



## RED Corporate Driver Training update - August '23

### ALL OF YOUR TRAINING NEEDS FROM RED TRAINING



The end of August is nigh! With the Bank Holiday on the 28th almost signposting the end of the official Summer period, back to school and back to work are common drumbeats across communities in the UK.

But don't let all that rest and recuperation melt away! As more motorists likely get back onto the roads for business, education and non-holiday needs, think of ways to invigorate your driver safety messaging and proactivity.

Manage your driver risk? Keen to make sure you're drivers are compliant and safe? Looking for a specific driver training course to set a few things straight, or encourage some colleagues back onto the 'straight and narrow'? Need truck licence acquisition support or a special event day to celebrate your commitment to road and driver safety?

RED Corporate Driver Training has been delivering its wide range of driver training courses for many years, during which time it has also developed a host of bespoke courses for fleet operators that recognise the importance of driver training, driver risk

management and a desire to demonstrate their duty of care, to reduce costs and to protect their reputation on road. Do you need us right now? - [Full course list here](#)

If you have new drivers, or drivers who need familiarisation training with a new vehicle, speed awareness training or any general training questions relating to driving then please do get in touch with us via [info@redtraining.com](mailto:info@redtraining.com) or use the [online booking form here](#).

In this monthly newsletter you'll find out more about just a small number of courses that are available to you and some helpful tips to help you stay safe on our ever changing roads. And check out more about the Corporate team at RED Donington - here to support you and your driver risk needs.

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## An introduction to SafetyFirst - our new driver risk platform to support you and your drivers



We have been working on a modern, flexible and effective support driver platform for our fleet business customers to replace our Automotional system. The Automotional platform is due for retirement soon but we've been busy behind the scenes!

'**SafetyFirst**' is our new system in final development and you can find some initial information on our website.

It is going to be a better, more effective support system to ensure you have visibility and control over your RED driver training and driver risk services, from periodic licence checking to online assessment and e-learning modules through to on road training and workshop bookings and much more. We're quite proud of how it is looking! It will complement our comprehensive range of proven driver training products and services.

Find out more about SafetyFirst on the RED website [here](#), including our simple introductory video on the page.

There's more 'About RED' on the website and from this site you can check out our wide range of driver risk and driver training services too. Visit the website [here](#), and enquire for a specific topic need by contacting us. Request a demo of the SafetyFirst system by using the form access below.

[Request a demo](#)

## Government "THINK!" Campaign brings it close to home again



**Gary.**

**Dad-dances like nobody's watching.**

**Cycles in the centre of the lane to be safe and seen.**

**Travel like you know them.**

People may cycle in the centre of the lane, allowing others to overtake when safe to do so.

**Follow the Highway Code.**

**THINK!**

"TRAVEL LIKE YOU KNOW THEM" was a DfT campaign first run during 2022 soon after the changes to the Highway Code - with changes including the clear identification of the hierarchy of road users.

It's back again from August 2023 to remind people to behave thoughtfully and safely on the road - with a nice human touch and sensitivity - suggesting we think about our own friends and loved ones when we're interacting in our vehicles with others on road. It's so easy otherwise to switch off in our own "mobile bubble" shut away from the much of the environment around us.

You can watch the TV ad on YOUTUBE here: <https://youtu.be/CqBI24WMsXs>

- The campaign speaks to everyone who uses the road - business users or others
- It continues to raise awareness of key changes to the Highway Code - important for your drivers too!



- It tries to get drivers to appreciate emotion and a protective spirit, rather than the temptation to only look after 'number one'.
  - It is a great addition to the practical driver risk and driver training services that RED can offer you as part of your driver safety commitment programmes
  - Why not share some of the messaging with your own drivers? There's a lot more here: [Travel Like You Know Them – THINK!](#)
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As part of our comprehensive range of driver risk and driver training programmes, RED offers truck licence acquisition training and this includes trailer towing for the relevant licence categories.

The demand for professional HGV drivers is still high. Do you have a truck driver need?

Find out more about this and more that we can offer by browsing our Corporate Driver Training website (browse [here](#)) or contact us to see if we can help you manage your driver safety, knowledge and skills.

Contact us

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**See RED at 'Fleet & Mobility Live' in October**



**WE'RE EXHIBITING!**  
The UK's leading event for the fleet and mobility community

**REGISTER TODAY** 

**FLEET & MOBILITY LIVE**  
brought to you by **FleetNews** Headline Sponsor  
Premium Association Supporter **AFP** **SMS** Leading the smart energy revolution

 **NEC, Birmingham**  
 **3-4 October, 2023**

RED are proud to be exhibiting at Fleet & Mobility Live, at the NEC Birmingham on the 3rd and 4th October.

If you are involved in managing your fleet and more importantly the safety and efficiency of your drivers then you should already know about this annual event which is well worth attending.

RED will be there to help you. We'll have a few new things to show, plus reassure you that we still have the proven range of comprehensive driver risk and driver training services we have always successfully offered too. Do look up RED if you plan to attend.

You can register to attend [here](#). Get it in your calendar and plan to come. RED would love to see you there!

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**Like to understand what we do at RED Donington? View the video and why not visit us?**



RED Corporate Driver Training is proud of its comprehensive range of driver risk and driver training services.

But did you know as well as 'coming to you' we have a dedicated training centre of excellence in Donington, on the Donington Park Race Circuit premises?

With extensive indoor training and presentation facilities, plus outdoor tarmac, skid car and 4x4 off road facilities, we can host your driver training events or specific courses at this location in the centre of the country. We also offer licence acquisition courses for commercial vehicles. It is ideally located for easy access just off the M1 and near to the town of Castle Donington. Find out more about RED Donington [here](#).

If you'd like to find out more or arrange a site tour visit to check out these facilities, you'd be welcome. Just contact us and we'll be happy to help and show you around - let us know when you might be in the area.

Book courses here

Contact us



Whatever your need in terms of professional driver compliance and road risk management training, we believe we have one of the strongest, most comprehensive service offerings in the UK.

From **licence-checking**, to **online driver assessments**, **e-learning** and a wide range of **driver training** interventions, **webinars**, **workshops** and of course our **excellent training facility** at Donington, please do find out more, or contact us if you feel we can support you, now or into the future.

We also offer **HGV licence acquisition**, **Driver CPC** and more. Explore what we can offer and provide to your business on the website [here](#).

Contact us

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***“Never undertake any job unless you have been trained and assessed as competent”*** - this includes driving/ using unfamiliar vehicles, heavy commercial vehicles, and trailers!

**Thanks for keeping up to date with RED. How to get in touch?**

'Follow Us' on our RED Corporate Driver Training LinkedIn page [here](#).

You can e-mail us at [training@redtraining.com](mailto:training@redtraining.com)

If you know what course, you want you can complete the [online booking form](#)

If you want to talk to someone, simply call our helpful team on 01332 810007



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