

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Realsafe Technologies Ltd	
Type of organization	SME	NGO, company, local authority, school etc.
Organization main activity	Realsafe Technologies is a multi-award winning company that focuses upon developing unique safety-based technology services that directly connects users to the Emergency Services in their time of need.	Activity field
Country	UK	Of the organization
Website	www.realsafetechnologies.com	Organization website
Contact person	Abi Wilson	For the follow-up of the application
Contact person's position	Office administrator	
Contact person's email address	abi@realsafetechnologies.com	
Contact person's phone	0845 8620772	
Partners in the initiative	NHS, BT, British APCO, BMW Motorrad, TranAm, Kymco & IAM (Institute of advanced motorists).	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The idea for the REALRIDER® App was born in 2011 with the company forming in summer 2012. Piloting of the crash detection technology did not start until March 2013, and a 2 year pilot with the North East Ambulance Service, NHS Foundation Trust has recently completed in September 2015. The new version of the App is set to launch in February 2016	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Zoe Farrington – Co-founder and CEO Andrew Richardson – CCO and co-founder	In the case of persons, indicate their positions
Geographical scope of the activities	Route recording and Points of Interest – Worldwide Crash detection technology – UK	Indicate where the activities were implemented
Summary of the initiative	<p>Realsafe Technologies has developed a unique crash detection system, called REALsafe® to detect if a crash has occurred and send last known location and medical details to the nearest Ambulance service.</p> <p>Our first product REALRIDER® is an industry-first App incorporating REALsafe® aimed at motorcyclists.</p> <p>Connecting a community passionate about motorcycling, REALRIDER® also features route recording technology, ability to plan, store and share routes and locations and the facility to store critical bike information in one place.</p> <p>It is the first App in the UK to send crash detection notifications directly to 999.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>

Innovative character	<p>We believe that there are no other solutions on the market that address the specific safety needs of bikers as well as supporting service delivery improvement for the emergency services. This is achieved by reducing emergency service response times; aiding paramedics in locating riders; saving the NHS money by negating the need to dispatch police helicopters with thermo-imaging or multiple ambulances to try and find injured riders, and ultimately saving people's lives by reaching and treating trauma patients within the critical 'golden hour.'</p> <p>Critically paramedics are provided exact GPS location details and pre-programmed medical details of the injured rider before they are dispatched and are therefore pre-armed to treat patients quickly and efficiently on arrival at the scene.</p> <p>It is the only App in the UK to be intergrated into the emergency services.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<p>Motorcyclists are 38 times more likely to be killed in a road accident than car users. REALRIDER® ensures the nearest ambulance service is alerted quickly and provides medical details and GPS location to find injured riders. Monitoring key sensors in Smartphones, REALRIDER® looks for changes that occur during a crash like rapid deceleration, tumbling motion followed by a period of no movement, after which an alert is triggered.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

Activities developed	<p>Realsafe Technologies raised £400K funding to first get the idea off the ground in 2011.</p> <p>Monitoring key sensors in Smartphones, the App detects changes that occur during a crash, such as rapid deceleration, tumbling motion followed by a period of no movement, following which an alert is triggered. If the rider is OK, they can deactivate the alert to prevent information from being sent. If the alert is untouched, the phone sends location and medical details to the nearest Ambulance Control Room.</p> <p>As the Control Room receives the information, a 3-call process is triggered to see if contact can be made with the rider. If they are able to respond and are injured at the scene, they will be talked through a triage process to determine the extent of injuries. If the rider does not respond, the Ambulance Service begins the process of dispatching to the riders' last known location provided by the App along with pre-programmed medical details.</p> <p>Rigorous research and development has been ongoing since collaboration with the North East Ambulance Service who has acted as a test bed and pilot-phase partner for UK roll out.</p> <p>Alongside this the company has worked tirelessly with BT & the 999/111 government liaison committee chaired by the UK Home Office to ensure the app acts as a delivery support mechanism rather than a hindrance to UK emergency services.</p> <p>Recently the team secured a further £1million investment to support market launch scheduled for Feb 2016.</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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Genesis	<p>In 2005, co-founders Zoe and Andrew identified a problem whilst working closely with paramedics from the Great North Air Ambulance during filming of a Highways Agency funded film. A number of safety issues were identified that were not being answered. Namely how to locate injured motorcyclists who are separated from their bikes during a high-speed crash and having prior knowledge of the injured party's medical details before being dispatch to the scene – helping enable appropriate medical attention. With the launch of Smartphones in 2009, the team identified an opportunity to create a technical solution to answer this problem.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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Transferability and multiplier effect	<p>Through the development of the REALRIDER® App, Realsafe Technologies is now working with the UK government's BAPCO committee to devise a structured framework to help other App developers to present & pilot products that will assist the Emergency Services; Police, Fire, Ambulance and Coast Guard.</p> <p>Plans are currently underway to roll out REALRIDER® crash detection in Europe alongside the 112 emergency call number in partnership with EENA.</p> <p>The company is also looking to roll out REALsafe® crash detection technology to other vulnerable user groups including horse riders, cyclists, ramblers & skiers.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>REALRIDER® has operated on a soft-launch basis while the product has been refined through testing, growing an organic following of 22K followers. Commercially a 3-year deal with BMW has been secured offering REALRIDER® annual subscriptions with all bike purchases. A UK distribution partnership has also been secured with TranAm, the UK's largest supplier of motorcycle gear to retail REALsafe® subscription cards to their UK-wide motorcycle dealer network. Other commercial partnerships include Kymco who offer a one-year subscription to REALsafe® on purchase of their maxi scooters and Institute of Advanced Motorcyclists, who offer all REALRIDER® users a 10% discount on their 'Skills for Life' advanced course.</p> <p>A number of other commercial deals are in development with other global brands. Messaging positions REALRIDER® as a critical bit of biking kit. The motorcycle App that keeps riders safe and connected. For launch a coordinated sales & marketing creative campaign is being devised in an effort to grow user base. This will be disseminated through e-marketing, SMS push marketing, social media, blogger outreach, PR, events, videos, channel/partner marketing & POS.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The team at Realsafe Technologies continues to look at opportunities to innovate and provide new or improved technical solutions to issues faced by motorcyclists and other niche groups.</p> <p>Following the 2015 European Satellite Navigation Awards, where the company took home the award for the UK (and came second overall across 40 territories), we are currently working in partnership with the European Space Agency to research and develop some of these additional products.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>

Evaluation of the activities	<p>Due to the nature of the App and our partnership with the NHS and BT, we are obligated to carry out rigorous testing and evaluations on a regular basis. These include but are not limited to:</p> <ul style="list-style-type: none"> - Regular crash testing and refinement of the product using the Nissan Test Track here in UK - Confidence and accuracy testing with the NHS - BT Systems Interface Testing - North East Ambulance Control Room and paramedic testing to ensure the process following a crash alert works. Following the test pilot we secured a 0.01% false activation rate. 	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>
Other important aspect that you want to underline		<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>