

ABSTRACT DETAILS

How evidence-based solutions such as hazard perception/prediction enhances novice drivers' skills and supports testing.

NAMES AND CONTACT DETAIL OF THE AUTHORS AND AUTHORS AFFILIATION

Michael Bennett

Andy Bull

Michael@jellylearn.co.uk

andy@jellylearn.co.uk

+447785708064

+447710456225

Jellylearn is an Associated member of CIECA

ABSTRACT

Our presentation will focus on how hazard perception and hazard prediction concepts improve the vital skills of novice drivers. We will demonstrate how using animated, high-quality content is helping novice drivers and vulnerable road users gain valuable skills and understanding in these areas using real world examples. There are different approaches to these two concepts and we will outline what various countries are doing around the world in this area to test this skill. Legislation also plays a key role and we will update the congress with what is potentially being introduced in the EU in regard to including HP testing for driver licencing programmes. We will outline what the benefits are to the social and economic welfare of a country of testing drivers using Hazard Perception clips given that this concept, has already been proven in the UK to reduce road accidents. Finally, we can outline how novice drivers could further accelerate their skills in this area using different online training methods and content.

AUTHORS CV

Michael Bennett has been helping organisations, research bodies and academia around the world to understand the benefits of highly animated CGI content to support road safety testing, training and assessment projects. The companies' journey started in 2012 when they were awarded the prestigious contract for developing the next generation hazard perception test for the DVSA in the UK using CGI technology. Since then, Michael has worked with the Transport Research Laboratory, Nottingham Trent University, Dublin University, University of Lithuania, Prometric to name but a few all with a focus on developing relevant, evidence-based and engaging content for various road safety projects for all types of road users.

Andy Bull has been involved in developing CGI animations for over 30 years. During this period, he has created high quality content for major advertising agencies, cruise liners and architectural practices around the world. The first road safety project was with xxxx, this was to create a TV advert for an advertising agency that was promoting safer driving in Europe. However, the first road safety testing project was the DVSA which, at the time, was the world's largest commercial CGI project. Since then Andy has been involved in a number of road safety testing and training projects utilising his creative skills and deep understanding of

how produce high quality, engaging hazard perception clips that can work for both the candidate and testing authority.