

## Business Driver Delighted to be stopped in his tracks with Kent & Medway Safety Camera Partnership's Latest Camera

### News Release

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Gillingham business driver, Richard Hodson had no cause for complaint when he was contacted by the Kent & Medway Safety Camera Partnership to inform him of news of their latest camera.

Richard was chosen as the winner from the Kent & Medway Safety Camera Partnership's recent initiative aimed at keeping business drivers safe on our roads. There was a tremendous response to the online competition ran by the partnership who received over 300 entries from business drivers all over the county.

Richard's winning entry meant that he was the lucky recipient of a Sony digital camera. Richard answered a series of business driving related questions correctly before being entered into the final draw which took place last week.

Richard said. "I was really surprised that one in three crashes happens to someone who is out and about on the road as part of their job. The competition is a good way to remind people who might have been driving for a long time of the basics, like stopping distances and speed limits. I know the limits I should stick to in my van but some people might not realise that there are differences compared to when you're driving a car."

The work carried out by the Kent & Medway Safety Camera Partnership with the business community is aimed at raising and maintaining awareness of safe driving practices while on the road. Business Driver's run an increased chance of a crash due to the amount of time they spend on the road, putting them at risk from a number of factors.

Communications officer, Katherine Barrett, at the Kent & Medway Safety Camera Partnership commented. "Some drivers feel under pressure to make deliveries on time, while others will feel obliged to answer a mobile phone. Often these pressures are self-imposed and affect the way business drivers use our roads. The increased responsibility placed on employers and employees now mean culpability can be decided in a court of law with sentences reaching the boardroom as well as the driver involved."

Katherine went on to say. "The response we have received from the business community has been remarkable and very encouraging. We know the majority of businesses in Kent

& Medway are safe and responsible road users. Competitions and the other engagement activity we undertake are designed to make drivers think and reevaluate their knowledge or driving habits."