



Press Release from Bournemouth University

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BU launches national cycle safety DVD to help international students

A new DVD to help international students cycle safely on UK roads has been produced and distributed by Bournemouth University (BU) to all UK universities.

'Keep Cycling, Keep Safe' contains important information about the rules for cyclists in the UK. It features examples of cyclists in action to demonstrate key safety points, such as how to turn right, stopping at traffic lights, the importance of reflective clothing and helmets and the avoidance of MP3 players and mobile phones while cycling. International students also speak about their experience of cycling in the UK.

Bournemouth is a good place to focus on cycle safety, given the high proportion of international students, both at the University and at local language schools. Dorset Police recommended that such a DVD be made available. While patrolling the area, they observed that international students are at greater risk of accidents as they are not as aware of UK traffic laws and legislation. As a result, they wanted to take preventative measures.

Thanks to a grant from the Prime Minister's Initiative for International Education, copies of *'Keep Cycling, Keep Safe'* have been sent to the international departments of over 500 UK universities and colleges via BU's Centre for Global Perspectives and the UK Council for International Student Affairs (UKCISA).

Caroline Howlett, BU's Internationalisation Development Co-coordinator, who organised the distribution, said: "We will be using this DVD as part of the International Students' Orientation Programme for our new students this September. We are encouraging our colleagues at other universities and colleges to do the same.

"International students are particularly vulnerable on our roads when they first arrive in the UK, so it's great to have a resource that is designed with international students in mind. Hopefully it will really help to keep them safe, both here in Bournemouth and across the UK."

Dominic Scott, Chief Executive of UKCISA said: "We are absolutely delighted that this DVD will be of such value to international students in the Bournemouth region but also, with its widespread distribution, have impact right across the country. Bournemouth has led the way with this and we were delighted to be associated with a project which has clearly been so successful."

To watch the DVD online, visit: <http://www.bournemouth.gov.uk/keepcyclingkeepsafe/>

Notes to Editors:

1. Contact the International Office at your university to get a copy, or BU's Press Office for further information.

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