

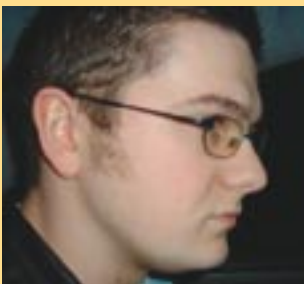
INSIDE THIS EDITION OF DIRECTION



Ouch! It was all make-believe in Inverness for World Health Day. Read Lisa Graham's account of the event on page 8



A good day for Aberdeen's Ewen Kay - p8



A bad day for this young driver - p6

Thousands 'get-in-lane' every week

New young driver resource is a huge hit

SRSC's website for young drivers continues to attract excellent numbers of visitors. The getinlane.com site drew 10,000 unique hits in its first 10 weeks of operation earlier this year, and even now is pulling in up to 4,000 visits every month.

Listening to young opinion and offering a fast, functional site has helped to maximise its success, according to Linda Kiernan, of Lothian and Borders Police, who first suggested a web resource for young drivers. "The home page looks excellent for the first time visitor, and accurately reflects the needs of the target audience. Visitors can



Linda Kiernan: It's quick, slick and fun!

go straight to an area of interest without having to navigate through a complicated drop-down menu. It's quick, slick and there's some fun to be had on there too," she says.

There are already some popular interactive

sections, including the hangover calculator. Plans are in place for further enhancements to the site, including a number of new games. For example, the "two second rule" is expected to prove popular. Here visitors will be able to see the implications of close following.



Legal Link

The play *Legal Weapon*, which is aimed at S5/S6 pupils, will have a link to the site through a special game around the theme of the play. Each pupil attending the play will receive a promotional postcard on www.legalweapon.co.uk which will direct them to the game. It will also be reached through the speeding section on the getinlane.com site.

SRSC news»»»

Farewell, Fiona!



Colleagues and friends gathered in Edinburgh on a wet night in June to send SRSC Director Fiona Murray on her merry way at the start of a two-year career break. Fiona joined as Assistant Director under Diane Sudlow in 1995 and was promoted to Director two years later.

SRSC chairman Alan Brown is lavish in his praise for Fiona. "Over the past nine years Fiona has led from the front in driving forward the SRSC's road safety agenda through innovative advertising campaigns and other initiatives using an evidence-based approach. Her vision, drive and ability to work effectively with key stakeholders have contributed significantly to the SRSC becoming an internationally recognised success story," he said.

Fiona is keen to thank everyone. "It really has been excellent working alongside so many committed and capable people in road safety throughout Scotland and beyond. I'm sure everybody will continue their support for the Campaign with a new Director at the helm.

"I shall be using the career break to improve my climbing skills, and initially I'll be going to France and Canada. After that, it could be anywhere, but not Holland!"

New director appointed



The SRSC board has just announced the appointment of Mike McDonnell as new Director. Mike, who leaves his post as RoSPA's Road Safety Manager for Scotland to take up the appointment, brings enormous knowledge and experience in the industry. He is

also well known to many for his banter and wit as moderator of SRSC seminars.

"Thanks to Fiona and her staff's efforts at SRSC over the past few years, I am inheriting an organisation that's fitter, more proactive, influential and successful than ever before. It will certainly be a priority for me to build on the excellent reputation Fiona has carved, to ensure the SRSC continues to make a difference in the years to come, and I look forward to the continued support of road safety unit professionals throughout the country who have worked closely with the Campaign in recent years," said Mike.

JRSO award

The Junior Road Safety Officer scheme was a recent recipient of a "Big Tick" award from Business in the Community. Karen Frost of scheme sponsors Standard Life collected the award at a ceremony in June. "I'm thrilled that we have been involved in such a worthwhile project right from its beginnings five years ago," she said after receiving the award. "It's great to see that it has become so successful throughout Scotland."

Web accolade

The JRSO web site (www.jrso.com) recently received an 'award of excellence' for best public

sector/not for profit website at the CiB (communicators in business) awards. The awards are the largest in Europe with more than 60 per cent of the top FTSE 100 companies entering each year.

Spreading success stories



Assistant Director Anne Diack recently had the chance to share details of the JRSO scheme with a wider audience when she spoke at the 13th Annual Conference on Safe Communities in Prague. She then went on to Vienna to present details of the Children's Traffic Club in Scotland at the 7th World Conference on Injury Prevention.

"Both of these events provided an excellent platform to promote the good work of the SRSC and the Scottish Executive. The response from delegates to both presentations was extremely positive. The Prague conference was a small-scale event, while the Vienna event was attended

by 1,200 delegates from more than 100 countries. Especially good feedback came from New Zealand and South Africa, while the Malaysia team said they might organise a delegation of professionals to visit Scotland to find out more about the educational work of the SRSC," said Anne.

"It's apparent how much we have achieved through education and partnership working in Scotland compared with many countries. We are pleased that we can help others achieve their objectives, especially in developing positive partnerships."

Seminar 2004

Plans are at an advanced stage for this year's Seminar, which sees a return to the Hilton Dunblane Hydro Hotel on Wednesday 27 and Thursday 28 October. This year's keynote speaker is Adrian Walsh of RoadSafe, a partnership of government, road safety professionals and leading companies in the motor and transport industries in Britain.

The conference dinner will include an address by Scottish Executive Minister for Transport Nicol Stephen, while other speakers include Wendy Halliday of Health Promoting Schools, Graham Lloyd of UK Youth and Jo Rushton of the Department for Transport.

For details contact SRSC on 0131 472 9200 or enquiries@srsc.org.uk

News in brief

Children in danger

A new initiative to encourage parents to take in-car safety more seriously was launched across Scotland in June. SRSC joined forces with ACPOS and the Arnold Clark Group to drive home the importance of correctly fitted seats and proper restraints for children. For more information see www.protectchild.co.uk

Park the car and pitch the tent

SRSC agreed a £6,000 sponsorship deal with Beat 106FM for an educational promotion all about drugs and driving. The station ran an on-air competition, with a special festival camping pack prize – including tent, mattress, sleeping bag and tickets for the massive T in the Park festival at Balado.

Road to the Isles

Assistant Director Anne Diack and Education Officer Catrina Steenberg made promotional visits to Shetland in January this year, followed by a visit to Orkney by Anne. "We joined forces with Laura Fisher, Northern Constabulary, Karen-Anne Wilson in Shetland and Gaynor Jones in Orkney to make presentations to pre-school, primary and secondary teachers along with health visitors, primary advisors, police and other professionals," said Anne. The response from both

islands was extremely positive and we are looking forward to visiting the Western Isles in the not too distant future.

Pedal power



The SRSC supported National Bike Week with a bus back campaign highlighting the message that "All Road Users Are Equal".

Cycling Scotland recently held a seminar with road safety managers to share information about their work. As a result, six road safety units have signed up to get their staff trained and qualified in cycling instruction.

News from around Scotland

Summer drink drive

Grampian Police have made clear their concern about the number of people drinking and driving, particularly during the summer months. Already this year 411 drivers have been caught over the legal limit on North East roads. To highlight the dangers, officers from the Road Casualty Reduction unit hosted a non-alcoholic barbecue

at the Asda Superstore, Bridge of Dee, Aberdeen, on Monday 21 June.

The event formed part of Grampian Police's involvement in the national 'Let's have a safe summer' campaign which has seen all eight Scottish police forces focusing on drink driving and other road safety issues. Asda agreed to donate barbecue equipment and food, as well as having a range of non-alcoholic beverages available.

Tayside targets expectant parents

Road safety officers from Tayside Police are in the middle of a huge project to provide vital information for expectant parents on buying child car seats. A total of 10,000 resource folders have been printed and will be circulated to maternity units and rural midwives throughout Tayside. Marian Scott, Tayside's road safety co-ordinator, spearheaded the drive to procure funding for the project.

The folders will be handed out at parentcraft classes, with the main emphasis on encouraging new parents to check if their car seat is suitable for their vehicle before going in to hospital to have their baby.

Evaluations will be undertaken in December 2004 and June 2005, where comparisons will be considered of the number of checks requested, the compatibility and fitting of seats checked, and the number of children injured as passengers in collisions.

Fife Campaign

The Fife Road Safety Unit has decided to approach this year's In-car Safety Campaign in a new way. "Instead of waiting for people to come to us to get their seats checked, we are going out to them," said Jane Greer, Road Safety Manager. "Throughout July and August the Unit is visiting 28 health clinics and baby clinics to raise awareness of the importance of child restraints.

P7 casualty reduction

Fife's P7 Project is going strong and once again by the end of the academic year every P7 class will have received information on how to be safe near roads, on buses, using bicycles or in a car.

"This project was started last year in Fife and the results showed a very significant reduction in casualties for this age group. These children are moving on to secondary school and this project makes them think a bit more about their safety as they travel," commented Jane Greer.

African agenda

North Lanarkshire's Jim Truscott paid a return visit to Zambia recently, where he met directors and staff of the country's National Road Safety Council. Top of the agenda was finalising the arrangements for the issuing of a long-overdue new Highway Code. Jim, who was recently awarded an MBE for his services to road safety, also managed to secure an entry for SRSC's World Health Day poetry competition!

Fringe benefits

The RAC "Drive Alive" road show has been doing the rounds ahead of its appearance at this year's Edinburgh Festival Fringe. Using on-board interactive computers, the show covers issues such as drink driving, fatigue, observation and awareness. Local organisations including Scottish Borders Council, Emtelle UK and Borders Health Board took part in the tour.

Pass Plus incentive

Young drivers in the Lothian and Borders Police area will soon have the chance to claim partial refunds on the cost of their "Pass Plus" courses, thanks

to the joint "Westdrive" initiative by police, West Lothian Council and driving instructors. Students who fill in a registration form and questionnaire will have six weeks to complete the Pass Plus course with a DSA-approved instructor. Westdrive Pass Plus will then reimburse them £40. Six months later they will complete a second questionnaire, to evaluate the usefulness of the initiative.

Fleetsure developments

In October last year Lothian and Borders Police launched its Fleetsure scheme designed to encourage best practice in the management of road risk. At the launch the first eight

organisations received their Fleetsure awards.

Since then members of road safety staff have been speaking to many companies and public bodies about Fleetsure. In the first six months of the scheme a further 26 organisations have come into the scheme, with fleet sizes from just six up to several hundred. Speaking at a recent seminar on the subject, road safety manager Paul Richardson said that managing road risk for employees who drive as part of their job was "probably the biggest challenge in road safety at the present time". The 2004 Fleetsure Awards is due to take place on 5 October at Pentland Science Park, Midlothian.

Wanted: new school crossing patrols!



South Lanarkshire Council has launched a new publicity campaign to recruit school crossing patrollers. 26 of the 250 posts throughout the authority are currently vacant. Leaflets and posters are being distributed throughout school, community halls, libraries, job centres and other council offices in an attempt to generate interest.

Artwork for the recruitment literature was produced by Rachel Lindsay, an S4 Trinity High School pupil, who joined forces with Scottish Crossing Patroller of the Year Hugh Smith, from Underbank Primary School in Clydesdale to display her work.

Young, care-free and lethal

Everyone is aware of the risks young drivers face. But what's being done about it? Is there anything new and worthwhile? We look at all that's bad – and good – for young Scots on the road.

The circumstances surrounding young drivers and why they are involved in so many accidents have puzzled researchers, psychologists, police officers and insurers for many years. The first image that comes to mind is the stereotype young male in a fast car with two or three enthusiastic passengers charging through town late in the evening. But it's not only youthful exuberance, aggression and eagerness to show off that can lead to disaster.

What the experts say:

Dr Bill Carcary, psychologist and author of a major study into young drivers:

"The problem with young drivers is that they have knowledge, but no experience. How do you teach experience? I believe that restricting them won't help because they need to learn by experience. Young people need to know they are particular at risk. That they are in the age group which has the highest car accident mortality rate in the industrialised western world. But the message isn't getting through because they simply don't want to hear it."

Professor Steve Stradling, of Napier University's Transport Research Institute:

" 'I enjoy the freedom of having a car. I like the convenience of travelling where and when I feel like it.' These comments from a 23 year-old female in Edinburgh illustrate the sense of autonomy that young drivers get from driving a car. Young drivers, both male and female, are more likely to speed up when late, when pulled along by fast-moving traffic and, especially, with same-age peers in the car."



A snapshot of life on the road

We joined Strathclyde Roads Policing officers Gregg Dick and John Morris in an unmarked car for a look at driving behaviour.



19 year-old Sean Hanbury was stopped on the M74 near Uddingston. We had followed

him for about five miles, at an average speed of more than 90mph. He was philosophical about his £60 fixed penalty ticket. "I like driving and it's hard to resist the temptation to floor it on a nice open stretch of motorway. I did Pass Plus, I think I react well to hazards and I'm careful around town," he told us.

We were behind 21 year-old Aidan McClusky for around 10 miles on his way into Glasgow from the south. His attitude to speed was evident. He did 90 on the M74 to start with, then as the speed limits dropped, he slowed down as well, but



was always 20mph over the limit. The scariest thing, as we continued to observe him along the M8, was his dangerous following distance. This, combined with the speeding, led Gregg Dick to consider a report to the Procurator Fiscal for driving without due care and attention.

Enforcement: the last resort

Sgt Derek Prentice, Strathclyde Police

We use the "Four E's" ethos (education, encouragement, engineering and enforcement) in our efforts to make the roads safer. Education and encouragement messages tend to run in tandem and are conveyed in various ways. By engaging verbally with members of the public, handing out road safety literature or indeed by offering our customers alternatives to prosecution (such as a place on the new Driver Improvement Scheme), the Strathclyde Police Traffic Education and Support Team (TEST) provide an excellent source of information and advice, particularly to young drivers. The role of engineering is principally undertaken by Local Authorities/ Scottish Executive in consultation with the police.

The enforcement aspect is generally only actioned as a last resort and administered by way of a fixed penalty ticket or a report to the Procurator Fiscal. Statistics have shown that young drivers, mainly male, being a "high risk" group, are particularly susceptible to the latter, therefore most TEST educational presentations are targeted at this group.

How SRSC launched www.getinlane.com

The tender to produce [getinlane.com](http://www.getinlane.com) was won by Edinburgh-based design consultants One O'Clock Gun. The firm's head of interactive, Malcolm Brown, oversaw the entire process. "We embarked on lots of research into what the target audience age group were already looking at online and what they liked," he says.

Malcolm was surprised to find that group members wanted a functional and easy-to-use resource rather than the cutting edge designs he and his colleagues thought would be preferred.



The home page reflects the needs of the target audience.

"We thought that they'd like the clubbing and fashion inspired designs. But we were wrong," he admits.

The home page reflects the needs of the target audience. It's quick to download and easy to use. Visitor numbers to [getinlane.com](http://www.getinlane.com) have been little short of amazing with more than 10,000 unique visitors in the first 10 weeks which is before any promotion was being done by the driving schools and road safety units across Scotland. However the site must continue to attract and innovate in order to keep the hit levels up. "The car modifier game should prove popular, judging by the huge response we had to an open focus group we set-up in association with Fast and Modified magazine," adds Malcolm.

Anne Diack, Assistant Director for the SRSC said, "We have used a wide variety of promotional methods to raise awareness of the site, including business cards handed out by driving instructors to editorial in Fast and Modified magazine.

"We have had a few young drivers using the 'Ask an Expert' area and with the help from our friends in the police have managed to give them a definitive (and correct) answer to their question and posted it on the website."

Young Drivers special investigation 2005

SRSC is planning to launch a campaign in January 2005 aimed at the new young driver, making them aware of their vulnerability. The campaign will make best use of radio and outdoor media.

World Health Day Gallery

There was activity throughout Scotland on World Health Day in April. Unfortunately we don't have space to report on every event, so we've picked just a few which we thought were particularly worth a mention.

Aberdeen picks up European road safety award

Aberdeen City Council won a prestigious European Safety award in recognition of meeting early, and exceeding, national road safety targets. The awards aim to reward local authorities with successful road safety policies, who can show best practice in reducing the number of accidents and casualties on their roads.



Seaside success: Ewen Kay at one of Aberdeen's key sites.

Aberdeen's principal engineer in roads services, Ewen Kay, gave details of the city's road safety record at the awards ceremony in London on World Health Day. He told the audience about the city's policy of setting safety targets more onerous than the national models. "In the early 1980s, national targets were set with the aim of a 33 per cent reduction of all casualty categories by 2000, which we had achieved by 1996. So we set ourselves a hefty 50 per cent target in casualty reduction."

As bad as the real thing

Lisa Graham, of Highland Council, reports on the Inverness crash mock-up staged for World Health Day

One of the biggest Scottish events marking the WHO's World Health Day in April was the mock crash demonstration organised by Highland

Council Road Safety Unit in conjunction with Northern Constabulary, Highlands & Islands Fire Brigade, paramedics and the Red Cross. The aim was to highlight the emotional and financial cost of a road traffic accident, and highlight a number of road safety messages including speeding, seatbelt wearing, drink/drug driving and child car restraints with a view to reduce accidents in the Highlands.



The demonstration involved a two-vehicle accident staged to highlight the devastation this causes and the role each partner agency plays in a crash. Three casualties were involved in the incident; the two drivers and a child in the rear of one of the vehicles.

The child was securely strapped in a child car seat which members of the public were invited to inspect after the impact. Data shows that of the 90 child casualties on Highland roads in 2003 60 were occupants in vehicles. It was therefore an important message to get across.

Jill's drunken derby

Television sports presenter Jill Douglas spearheaded 'The Soft Drink Drive' campaign on World Health Day in the Scottish Borders by being breath tested. Lothian and Borders Police set up a slalom course at a disused airfield, which Jill tackled twice. First time she was sober, easily managing a clear round. Second time, and two large glasses of champagne later, Jill knocked over half a dozen traffic cones in what her instructor, Allan Hogarth, described as a 'demolition derby'.

Poetry, please

SRSC's poetry competition attracted high quality entries, at primary and secondary level. The competition took the theme of "Road Safety is No Accident". Below are the winning entries.

Primary School Winning Entry

By Emily Coles, Rattray Primary School, Blairgowrie

The Road Safety Taker came today,
And took all the road safety away.
He cried as he put them in the sack
"It's not for long they will be back"

In went the speed limits, cameras and signs
And wardens and policemen and double yellow lines.
In went pedestrian crossings and the traffic lights,
Then he took the safety colours, brilliant and bright.

There's been lots of chaos since safety's been away,
There's been one terrible accident today:
A mum and dad and their baby Jack.
People around the world are hoping safety will be back.

Life has been chaos and driving has been grey,
Ever since he took safety away.
But today I looked outside and happily learned,
That road safety has now returned.

Secondary School Winning Entry

By Andrew Currie, Marr College, Troon

I DIDNA KEN
I wis walking doon the road wi ma pals,
Didna ken it was gonna happen then.

We a' took a shortcut thru an alley,
Didna ken it wis gonna happen then.

Big John ran across the road fair quick,
Didna ken it was gonna happen then.

I went after him, he stared in disbelief,
He froze. The car didna.



World Health Day in Scotland was well supported by a wide range of organisations across the country. Nicol Stephen, Minister for Transport (pictured) met competition winners at Hamden Park, where the SRSC's promotional baton run concluded on World Health Day itself. The three batons contained documents stating a commitment to supporting World Health Day which were signed by key representatives from local authorities, police forces and health boards.

AA reveals unlucky thirteen for bikers

A new report by the AA Motoring Trust has pinpointed 13 of Britain's riskiest roads which have the most motorcycle accidents - with the A85 Crianlarich to Perth coming in eighth position. In addition to the 13, the study has also discovered that on another 149 British roads, 13 in Scotland, at least one third of the fatal and serious accidents involve bikers.

The study - by the AA Trust-led European Road Assessment Programme (EuroRAP), which rates roads for the risk they represent to their users - shows that many are innocent victims of unforgiving road design, poor road maintenance, or the failure of drivers to 'think bike'.

Neil Greig, Head of Policy for the AA Motoring Trust in Scotland says: "No engineering measures will protect the lunatic fringe who treat every winding road as a potential racetrack, and the only way to deal with them is a high level of enforcement. But the actions of this minority should not blind engineers to the measures they could take to improve their roads for the benefit of the sensible majority of motorcyclists."



Neil Greig: no emergency measures will protect the lunatic fringe.



Putting pedestrians first

A researcher from Napier University's Transport Research Institute is nearing the end of a three-year project to look at better ways of planning for the needs of pedestrians. Michael Carreno's PhD project, "Urban design principles for vulnerable pedestrian groups", aims to identify which features affect the accessibility, safety and attractiveness of walking environments for all pedestrian groups.

"Unfortunately, the needs of more vulnerable pedestrian groups are poorly understood and consequently rarely assessed beyond their most immediate, ergonomic requirements," Michael told us.

"Using a modified gap analysis, I was able to identify the main sources of dissatisfaction among nine different pedestrian groups, including able-bodied adults, parents with children, elderly people with different impairments, and young people aged 14 or 15. We

conducted interviews on Princes Street, The Royal Mile and Lothian Road. Interviewees were asked to evaluate each street location in terms of which aspects they were unhappy with and which aspects were most important for them in their overall evaluation of that specific area.

"The results show that age is the key determining factor, not frequency of use or purpose of journey. Further, the aspects with which pedestrians indicate they are unhappy are not necessarily the aspects which need to be changed to increase overall satisfaction for them. I believe my study can help inform inclusive design guidelines for new pedestrian areas and improvement strategies for existing areas to enhance the accessibility, safety and attractiveness of city centre 'exchange spaces' for vulnerable pedestrians."

On the road...

In this issue we thought we would get out of town. So we headed west to catch up with Carl Olivarius, of Argyll and Bute Council.



What car are you driving right now?

A Volkswagen Beetle TDi. I have owned Volkswagens during most of my driving life and continually since 1982. In 1973 I owned a silver Beetle which we took to Europe and in 2002 we decided it was time to go full circle. The only similarity is the colour. It's amazing how many people ask if the engine is still in the boot.

What's in the glove box and on the stereo?

In the glove box you'll find the owners manual, a tyre gauge, torch, fuel receipts and a few pens. On the stereo, it's Richard Ashcroft, Alone With Everybody.

What's your favourite car journey, and why?

Living and working in Argyll allows me to experience nature at its very best and driving in Argyll gives me a great deal of satisfaction. However, I think my two favourites have to be the A82 Loch Lomond to Glen Coe and the B8073 Gruline to Dervaig on Mull.

Choose a few words to describe your driving.

Safe, considerate, efficient, and enjoying the open road. What would you expect me to say? After all, I'm male.

What annoys you most about other road users?

Taking chances when overtaking, thereby putting others at unnecessary risk.

Did you pass your driving test first time?

I passed my driving test aged 17yrs 6mths in December 1969 at the second attempt. I don't remember what went wrong first time.

What has been your scariest driving moment?

A few years ago, I was driving south on the B842 single-track road towards Carradale. I was following one car, and ahead I had seen two people walking on the road, side-by-side. As the first car approached they fell into single file but when it passed one immediately stepped back out and into my path. I missed him by good luck rather than skill and ended up on the verge. On such a remote road they simply didn't consider the possibility of two vehicles. Imagine the headline 'Road Safety Officer Mows Down Tourist'. Lesson learned - Always consider a horn warning.

What's your most important work challenge just now?

Argyll and Bute Community Planning Partnership has recently launched an employer's road safety charter being promoted under the banner of 'DRIVESafe in Argyll and Bute'. I am Chair of the Steering Group and we have much to do in the coming months.

Away from work, what's your favourite hobby or pastime?

I am fortunate to have the opportunity to crew regularly on a yacht and enjoy trips on the west coast, and occasionally a little bit further. I have just returned from a six-day 'cruise' covering 230 miles.

What's your ideal way to spend a weekend?

That depends on what has happened during the week - weekends can be anything from relaxing to hectic. My wife and I enjoy our garden and generally being out of doors. Also, now that our sons are no longer financially dependent on us, we are enjoying more UK and European weekend breaks.



Scottish Viewpoint/VisitScotland

THE ROAD AHEAD...

Significant road safety dates for your diary in the coming months:

- 8-13 Aug Alcohol, Drugs and Traffic Safety Conference, SECC Glasgow
- 13-14 Sep SAPC Conference, Crieff
- 16-22 Sep European Mobility Week
- 22 Sep School Transport Safety, Birmingham (TBC)
- 3-5 Oct Road Safety & Traffic Management 2004, Cairo, Egypt
- 4-8 Oct International Walk to School Week
- 27-28 Oct SRSC Seminar, Dunblane**
- 8-14 Nov Brake Road Safety week
- 14 Nov MSA Scotland AGM & Seminar, Renfrew
- 23 Nov Course on School Transport Safety (TBC)
- 1st Dec Prince Michael International Road Safety Awards, London
- 8 Feb Seminar on Driving Issues (TBC)
- 28 Feb 2 March 2005 - RoSPA Congress, Brighton

Dermot the Wild Rover



McGonigle and Crowe

We were delighted with the excellent response to the competition in the last edition of DIRECTION. The lucky winner of the off-road driving day for two at the Land Rover Experience in Dunkeld was Dermot McGonigle of East Renfrewshire Council.

He told us he and his best mate Des Crowe had a fantastic day at the wheel of a Land Rover Defender 110. "Concentration was paramount in order to ensure the wheels were finding adequate grip and avoiding the deepest holes. It seemed amazing to be having so much fun at a speed little faster than walking pace," he said. "It was an even more enjoyable and interesting day than I'd expected and I must thank the SRSC and all at Land Rover Experience for the experience."

WIN FOUR KNOCKHILL TICKETS FOR THE EVENT OF YOUR CHOICE!

How about this for a fantastic day out! Choose whatever Knockhill event you like the look of, and take yourself and three others off there to enjoy the thrills and spills of the circuit for the day. We're very grateful to the folks at Knockhill for offering this prize, which is valid until the end of August 2005. So there's plenty of time to plan for a really enjoyable day out.



The competition is easy to enter. All you have to do is answer the two questions we've set below. The answer to each question is contained elsewhere in this edition of DIRECTION, so if you

don't know the answer immediately, just sit back, relax and have a good read... you're sure to find the information you need.

To enter, just send your answers by email to direction@jamesluckhurst.co.uk

The closing date for entries is Friday 20th August 2004. We'll then put all the correct entries into a hat and pick out a lucky winner, who can then look forward to a great day out for four, courtesy of Knockhill!

QUESTION 1. Who is Aberdeen's principal engineer in road services?

QUESTION 2. Who has just recently left the SRSC to go climbing?

(Only one entry per person is allowed. Anyone submitting more than one entry will be disqualified. A full copy of the terms and conditions is available from SRSC.)

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