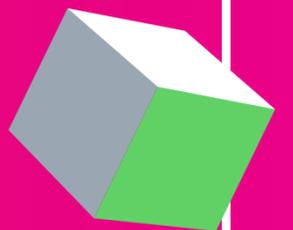


# ANOTHER SET OF EYES

Course summary – TfL and FORS Approved

V.1.1 – Updated – 14.04.2019.



# SAFETY TRAINING INCLUDING **VIRTUAL REALITY** LEARNING

This training is designed specifically for drivers who cannot complete the practical phase of either Safe Urban Driving or the Van Smart course.

## **Objective**

To give drivers as close a practical experience as possible to gain experience of being a vulnerable road user, in particular a cyclist.

## **Reason why?**

Improve road safety.

## **Incentive**

Improving your driving style may reduce stress and help achieve the vision zero aim of no road deaths.



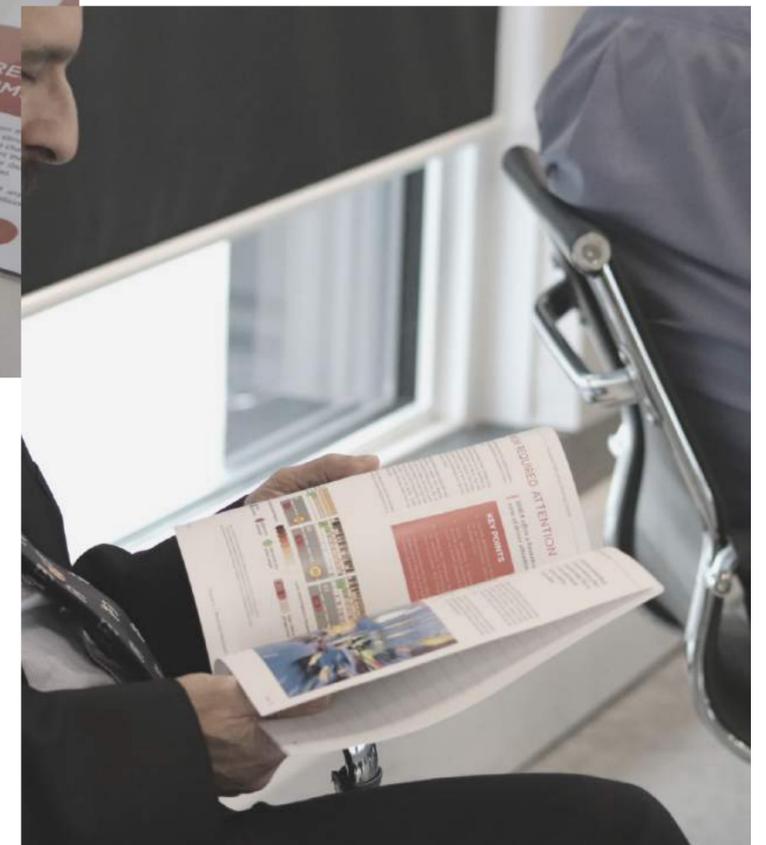
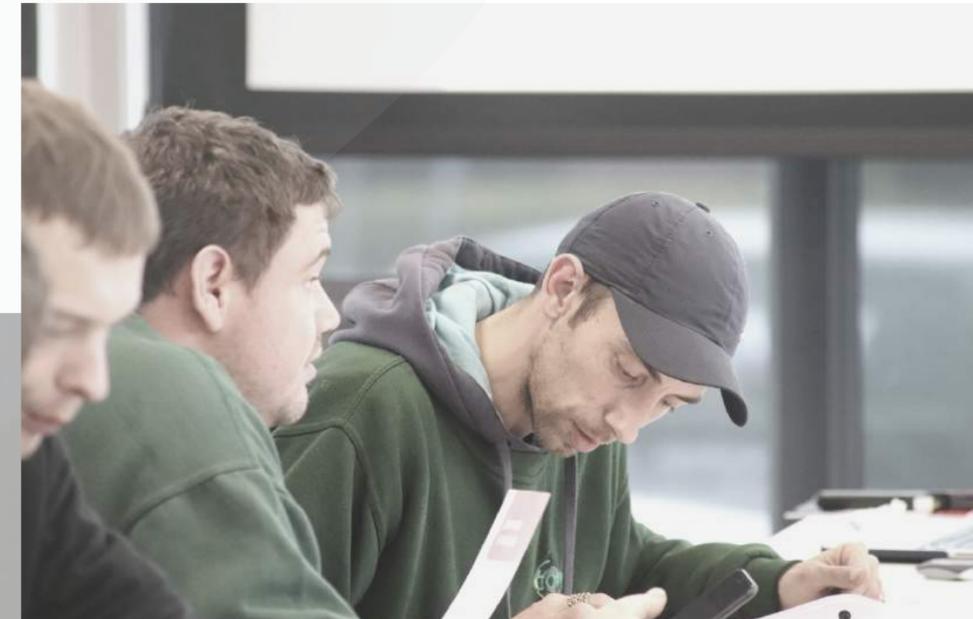
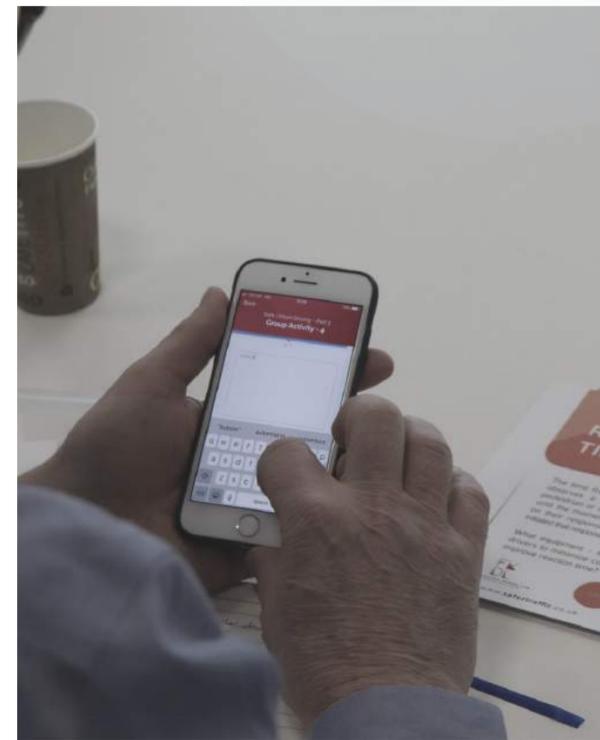
## WHAT MAKES THIS **TRAINING UNIQUE?**

This training has been designed to give as close an experience of being a VRU for commercial drivers who have to drive a vehicle as part of their role but driving is not the main duty.

### Examples

- Telephone engineer
- Vehicle Logistic (was Tube Lines) van driver

WE ENABLE DRIVERS TO **TRAIN AT ANY TIME, ANYWHERE, EVEN IN BAD WEATHER** BY DELIVERING THE TRAINING IN A CLASSROOM.



# COURSE SUMMARY

Topic	Course Content	Delivery method
Appreciate how and why city roads are changing to accommodate active travel, such as walking and cycling.	<b>Reducing congestion</b> Show the changes being made to increase walking and cycling to reduce car trips due to congestion	Film, PowerPoint Presentation, Quiz
Experience Identifying the most vulnerable road users and how they interact with traffic.	<b>Protecting VRU's</b> Scenario based VR - showing how each vulnerable group may interact with traffic due to a lack of knowledge of vehicle speeds, manoeuvre-ability etc. Include information about disability both obvious and hidden.	One Virtual Reality experience for each Vulnerable Road Users
Share the road safely with others through applying defensive driving techniques.	<b>C.O.A.S.T -</b> Group activity. List a hazard drill for overtaking a cyclist.	Individual exercise, method cards, compare all answers before providing a detailed solution of the most effective drill.
Experience a route (USING VR) in the urban area – interacting with other road users.	<b>Confirmation</b> Scenario based – show how the hazard drill and the application of C.O.A.S.T makes for a better safer drive.	Two Virtual Reality experience one information, one confirmation

TOTAL TIME (without break) – 195 minutes - 3 hours 15 minutes

TOTAL TIME (with breaks) – 3 hours 25 minutes

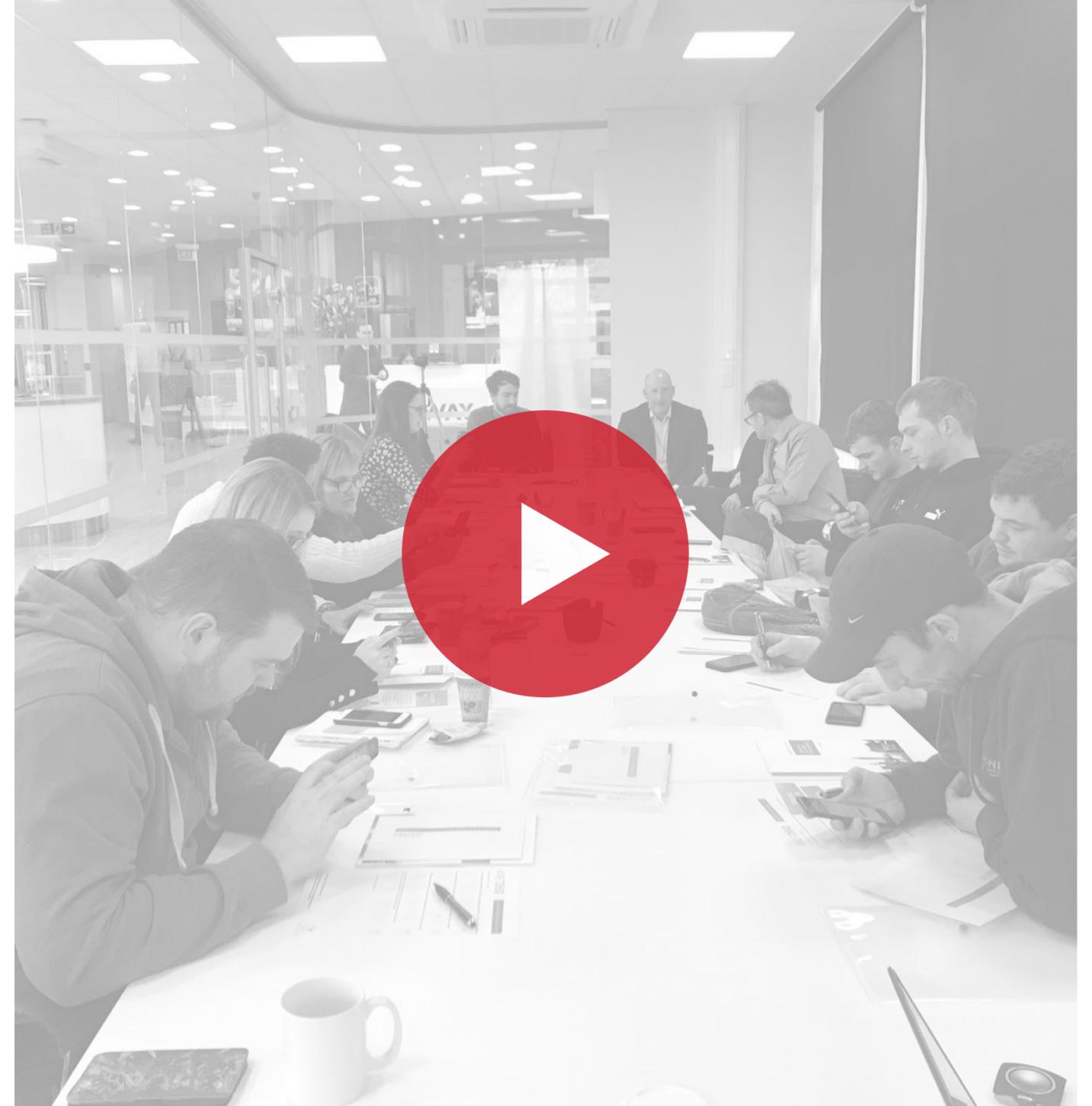
# TESTIMONIALS

Peter Parle - Transport Manager, FM Conway

“It’s been fascinating working with Francis; his passion for road safety is brought to life through this ground-breaking driver training platform.

From its very conception Francis understood the harsh and demanding environment our drivers need to work in. His expertly designed training modules use different virtual reality scenarios to take drivers into complex and uncalled-for situations that they’re likely to encounter on a daily basis.

This extensive and thoughtfully designed training package delivers full driver engagement as opposed to the outmoded power-point offerings of the past”.





FRANCISKODAK DESIGN LAB  
CHANGE BEGINS WITH IDEAS

## CONTACT US

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# WHO WE ARE

**FrancisKodak Design Lab is a family business,** one that we have worked hard at building the past seven 7 years. Our aim is to have a significant impact on making our roads safer.

**The challenge is to build a culture that allows us to continually ask hard questions about the vision and the value of the organisation, with the idea that things are going to change, always.** To overcome this challenge, we have to continually create new ideas, innovate, and reinvent ourselves.

**Innovation, human-centered design and a passion for road safety is in our DNA.** This means we research, design and develop forward-looking products, and are committed to continually improving their quality, as well as the integrity of our brand.

We cannot do this alone. **That is why we collaborate with our customers and users to form partnerships that produce the best possible products,** operations and services that help them meet their goals.

When you choose to work with us, you know that you will have access to a team that is **disciplined, works well together, executes at the highest standard, consistently, and - most importantly - is passionate about improving people's life.**

FRANCIS  
KODAK  
DESIGN  
LAB

