

Poole, UK

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Siemens supports SafeWise charity in Dorset

A new pedestrian controller and crossing system is being funded and installed by Siemens for SafeWise, a safety education charity helping to reduce the number of people killed or injured in preventable accidents on the roads, in the home or at play through making safe and healthy choices.

Helping visitors to the interactive education centre gain valuable experience of crossing the road in a controlled and safe environment, the RoadWise project based in SafeWise at Weymouth, extends an existing relationship with the award-winning LV=Streetwise safety centre in Bournemouth where a similar installation funded by Siemens is already in place. Both centres are now part of the SafeWise charity.

The new equipment includes the latest push buttons incorporating audible and tactile indicators, a key benefit for interactive safety training for a wide range of people including children, the elderly, families and home owners. On behalf of Siemens, Gary Winstanley, Operations Director, said: 'Raising awareness of everyday safety and good citizenship is high on the company's agenda and through our long standing association with SafeWise we can help more local people benefit from the latest technology to be found in many towns and cities across the country. With the help of a modern pedestrian crossing system, the training experience at both centres can accurately reflect 'real-life' and help increase the level of road safety awareness for visitors of every age'.

For SafeWise, Chief Executive Alison Shelton commented: 'Our safety centres' unique life-sized environments help people to spot the potential for danger, learn about risk and consequence and how to take responsibility for their actions – all in an interactive yet safe and controlled environment. We are delighted that Siemens' generous support has extended to RoadWise as the pedestrian crossing at LV= Streetwise is a memorable and firm favourite amongst all our visitors. Siemens is genuinely helping to protect our communities from danger and enable a safer quality of life.'

In addition to the new RoadWise scheme, SafeWise at Weymouth offers FireWise - a unique fire safety education experience, where common fire hazards in the home are illustrated in an interactive and engaging way, using special effects and real fire demonstrations, including a dramatic "flashover". The centre also provides a range of facilities for community use, including meeting and conference rooms, an IT suite with 12 computer stations, a café and a dance studio.

Based on the outskirts of Bournemouth in a large converted warehouse, LV= Streetwise is a microcosmic community, inspired and created by a group comprising the emergency services, local authorities and commercial enterprise. It opened in 1998 and is an interactive indoor life-sized safety village with a range of town and country 'bricks and mortar' scenes from everyday life including a street with the Siemens pedestrian crossing, a complete two story house, a park, a beach, a railway station, an IT Suite and even a police station and a pub. Interactive role play around beach safety, crossing the road, evacuating a smoke filled house, 999 calls and 'stranger danger' all play their part in embedding the safety messages for life.

Siemens was established in the United Kingdom more than 170 years ago and now employs 14,000 people in the UK. As the world's largest engineering company, Siemens provides innovative solutions to help tackle the world's major challenges. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey.

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