

## News and events

### Latest news from Loughborough University

5 Apr 2016

#### Loughborough University selected to monitor natural driver behaviour in unique EU experiment

---



*Senior Researcher Ruth Welsh.*

The real behaviour of Europe's road users will be revealed for the first time as part of a naturalistic driving study involving Loughborough University.

The €10 million collaborative study[1], funded by the [European Commission](#) and co-ordinated by [SWOV](#) - Institute for Road Safety Research (The Netherlands), will observe unobtrusively the various aspects of driver and rider behaviour - including acceleration, lane position, speed, eye movements, traffic densities and road conditions, among others.

[UDRIVE](#), as it is known, involves the monitoring of cars, trucks and scooters for up to 21 months as part of naturalistic data collection whenever the vehicle is in motion; in daylight, darkness and all weather conditions.

Volunteers from six countries - the UK, The Netherlands, Germany, France, Spain and Poland - have agreed to cameras and data recorders being fitted to their vehicles and scooters for continuous footage and data collection.

Loughborough University's Driver Behaviour and Injury Prevention Research Group is leading on the UK data gathering along with the Institute of Transport Studies at the University of Leeds, by equipping 30 cars with seven video cameras and a smart camera to cover both the external view of the vehicle and the internal view, including the driver's face, hands, and feet.

The aim is to gain an accurate and in-depth understanding of actual road user behaviour in a natural setting and analyse the inter-relationship between driver/rider, vehicle, road and other traffic in a range of situations. The study will assess the risk of safety critical behaviour and eco driving. The insights gained will be used to identify new measures to make the European traffic system safer and more sustainable.

It is hoped this new approach will help meet targets to reduce vehicle emission levels and the number of crashes on our roads, set under [Horizon 2020](#), the EU Framework Programme for Research and Innovation.

[Ruth Welsh](#), Senior Researcher in the Driver Behaviour and Injury Prevention Research Group, said: "UDRIVE presents a fantastic opportunity to gain first-hand insight into drivers' natural behaviour behind the wheel, harmonising data from other countries within the EU which have differing levels of road safety.

"By recording drivers continuously, we can analyse crash causation factors such as distraction (i.e. mobile phones) and interactions with vulnerable road users such as pedestrians and cyclists.

"It is the intention that post project the data will become a reliable source of information for subsequent analyses by road safety and environmental experts from all over the world."

Dr Nicole Van Nes, co-ordinator of the UDRIVE project, said: "This naturalistic driving study offers the unique opportunity to study behaviours that we couldn't study through other methods.

"In this study, we have effectively been able to look over the shoulder of the driver so that we can see the chain of events leading up to possible crashes. It also provides valuable insight into key safety topics such as fatigue and distraction, as well as dangerous driving behaviours."

The study will run until 30 June 2017. To find out more, visit [www.udrive.eu](http://www.udrive.eu).



## Notes for editors

**Article reference number:** PR 16/48

1. **Loughborough University is one of 19 project partners.** They include: SWOV; Federal Highway Research Institute (BAST); CDV (Transport Research Centre); European centre of studies on safety and risk analysis (CEESAR); Foundation for Research and Development in Transport and Energy (Cidaut); DLR - the national aeronautics and space research centre of the Federal Republic of Germany; ERTICO – ITS Europe; Fédération Internationale de l'Automobile (FIA); IBDiM - Road and Bridge Research Institute; The French institute of science and technology for transport, development and networks (IFSTTAR); The Austrian Road Safety Board (KFV); Laboratory of Accidentology and Biomechanics (LAB); Or Yarok association for safer driving; SAFER – vehicle and traffic safety centre at Chalmers; TNO - the Netherlands Organisation for Applied Scientific Research; The Professorship of Cognitive and Engineering Psychology at TU Chemnitz; The Institute for Transport Studies (ITS) at the University of

Leeds; Volvo Technology.

**UDRIVE** will increase our understanding of road user behaviour. Its objectives are two-fold: to identify well-founded and tailored measures to improve road safety up to the Horizon 2020 and beyond, and to identify approaches for reducing harmful emissions and fuel consumption in order to make road traffic more sustainable. The UDRIVE project builds further on the experience of the PROLOGUE feasibility study and various Field Operational Tests, and aims to contribute to developing this in-depth knowledge by conducting the first large-scale European Naturalistic Driving study. See more at: <http://udrive.eu/index.php/about-udrive>.

**Loughborough University** is equipped with a live in-house broadcast unit via the Globelynx network. To arrange an interview with one of our experts please contact the press office on 01509 223491. Bookings can be made online via [www.globelynx.com](http://www.globelynx.com)

Loughborough is one of the country's leading universities, with an international reputation for research that matters, excellence in teaching, strong links with industry, and unrivalled achievement in sport and its underpinning academic disciplines.

It has been awarded five stars in the independent [QS Stars](#) university rating scheme, putting it among the best universities in the world, and was named the best in the country for its student experience in the [2016 THE Student Experience Survey](#). It was also named University of the Year in the In the [What Uni Student Choice Awards 2015](#) and [Sports University of the Year 2013-14](#) by The Times and Sunday Times.

Loughborough is consistently ranked in the top twenty of UK universities in the Times Higher Education's 'table of tables' and is in the top 10 in England for research intensity. In recognition of its contribution to the sector, Loughborough has been awarded seven [Queen's Anniversary Prizes](#).

In September 2015 the University opened an additional academic campus in London's new innovation quarter. [Loughborough University London](#), based on the Queen Elizabeth Olympic Park, offers postgraduate and executive-level education, as well as research and enterprise opportunities.

## Contact for all media enquiries

### Charlotte Hester

PR Officer  
Loughborough University  
T: 01509 223491  
E: [C.L.Hester@lboro.ac.uk](mailto:C.L.Hester@lboro.ac.uk)

## [Newsarticles by year](#)

### Latest news

- [Student exhibition launch at LU Arts](#) 21 April 2016

- [New study asks - how are you sleeping?](#) 21 April 2016
- [LUSEP company wins second Queen's Award for Enterprise in three years](#) 21 April 2016

## Contact us

### Public Relations Office

Loughborough University

Leicestershire

LE11 3TU

- +44 (0)1509 222224
- [Email the PR Office](#)

Website maintained by the [Marketing and Communications](#)