

Which drivers are affected?

Anyone passing their first driving test, no matter what class of vehicle it covers (usually car or motorcycle) for the first two years after the date of passing. Drivers who already have a full licence in one category and pass a test

in another do not have their probationary period extended or revived because the scheme is aimed at first-time drivers.

Calculating the six points

Penalty points count if the offence was committed during the first two years after passing a driving test, even if the court sentence is not given until this period has expired. Any penalty points acquired before passing the test may also count as they are valid for three years from the date of the offence.

Returning to L plates

When the Driver and Vehicle Licensing Agency is notified that a new driver has six or more penalty points they will write to him/her to say that their licence has been revoked. The driver then reverts to learner status and is treated like any other learner.

He or she has to apply for a new provisional licence, display L-plates and is prohibited from driving on motorways. A learner car driver will need to be accompanied by a driver aged 21 or over who has held a full licence for at least three years. A learner motorcyclist will be restricted to smaller, less powerful bikes.

New drivers

Welcome to the school of hard knocks

If you're a newly qualified driver, reading this could help save your life. Every week nearly 90 drivers aged 17 to 25 are killed or seriously injured on the roads of Great Britain. Why take the risk of throwing your life away like this?

Drivers between 17 and 25 make up just 16 percent of all licence holders. Yet they have 28 percent of all accidents involving injury, despite a lower than average mileage. Understanding why this is so will help you avoid becoming another government statistic. But you must help yourself first, so read on...

How young drivers come to grief in accidents in Hounslow

▶ Driving too fast for the road conditions.....	18.8%
▶ Crashing when exceeding the speed limit.....	17.6%
▶ Misjudging the speed of another vehicle.....	9.2%
▶ Overtaking errors.....	8.9%
▶ Not seeing danger concealed by stationary vehicles.....	7.3%
▶ Driving affected by drugs or alcohol.....	6.3%
▶ Bad weather conditions.....	5.7%
▶ Inattention or disobeying traffic signals.....	5.4%
▶ Following too close to the vehicle in front.....	4.8%
▶ Over-shooting a junction.....	4.2%
▶ Distractions inside or outside the vehicle.....	4.0%
▶ Bad lane discipline.....	3.8%
▶ Driving a vehicle you haven't driven before.....	3.5%
▶ Vision affected, heavy rain, snow, spray, fog, sun.....	3.5%
▶ Vehicle defects (mainly tyres, brakes, lights, dirty windscreens).....	3.3%
▶ Avoiding the action of another vehicle.....	2.8%

So... you want to reach 25?

Accidents will always happen. But, they don't have to happen to you. Each fatal mistake detailed in the table is largely avoidable, but you must work at getting the experience you need now.

Traffic calming

Speed humps and speed cushions

These are used to physically reduce vehicle speeds within residential areas.



Speed humps (once known as ‘sleeping policemen’!) are kerb-to-kerb vertical deflections placed at intervals along a road.

Speed cushions are similar to speed humps except that they have gaps in them so that cyclists, emergency vehicles and buses are not adversely affected by the traffic calming. They are only used on cycle, bus and emergency vehicle routes since they cost approximately three times as much as speed humps.

Vehicles are permitted to park on speed humps and speed cushions unless there are any waiting and loading restrictions, or if the vehicle is causing an obstruction.

Junction tables and speed tables

These provide a means to slow down vehicles exiting and entering side roads, as well as improving the crossing facility for pedestrians.

Junction tables are kerb-to-kerb vertical deflections across side road junctions. They usually have a flat top which allows pedestrians to cross the road without stepping up and down a kerb. They are principally used on side road junctions which lead onto a main or principal road. They tend not to be used on bus routes which use longer wheel-base vehicles since they can be uncomfortable for passengers. They are also used where there are a large number of crashes that involve exiting vehicles from the side road and other measures have been considered.

Speed tables are similar to junction tables except that they extend out from the side junction and cover the whole junction. They are used where the roads at the junction carry a similar number of vehicles.

Traffic calming

The location of speed tables and junction tables means that they are close to junctions. It is one of the recommendations within the Highway Code that you do not park within 10 metres of a junction (to maintain visibility) and it is possible that you could be prosecuted for obstruction. In most cases, we will introduce speed tables and junction tables with waiting and loading restrictions to make this recommendation clearer.

Road Closures and restricted movements

These are used to restrict the movement of vehicles along certain routes – especially roads that have become used as extreme ‘rat-runs’ to avoid the more suitable principal roads of the borough.

They can either be completely closed; gated, to allow only certain vehicular access; ‘one way plugs’ where a small section of the road is made one way to prevent movement of vehicles in the opposing direction; or ‘open closures’ which permit certain vehicles, such as emergency vehicles or buses, to cross the closure in both directions but prohibit other vehicle movements. Where possible, we do provide facilities to allow cyclists access through the closures in both directions.



20mph zones

These are areas of roads that have been restricted to a maximum speed of 20mph rather than 30mph. They are used within certain groups of residential roads where there have been road traffic crashes that have occurred as a result of excessive speed. You may see these signs in Hounslow. School children have designed them to encourage motorists to drive safely.

New drug driving rules

On 2nd March 2015 a new law was introduced on driving after taking certain drugs (including some medicines) in England and Wales. The law states that it is an offence to drive with certain drugs above the specified blood levels in the body, whether your driving is impaired or not. This will make it easier for the police to tackle drug drivers.

The new law sets limits at very low levels for eight drugs commonly associated with illegal drug use, such as cannabis and cocaine, to tackle illegal drug use and driving.

The law covers use of 8 drugs commonly associated with medicinal use, that are sometimes abused, that have been set at higher limits based on the available evidence of the road safety risk and to reflect their use as medicines. These are:

- morphine used to treat pain – opiate/opioid based medication will metabolise (chemically change) into morphine and show in a blood result
- diazepam, clonazepam, flunitrazepam, lorazepam, oxazepam, temazepam used to treat anxiety or inability to sleep
- methadone used to treat drug addiction
- Amphetamine used to treat attention deficit hyperactivity disorder (ADHD) and Parkinson's disease is also planned to be included within the offence in the longer term.

If you are found to be driving with any of these medicines above the limits in your body, you could be guilty of breaking the law. **But if you are taking the medicines according to the advice of your prescriber or leaflet in the package, and your driving is not impaired, then you are not guilty of breaking this law.**

If you are unsure how the change will affect you, talk to your doctor or a member of the pharmacy team.

For more information please go to www.gov.uk/drug-driving-law



Mobile phones

It is illegal to use a hand-held mobile phone when you are driving, even when you have stopped at traffic lights or in a queue of traffic.



This includes making or receiving calls, pictures, text messaging or accessing the internet. You must pull over to a safe location. Risk using a hand-held mobile phone when driving and you risk a fine. Even if you're a careful driver, it's easy to be distracted by a phone call or text message – and that split second lapse in concentration could result in a crash.

Using a hand-held mobile phone while in charge of a vehicle carries an on-the-spot penalty of £200 plus six points on your licence. This can be increased to a maximum of £1,000 (£2,500 for drivers of lorries, buses and coaches) if it goes to court.

It is risky even to use a hands-free phone. This will still take your mind off your driving and you can be prosecuted for not having proper control of your vehicle. You face further penalties if you drive carelessly or dangerously while using a mobile. Penalties can include disqualification, a large fine and up to two years' imprisonment.

If you are an employer, you may also be prosecuted if you require your employees to use a hand-held mobile phone while driving. It is an offence to cause or permit the use of a hand-held mobile phone when driving. It is also an offence to cause or permit a driver not to have proper control of the vehicle.

The only exception to this rule is when you need to call 999.

Alphabetical list of advertising

- Al Mustafa Welfare Trust
- Ballymore Properties – Brentford Waterside
- Barratt West London – High Street Quarter
- Bellway Homes North London
- Blood Donation
- Bouygues UK
- EcoWorld London – Verdo Kew Bridge
- GBN Services
- Great Ormond Street
- Local Authority Publicity
- London Square Developments
- Quadrant Construction (L&Q) – The Gateway W4
- Segro



We wish to thank all who advertised in this promotion, for it is by purchasing space herein that the publication can be produced free of charge. It must be clearly understood, however, that you are purchasing space from the publisher and no other party. London Borough of Hounslow and the publishers, whilst thanking all advertisers for their support, would advise all persons advertising herein or reading this publication, that they disclaim any liability whatsoever whether intentionally, recklessly or negligently, for any inaccuracies or misleading information that may be contained in the editorial or advertising sections and do not endorse or recommend any company, person or other institution and/or their products, services or activities by advertising in this publication. All enquiries to: Local Authority Publicity 020 8905 4455.

744



The luxury of choice.



Acton Square W3 7RR



Contemporary apartments set around landscaped courtyards. Walking distance to Acton's many underground stations, shops and restaurants. Studios, 1 and 2 bedroom apartments available.

Call: 0333 202 5171 • Prices from £374,995

Lion Wharf TW7 6RJ



High specification 1, 2 and 3 bedroom apartments offering residents an idyllic riverside lifestyle, situated within easy reach of Richmond, St. Margarets and Kew Gardens.

Call: 0333 577 3919 • Prices from £449,995

Brand new homes in excellent locations across the capital and beyond, all benefiting from the same high Bellway quality and outstanding customer service.

nlondon-sales@bellway.co.uk

www.bellway.co.uk

Prices correct at time of going to press. Specification on site may differ. Computer generated images are indicative only.



PROUD TO BE INVESTING IN HOUNSLOW

A SELECTION OF OUR DEVELOPMENTS



London Square is delighted to have sold out of our latest development in Hounslow, London Square Isleworth. This is a new community of contemporary 1, 2 and 3 bedroom apartments with a superb specification and spacious living areas.

With a sole focus on the capital and its surrounding areas, we are specialists in developing homes that are worthy of this magnificent city and its residents, from cool city apartments and smart family homes to grand restorations and conversions.

For more information on our portfolio or to join our award winning team, please contact us.

CALL 01895 627 300 OR VISIT WWW.LONDONSQUARE.CO.UK



www.londonsquare.co.uk

Computer generated images depict London Square Isleworth, London Square Caledonian Road, London Square Spitalfields, London Square Bermondsey and London Square Staines upon Thames and are indicative only. Photography depicts London Square Tadworth, The Star and Garter and London Square Orpington and is indicative only. Details are correct at time of going to press. February 2019.