

2009 Winner

Road Safety Education Officers Val Fuller and Peter Knowles commenced work on the project in 2007. They began by carrying out 'mystery shopper' surveys at stores selling Child Car Seats. Some retailers were not giving the correct advice, putting children at risk. Val and Peter soon developed an innovative training programme where retailers are trained to give specialist advice about child car seat fitting.

The programme includes an accreditation scheme with three distinct levels:- Bronze: those trained are able to give basic advice including weight groups, air bags, ISOFIX etc. Silver: staff are qualified to fit all seats the store sells, looking at 'buckle crunch', impact checks etc. and Gold: individuals are qualified to train colleagues to Bronze and Silver levels.

All stores in Bromley have been accredited, with 36 attaining Bronze level, 17 attaining Silver and 2 are working towards Gold.

Repeating the 'mystery shopper' method has shown an improvement in understanding by retailers.

Bromley is now working with the British Standards Institute to produce a Publicly Available Specification on the fitment of car seats.



The Award was presented to Val Fuller on Wednesday 23rd July 2009 in the Bridewell Hall, St Bride Foundation by Nick Ross, TV Presenter who is the President of the LAPC