Using new technology to enhance the safety and eco-friendliness of the transport sector

Freight Transport Association

Project Synopsis

This project has developed a module of learning based on professional requirements of the transport industry – and in particular professional drivers.

The industry has a perceived high level of low educational achievement and dyslexia. This project utilises avatars to review activity on a game based platform. The user is able to review learning, try out answers and undertake final testing.

Being able to relate the learning to activities undertaken by any professional driver on a daily basis is of paramount importance.

Project Aims

The project aims to promote the use of safe and eco-friendly driving across the entire logistics sector through the use of innovative game based technology. It was intended to help to engage hard to reach learners by making the learning far more accessible.

As far as we are aware nothing similar to this exists in the sector. It is intended that further modules are developed based on the same principle.

Project delivery

Delivery of the module into the market place is planned over the summer. User groups are set up to evaluate and test. Final outcomes and concepts for further development will be available for the end of the year.

This module is intended to be the first of many. The platform has been built to offer lots of opportunities to insert Health and Safety, Drivers Hours and Working Time; Safe Loading and Operator Licencing to name a few.

Delivery of the project is based on the web and sits with other online courses were are releasing over the next 6 months.

Project Outcomes

The evaluation of the project is still continuing and is not expected to be complete until September. However initial reaction is excellent and closed groups are being utilised on an ongoing basis for evaluation. Recently we have looked at evaluation by drivers with dyslexia specifically to see how they view the development – again this is ongoing and will not be completed for some time.

One additional outcome is the potential for translation into key languages – we are looking at costings for translation into Polish and Turkish in the first instance.

Another is the use of the module in the delivery of the mandated driver training – Driver Certificate of Professional Competence.

However in terms of impact – this has to continue to be evaluated. Certainly in the short term it has broadened people's perceptions of what is possible in online development and delivery and has now been absorbed into a company project to implement a full Learning Management System, and a new online authoring system which is in tender process at the moment. This will enable much wider development of sector specific learning.

The use of elements of functional skills delivery has also been important. This is an area FTA intends to increase its skills and understanding of and has promoted a new college partnership.

Sharing of Project Findings

Once the new platform is available the activity FTA undertakes on a regular basis will be utilised to further spread the word and opportunities created by this learning module.

FTA is a member organisation with around 14,500 companies in membership. FTA provides magazines, newsletters and specific marketing. Each channel can be utilised in slightly different ways to approach the sector.

In the meantime the Skills Working Group made up of 32 Training Managers (or similar) from member organisations will be evaluating the module at their next meeting scheduled in September.