



## RED Corporate Driver Training update October 2023

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RED, as a UK leader in driver training for businesses, is pleased to update you on our comprehensive range of services to help you save money, reduce risk and even save lives on road. Find out about our driver training and driver risk management services in car, van and truck... and more here.

RED Corporate Driver Training is able to offer a wide range of programmes including trailer towing, heavy vehicle licence acquisition and a variety of advanced driver training and vehicle familiarisation courses. We have been delivering these courses for many years and have developed a range of proven and bespoke courses - [Full course list here](#). *The RED team are here to help!*

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### Harsh Winter Weather is on us!



With Storm Babet currently buffeting much of the UK this week and high-alert safety warnings being issued, do think about the conditions that your driver's might find themselves in.

Reminding your own driver community of the changes in temperature, weather and, in particular, road surfaces can really help keep everyone on alert as the weather changes for the worse. Leaves and other debris on the road, significantly stronger winds, wetter weather and a drop in temperature can all lead to more hazardous conditions for drivers.

RED offers winter driver training and skid car training at our dedicated training premises at Donington (on the Donington Park Race Circuit in the heart of the country). We can of course also come to you. You can check out this skid car training [here](#) on our website.

It's part of a much wider range of courses - that also includes 4x4, on road advanced driving and more to help keep your drivers safe, efficient and productive.

Why not share content from [this useful winter driving safety page](#) with your own driving community?

### Do you need more systematic management of driver risk?



Quality training services and relevant and effective training interventions are a key element of any pro-active driver risk management programme. Regular licence checking is vitally important too.

Just as important is a core system to provide your fleet controllers and driver managers with flexible, dynamic and immediate access to your driver community - which drivers, which vehicles, what different level of safety risk exposure, what training completed, what training to come, who's a grey fleet driver, are they safe and legal, etc etc. It's a lot to coordinate and control!

We've developed a new online control system for our fleet customers. Called **SafetyFirst**, and powered by RED, it provides managers and fleet controllers with simple and easy to use access to your driving community. And it also provides your drivers with an easy to access 'self-serve' portal to complete online driving assessments, absorb e-learning modules, agree to periodic licence checking (which is fully automated) and more. [Find out more here including our preview video](#) and contact us if you'd like a demo. It will help take the strain!

Contact Us

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RED are now an official partner with Driving for Better Business



October is Tyresafe Month, so why not listen to the DfBB Tyresafe Podcast? - you can download it from [here](#).

And check out the Driving for Better Business Van Driver toolkit online too. In particular, it has a helpful range of content including Winter Driving Tips. Find out more on the DfBB website [here](#).

## UK Road Deaths & Serious Injuries are flatlining - more to be done



The latest annual road safety statistics - published by the DfT in late September - show improvements in reducing deaths and serious injury in the UK have flatlined.

In the Department for Transport's reported road collisions in Great Britain in 2022, there were an estimated 1,711 fatalities, a decline of only 2% compared to 2019, with 29,742 KSI casualties, a decline of 3% compared to 2019.

The toll of death and injury dropped during the pandemic as travel fell, but in the first full year back on the roads, the numbers have barely changed having dropped steadily in the past 20 years, when around 3,000 people died on Britain's roads. In the last few years the reduction has slowed, to where it has now flatlined.

Seb Goldin, CEO, RED Corporate Driver Training, said: "For the last couple of decades everybody involved in road safety has patted themselves on the back at the great strides made in reducing death and serious injuries. And rightfully so. But we stand at a critical juncture now, and what we do next will shape the future of our roads.

"Quite simply, road safety is flatlining. Improved safety technology in vehicles has done a remarkable job, with all casualties down 12%. But the figures show that for the most severe accidents, and outcomes, things are no longer improving. Killed and serious injuries numbers are no longer dropping in any marked way. That just can't be allowed to continue: the death toll is still far too high."

RED believes this is often because in the most serious, high-energy crashes, vehicle technology is unable to either stop the event happening, or do enough to mitigate its effects.

Goldin added: “So, how do we make the next big leap in road safety? Many vehicles already have autonomous systems intended to avoid crashes and are kitted out with a plethora of passive and active systems. Our roads are monitored and controlled like never before. Yet the appalling death and injury toll continues at the same rate. The one variable that isn’t addressed is the driver - still the major factor in most incidents.

“We need to educate drivers better. From the moment they get behind a wheel as a learner, throughout their lives, we need to make drivers more aware of the potential risks, more able to understand the driving environment around them with clarity, and make them more skilled behind the wheel.

“Driver training should not be seen as a ‘nice to have’, or the assumption made that technology will always bail you out - these statistics show in the most extreme cases, it won’t.

“The only way, then, to improve this is to fundamentally improve the skill levels of the person behind the wheel so the incident never happens in the first place. We can get these numbers down – our work with fleets show you can dramatically cut crashes – but it needs everyone to change their mindset so we don’t sleepwalk through more years of unnecessary tragedy.”

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## RED Donington hosts the 2023 Driving Instructor of the Year event



***The country’s leading RED instructors met at the national final in Donington on the 14<sup>th</sup> October and battled for the title of Driving Instructor of the Year through a series of tasks.***

Using the excellent RED Donington National Training Centre facility, the regional winners gathered to take part in a series of judged challenges including 4x4, skid car, blind driving

and fuelsave excercises. This well-appointed facility can be used for specific fleet and corporate driving events and will in fact host some later in October, which we will touch on in a later newsletter issue. Check out RED Donington [here](#).

*The awards process had identified the 10 winners from regions across the UK who received the most 5-Star Trustpilot reviews from February to July 2023, and the day culminated in 2023's Driving Instructor of the Year was Niall Davies, who has claimed the title for a second year running. Niall stated, "I had a wonderful time and thoroughly enjoyed the final. I was glad that all regional winners were recognised as a winner too".*

Seb Goldin, CEO of RED Driver Training, commented: "We pride ourselves on the incredibly high standards to which our instructors work to, and this is proven through their outstanding reviews – you can't get a better commendation of someone's expertise than hearing directly from a learner about their experience and the impact a driving instructor has had on them."

The Driving Instructor of the Year awards have taken place at an exciting time for RED, having surpassed 10,000 Trustpilot reviews, delivered over 1,000,000 driving lessons in the year so far, and having recently launched a fully integrated solution for learners, helping them to pass their theory test. The app, RED Complete Driving Theory, is now available in Apple and Android formats priced at £4.99 per month. Timmy, regional winner, and overall 2nd place winner, says 'The App is a great addition to helping learners with their theory, which we integrate into our lessons. Such technological advances and recognition, such as the Driving Instructor of the Year Awards, make me very thankful to be part of RED's amazing team'.

We're always pleased to hear from you, to offer more information or quote for some of your driver training needs



We want to make sure you know how to contact us, and what services are available from RED - find out about news and training information on our [website](#) or by contacting us.

Let us know if there's something you need that's not highlighted in this issue, or if there is an item you'd like featured in this regular newsletter. Contact Emily & the team at our hub in Donington.

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