

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Road Safety Analysis Limited	
Type of organization	NGO	NGO, company, local authority, school etc.
Organization main activity	Research and Delivery of Road Safety Interventions	Activity field
Country	United Kingdom	Of the organization
Website	www.roadsafetyanalysis.co.uk	Organization website
Contact person	Dan Campsall	For the follow-up of the application
Contact person's position	Director	
Contact person's email address	dan@roadsafetyanalysis.org	
Contact person's phone	+44 1295 731812 +44 7967 446506	
Partners in the initiative	West Berkshire Council, Wokingham Borough Council, Bracknell Forest Borough Council, Slough Borough Council, Royal Borough of Windsor & Maidenhead, Kwik Fit, Berkshire Youth, Reading Football Club, Royal Berkshire Fire & Rescue Service, Road Safety Analysis.	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Started in 2011, the programme is being continuously supported and expanded.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Dan Campsall, Director, Road Safety Analysis Tanya Fosdick, Head of Research, Road Safety Analysis Steve Ferris, New Media Officer, Road Safety Analysis George Ursachi, Market Analyst, Road Safety Analysis Cheryl Evans, Senior Road Safety Officer, West Berkshire Council	In the case of persons, indicate their positions
Geographical scope of the activities	Berkshire, England. An english county with around 1m inhabitants.	Indicate where the activities were implemented
Summary of the initiative	DriveStart is a multi-channel partnership programme designed to change behaviour among novice and pre-drivers, reducing their risks on the road. Utilising the expertise of 12 agencies DriveStart is delivered through a growing programme of experience days, support for accompanying drivers and extensive online and social media engagement. Each 7 hour long experience day uses an array of skills based tasks such as practical driving, incident scene management, vehicle maintenance, emergency braking and simulated commentary driving to deliver up to 16 distinct behaviour change techniques. Advice sessions for accompanying drivers ensure that learners are well supported throughout the education process.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	Utilising our own behavioural insights research data from over 3,000 young people over the last 7 years has demonstrated that it is feasible to shift subjective norms on a range driving behaviours, normalising more positive choices. DriveStart is innovative in the way that it is utilising this behavioural research and also in the way that it creates connections between the education experience, support at home and ongoing engagement online for participants through social media channels.	If applies, describe to what extent the proposed initiative will lead to new approaches and practices Max: 100 words

<p>Issues that are addressed with the initiative</p>	<p>The DriveStart programme seeks to address a blend of social, behavioural and practical aspects of learning to drive, based on an accepted set of behavioural change techniques that have been recognised within the formal literature. This includes activities that involve novice and pre-drivers within their social context</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
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<p>Activities developed</p>	<p>In order to achieve these objectives, the multi-agency partnership behind DriveStart are utilising a range of channels for delivery including:</p> <ul style="list-style-type: none"> • ‘DriveStart Experiences’ – each 7 hour experience day includes a variety of activities that are designed to utilise a wide range of behaviour change techniques (BCTs). Based on our qualitative research, attendees made clear that they respond to skills based training. Experience events therefore use extensive skills based tasks such as incident scene management, vehicle maintenance, emergency braking and simulated commentary driving to deliver BCTs such as ‘Behavioural practice/rehearsal’, ‘Problem Solving’, ‘Identification of self as role model’ and ‘Information about others’ approval’. The partnership to deliver these events is being further expanded in 2016 and now includes 5 highway authorities, Reading Football Club, Admiral Insurance, Kwik Fit, Berkshire Youth, Royal Berkshire Fire & Rescue Service, Blue School of Motoring and Road Safety Analysis. • Pre-pass Support Scheme (PPSS) – DVSA recommend that a learner receives 25 hours of private practice alongside their formal professionally led training from an ADI, however, many accompanying drivers feel ill-equipped to help as it is often 30 years since they were a learner themselves. The PPSS offers an evening of training, advice and support from one of our partners, Blue School of Motoring, and a road safety team member to update accompanying adults on current best practice, more recent changes in the Highway Code and some of the best tips for helping a learner to progress. • Social Media – Utilising the marquee social networks, DriveStart creates an ongoing community around the direct engagement activities. Social Media activity is intensified around the time of experience events and other high profile campaigns (such as Safe Drive Stay Alive) to build audience engagement and maximise the investment of complementary programmes. <p>Website – underpinning advice for young drivers and their accompanying adults is the website which is consistently updated with news and advice on issues such as telematics insurance, advanced vehicle safety features, changes to the testing regime and seasonal vehicle maintenance.</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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<p>Genesis</p>	<p>Road casualty data showed that, in contrast with most other road user groups, young driver collisions increased in 2011. Road Safety Analysis conducted a through evidence review to examine the following:</p> <p>RISK PROFILE – How are young drivers involved in collisions and who are they?</p> <p>PERSONAS – What are the predominant types of people and how can they be characterised?</p> <p>CURRENT LOCAL SCHEMES – What is being done locally at the moment to engage with young drivers through ETP, enforcement and engineering?</p> <p>SUCCESSFUL SCHEMES – Any other national or international work that could be relevant</p> <p>This evidence review became the basis for the programme.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>From the start, this initiative has been built around scalability and transferability with the documentation of the evidence base, production of resources and use of digital delivery channels allowing this project to grow into other areas in accordance with demand.</p> <p>The development of commercial partnerships with national market penetration would also potentially provide distinct opportunity to grow well beyond the current geographic area. The operating base of these partner organisations means that scaling up on a region by region basis could be done with only a marginal investment in staffing.</p> <p>Road Safety Analysis has also demonstrated capacity to work with wider networks, such as Road Safety GB, to facilitate low cost licencing of education resources to secure maximum benefit to the road safety community; including translation of resources for use in international markets.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>

<p>Promotion and dissemination</p>	<p>DriveStart experiences are largely promoted in the locality; this includes local education channels as well Reading Football Club, a large and successful team in the English Championship.</p> <p>The website (www.drivestart.co.uk) is also used to push content to participants, their families and interested parties.</p> <p>Working with other major young driver initiatives allows access to a large number of the target audience attending high profile events.</p> <p>Extensive use of social media (facebook, twitter and youtube).</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>DriveStart is one of the major streams of work as part of the Safer Roads, Berkshire service. This award winning* programme of road safety management has been fully supported for the last five years and a new four year contract is currently being negotiated to provide ongoing security.</p> <p>* Safer Roads won a Prince Michael International Road Safety Award in 2014 for Road Safety Management.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
<p>Evaluation of the activities</p>	<p>DriveStart is subject to rigorous ongoing evaluation work, with the programme being adapted accordingly.</p> <p>Data shows 92% of participants reported the course had changed their perception of being a driver or passenger, with 100% agreeing that they would recommend the course.</p> <p>Social media metrics show:</p> <ul style="list-style-type: none"> • DriveStart averages 307,664 post impressions on Facebook per month¹ • Twitter feed generates an average of 7,012² monthly impressions • The YouTube channel has now amassed nearly 600,000 channel views <p>The latest evaluation plan combines both a process & outcome evaluation (using a pre- and post-questionnaire, with comparison group).</p>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>	<p>In developing the programme further, the team have analysed content using the Behaviour Change Technique (BCT) taxonomy³ developed by University College London to identify the 5 BCTs that were already in operation and increasing that so that the latest iteration of the programme now includes a total of 16 BCTs (from</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>

¹ Monthly average – Q4, 2015

² Monthly average – Q4, 2015

³ The behaviour change technique taxonomy of 93 hierarchically clustered techniques, Michie et al, 2013

	across the taxonomy groups).	
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