

JOHN RUSSELL JOINS THE CBI

The CBI (Confederation of British Industry) has strengthened its team with the appointment of John Russell, the Chief Executive of Manganese Bronze Holdings, parent company of LTI Vehicles. John is one of the Midlands foremost business men and has been appointed to the position of West Midlands Vice Chairman and will become the Regional Chairman later this year.

Having joined the Board of Manganese Bronze in March 2007 as Group Chief Executive, John was previously Vice President of Harley Davidson Motor Company and Managing Director of Harley Davidson Europe. He began his career in the motor industry with Unipart and has worked in a variety of senior sales and marketing roles with Peugeot, Land Rover, Rover and BMW.

John Russell said: "I am privileged to be asked to serve in this role and I look forward to representing the West Midlands region and the interests of its businesses, at a time when the role of the CBI as the voice of business could not be more important." Welcoming John to the role, John Cridland, the CBI's Deputy Director-General said: "The CBI's regional network plays a vital role in our representation and policy-making and John's substantial experience, coupled with his enthusiasm and commitment, will ensure the West Midlands helps shape a better environment for business. I very much look forward to his input in the challenging times ahead."

Chris Clifford, CBI West Midlands Regional Director, said: "John is a well known and well respected businessman who is passionate about the West Midlands. These are crucial times for UK businesses and it is doubly important that a strong regional business voice is heard at the heart of the debates with Government and other opinion formers which I know John will provide. I very much look forward to working with him."

John believes the future of British Business is illustrated by his own company and the Taxi Industry. "All industry is facing tough times but traditionally we have produced a product for the customer and it is the delivery of the right product at the right price and looking after the customer that will see us through. We must do all we can to ensure that the voice of business is heard at every level of Government and real steps are taken to turn the efforts of all businesses into a more prosperous future."



ENFORCING LEGISLATION HELPS ROAD SAFETY

City of London Police says that the first six months of its current campaign to combat dangerous road use by cyclists and drivers in the City has been a success. Officers have stopped significant numbers for cycling and motor vehicle offences as part of an ongoing campaign aiming to increase safety and reduce collisions by enforcing legislation.

One of the complaints from taxi drivers and other motorists about cyclists is that they do not obey rules of the road. 610 cyclists were booked in the City for ignoring traffic lights, whilst 341 drivers were caught using their mobile phones. Contravening a traffic sign was the other main offence for cyclists, with 72 of them receiving a ticket. 217 drivers were also stopped for failing to wear a seat belt.

Road users are encouraged to show a duty of care to one another by observing speed limits, not entering bike boxes at traffic lights and giving cyclists room at junctions and when overtaking. Cyclists are told to avoid potential collisions by stopping at both red lights and pedestrian crossings and not riding on pedestrian only pavements. Inspector David Aspinall said: "We are very encouraged by the results generated so far in this campaign. As always we are trying to reinforce the message to cyclists and other road users to ensure safety to themselves and others when they are on the road."

Ignoring traffic lights carries a fine of £60 and three points on the licence and drivers can be expected to face a fine of £60 and three points on their licence for using their mobile phone whilst driving a motor vehicle.

HAVE YOU GOT A COPY OF THIS LIFE SAVER?

The Driving Standards Agency is proud to announce record sales of the 2007 edition of The Official Highway Code. 1 million copies sold in 15 months compared to the previous 2004 edition which sold 1 million copies in 20 months.

The Bookseller Magazine has also recorded this latest edition as the No 1 best selling non-fiction paperback for 2008!

During January there has been a national media campaign promoting The Official Highway Code to all road users, including learner drivers and experienced motorists. All road users - whether car drivers, motorcyclists, taxi drivers, transport managers, cyclists or pedestrians - need to ensure they are up-to-date to help reduce road casualties in 2009. Rosemary Thew, DSA Chief Executive, said: "It is essential that all motorists refresh their knowledge of the rules and signs of the roads time and time again. The volume of sales is encouraging. But we still need to do more to reduce the number of casualties on our roads. We all have a responsibility to observe the Highway Code and drive appropriately and every road user needs to take road safety seriously."

The Official Highway Code was first launched in 1931. This best selling latest edition, published 28 September 2007, contains the very latest rules as well as information on road signs, road markings, license requirements and vehicle maintenance, many of which are legal requirements which if not observed risk penalty. The Official Highway Code is published by TSO (The Stationery Office Ltd), DSA's official publishing partner. It is now more convenient than ever to get up-to-date with The Official Highway Code as it is available in book, interactive CD-ROM and British Sign Language DVD formats and can be purchased from all good High Street or online bookstores, or direct from TSO:

Web: www.tsoshop.co.uk/highwaycode

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