# Elderly driver crashes into Rise Bakery alcohol store causing over £10,000 damage



An unfortunate incident at Rise Bakery in Bridport, Dorset, has left the local establishment grappling with a substantial set of damages after an elderly driver accidentally crashed into their alcohol store room. The incident occurred when the driver, believed to be in his 70s or 80s, mistakenly pressed the accelerator instead of the brake while pulling out of a nearby car wash, resulting in catastrophic damage to the premises and an estimated loss of over £10,000.

Nikki Craven, the owner and manager of Rise Bakery, detailed the aftermath of the crash, noting that a staff member had just restocked the shelves moments before the collision. Craven described the scene as chaotic, with "smashed glass everywhere" and the lingering scent of alcohol permeating the space despite multiple deep cleans. Fortunately, the three employees present at the time, along with a few customers, emerged unscathed. The elderly driver was taken to hospital but fortunately did not suffer serious injuries.

As the bakery community rallies around Rise, Craven made it clear that they hold no animosity towards the driver, stating, "We’re just glad that no-one was hurt." The bakery’s Instagram account echoed this sentiment, expressing gratitude for the support from the community and emphasising their non-judgmental stance towards the driver.

The collision is a stark reminder of the growing concerns surrounding road safety, particularly involving elderly drivers. This demographic, while often considered seasoned behind the wheel, can sometimes face challenges in vehicle control due to declining physical abilities. Similar incidents have raised alarm elsewhere; in Devon, for example, a separate event recently occurred where a pensioner on a mobility scooter was filmed running down another man over a bakery dispute, illustrating a trend of such extraordinary occurrences involving elderly individuals in public settings.

The ongoing rise in the number of incidents where elderly drivers lose control also coincides with a rise in community initiatives aimed at promoting road safety education. Local councils have been working on campaigns designed to raise awareness regarding safe driving practices and the necessity of adaptive measures for older drivers.

At Rise Bakery, efforts to recover from the incident include awaiting an assessment from their insurance company before beginning repairs and renovations. The manager has expressed hope that the 'Little Booze Room' will reopen within a month. Meanwhile, the bakery remains resilient, focusing on the support from local businesses and individuals, especially thanking those who helped to extricate the vehicle from their premises.

In the face of adversity, Rise Bakery's resolve to move forward is heartening. However, these incidents serve as a broader call for public awareness regarding the vulnerabilities faced by older adults in driving situations, emphasising that while accidents may happen, community spirit and understanding are essential in navigating the consequences.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5
2. Paragraph 6
3. Paragraph 7

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14700839/Moment-pensioner-accelerator-bakery.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.bbc.co.uk/news/uk-england-suffolk-66087070> - The owners of Weston's Bakery in Sudbury, Suffolk, have decided to close their family-run business after being involved in a serious car crash. Chris and Patrick Weston sustained injuries, with Mr. Weston remaining in hospital. The family cited rising costs and the recent accident as factors leading to the closure, resulting in the loss of about 30 jobs. The bakery had been operating for approximately seven years before this decision.
3. <https://www.the-independent.com/news/uk/home-news/devon-pasty-bakery-pensioner-fight-police-b2463432.html> - In Bideford, Devon, a pensioner on a mobility scooter was filmed using his vehicle to run over a man who had purchased the last pasty at a local bakery. Witnesses reported that the elderly man was upset over the last pasty being sold and took his frustration out on the customer. Devon and Cornwall Police identified the individual and seized his mobility scooter following the incident.
4. <https://readsector.com/elderly-man-reverses-into-a-tesco-cafe-in-sutton-coldfield/> - An elderly man in his 80s reversed his Volkswagen Golf through the front window of a Tesco café in Sutton Coldfield, West Midlands, injuring several customers. The incident occurred just before 11 am on a Saturday, with the store filled with Christmas shoppers. One man in his 20s was taken to the hospital after falling unconscious. The driver and passengers were uninjured, and the store remained open after the incident.
5. <https://www.britsafe.org/safety-management/2024/ginsters-pasty-maker-fined-more-than-1m-after-worker-killed-by-delivery-lorry> - Samworth Brothers, the company behind Ginsters pasties, was fined over £1 million after a worker was killed by a delivery lorry at The Cornwall Bakery in Callington. Paul Clarke, aged 40, was struck by the vehicle on December 2, 2021, as it reversed into a loading bay. An investigation revealed that the company had installed temporary strip curtains instead of a faulty roller door and had not assessed the risks associated with moving the curtains during vehicle reversals.
6. <https://www.express.co.uk/news/uk/1845072/pensioner-mobility-scooter-run-man-over-pasty-bideford> - In Bideford, Devon, a furious pensioner used his mobility scooter to run over a man who had purchased the last pasty from a local bakery. Witnesses reported that the elderly man was upset over the last pasty being sold and took his frustration out on the customer. Devon and Cornwall Police identified the individual and seized his mobility scooter following the incident.
7. <https://www.dailyrecord.co.uk/news/uk-world-news/furious-pensioner-runs-man-over-31666145> - A furious pensioner used his mobility scooter to run down another man after he reportedly bought the last pasty from a bakery in Bideford, Devon. Witnesses described the elderly man as 'hangry' and taking his frustration out on the customer. Devon and Cornwall Police identified the individual and seized his mobility scooter following the incident.