

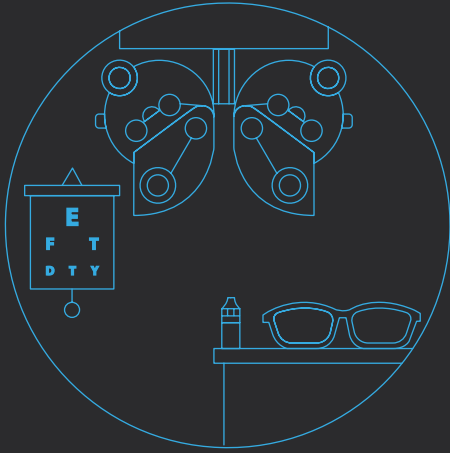
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STRATEGIC ROAD SAFETY  
NEATEBOX

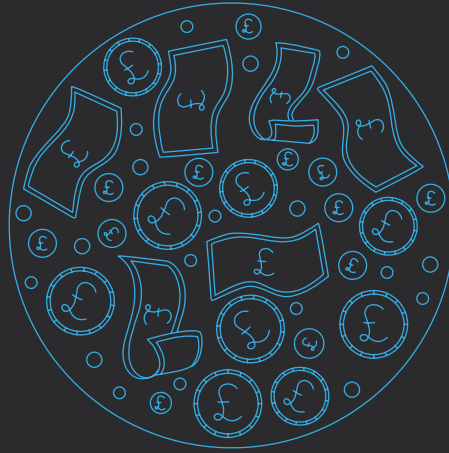
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# Neatebox

Former Guide Dog Trainer, Gavin Neate has been working alongside Scotland TranServ's Strategic Road Safety team to develop his innovative Neatebox app and Bluetooth technology. Through nearly 20 years of experience working with the visually and mobility impaired community, Gavin identified issues with the location and operation of pedestrian crossings.



In the UK it is estimated that by 2020 the number of people with sight loss will rise to over 2.2million, and nearly 4million by 2050<sup>[1]</sup>.



The economic impact of UK sight loss is estimated at £28 Billion. It costs NHS Scotland £127million annually, 3% of its total budget<sup>[2]</sup>.



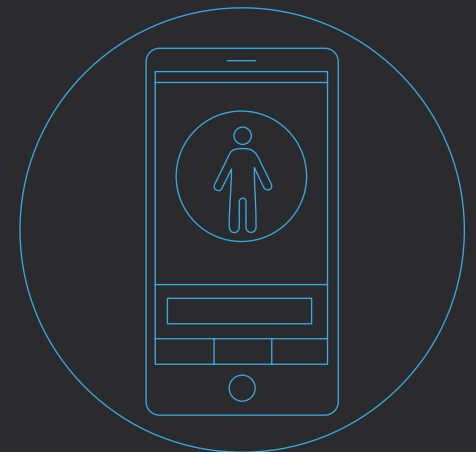
In the UK, our population is ageing, there are 11.8million people aged 65 and over, with 79% of people aged over 64 now living with sight loss<sup>[3]</sup>.



Studies into accident rates among those with visual impairment are rare, those that have been carried out found that a staggering 10% of respondents had received an injury from a vehicle strike.



Such incidents have a massive impact on the confidence and safety perception of visually impaired people, in the public realm. In the largest recent study of blind and partially sighted people<sup>[4]</sup>, 'mobility on foot' was singly the most frequently reported travel issue.



Statistics meanwhile show that more than half of those aged over 55 own a smart phone, more than doubling since 2012. Crunching these numbers together comes up with only one possible outcome; that increasing smart phone use, app development and other disruptive technologies will play a major part in assisting the UK's ageing, visually and mobility impaired communities.



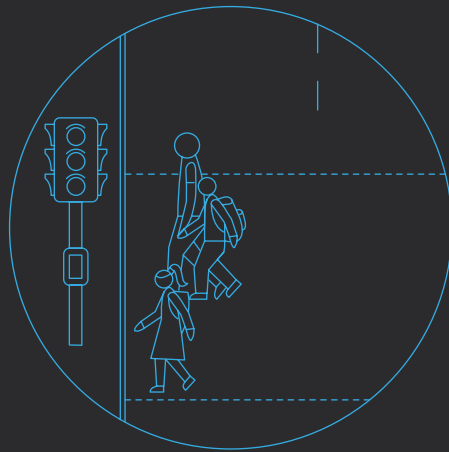
Gavin Neate has therefore developed an innovative app and Bluetooth controller unit that allows users to activate crossings simply by using the app.



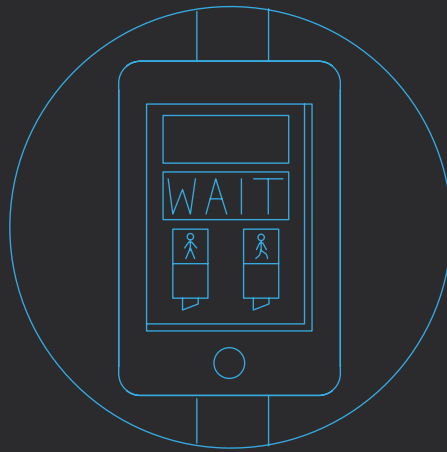
The device was tested at the Rehabilitation International World Congress in Edinburgh in 2016.



Scotland TranServ quickly adopted the technology and in a world first, implemented it on five out of six crossings in the Ayrshire resort of Largs.



The Strategic Road Safety team had been working with a nursery and primary school in the town to develop a new pedestrian crossing to improve the safety of young families.



Installing the new crossing provided the opportunity for Scotland TranServ to implement a pilot programme on behalf of Transport Scotland.



Demographically, Largs has an older population and is within reach of Scotland's more densely populated central belt, for a wider uptake of the app. Applications have now exceeded 2000.

Scotland TranServ and Transport Scotland are working with Neatebox to enhance the lives of thousands of mobility and visually impaired people across South West Scotland to improve access to services, society and employability.



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