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Siemens supports microcosmic community with ‘caring hands’

A replacement pedestrian controller and crossing system has been funded and installed by Siemens Traffic at the award-winning Streetwise Safety Centre in Bournemouth, Dorset. Extending an existing relationship with Streetwise, the refurbishment project forms part of the company’s ‘Caring Hands’ programme and will help all visitors to the interactive education centre gain valuable experience of crossing the road in a controlled and safe environment.

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 Traffic, Nicola Baker Communications Manager said: ‘Raising awareness of everyday safety and good citizenship is high on the company’s agenda and through our long standing association with Streetwise we can help 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 Streetwise can accurately reflect ‘real-life’ and help increase the level of road safety awareness for visitors of every age’.

For Streetwise, Operations Manager Alison Curtis commented: ‘Interactive safety education is an effective way of providing people with relevant skills, because it operates in a controlled environment where you can see, smell, feel or hear the hazards as they would be found in real life but without being at risk. Thanks to the generous support of Siemens, Streetwise can continue to help protect our communities from danger and enable a safer quality of life.’

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Interactive safety education involves visiting a prepared scenario, identifying the dangers and learning what steps to take to avoid the risk. By making the scenarios as realistic as possible the messages have a relevant importance. This form of education is endorsed as best practice by Dorset Police, Dorset Fire & Rescue Service, Dorset and Somerset Strategic Health Authority, Dorset County Council, Bournemouth Borough Council, The Borough of Poole and educational experts.

Helping over one million people cross the road in safety, the company's ST700P flagship controller is recognised throughout the UK as the most reliable pedestrian controller, providing a high level of safety control and supporting all UK approved crossing strategies.

The company's extensive 'Caring Hands' programme concentrates on projects in the field of education, healthcare, water and energy. The primary focus is citizenship initiatives aimed at advancing and integrating disadvantaged segments of the community, giving people the kind of support that encourages them to help themselves. The company also takes a special interest in working to improve children's situations and to safeguard their welfare.

Based on the outskirts of Bournemouth in a large converted warehouse, Streetwise is a microcosmic community, run as a registered charity, inspired and created by a group comprising the emergency services, local authorities and commercial enterprise. It is designed to bring everyday safety education to a wide audience. Streetwise scenarios are life size, life like traditionally built scenes from everyday life, using real bricks and mortar and other materials to be found in the real world. Scenarios include a high street with shops and offices, a park, beach, railway track, farmyard, heathland, building site, electricity substation, dark alley and even a complete two storey house.

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About Siemens Traffic Controls

As part of the Siemens Industrial Solutions and Services (I&S) group, Siemens Traffic Controls designs, manufactures, installs and maintains a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, the company installs and maintains more traffic infrastructure than any other company and has 700 employees including 350 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network. The Siemens Industrial Solutions and Services Group (I&S) is an integrator of systems and solutions for industrial and infrastructure facilities, and global service provider for the plant and projects business covering planning, installation, operation and the entire life cycle.

About Siemens in the UK

Siemens was established in the United Kingdom 162 years ago. The company employs 21,122 people in the UK, including about 5,000 in the manufacturing sector. Last year's revenues were £3 billion, including exports of £500 million. Siemens provides innovative, high-quality services and solutions to customers in a diverse range of industry sectors, including power, automation and control, information and communication, medical, transportation, lighting, and household. Siemens has offices and factories throughout the UK, with its headquarters in Bracknell, Berkshire. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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