

# LIFE DRIVE EVALUATION

A pilot initiative for young and inexperienced  
drivers

December 2016

## **Executive Summary**

**Background:** Life Drive was designed and implemented by Bournemouth Borough Council in 2014. The course provided additional training and education to drivers between the age of 17 and 25 years who had recently passed their driving test. It intended to tackle the disproportionate level of road accidents that this cohort experience by replicating some of the impacts of graduated driver licensing (GDL) schemes.

**The Initiative:** The course comprised of one theoretical and one practical session, both delivered by an advanced driving instructor (ADI), with optional attendance on a driver awareness scheme (DAS) session. Over 21 months 136 young drivers commenced Life Drive course, and 109 completed the compulsory elements of the programme.

**Participants:** Participants ranged from 17-25 years of age, with a fairly even split of males and females, the majority of whom lived in Bournemouth. Recruitment was largely achieved through Facebook or word of mouth recommendations.

**Findings:** The course was generally well received with young drivers reporting some improvements in self perceived knowledge, confidence and skills after attending the course. However it appears that participants were more likely to avoid driving in certain situations after the intervention, which would benefit from further investigation. There is some positive impact seen around peer pressure, and the importance placed upon less common road safety messages such as driving whilst tired. Participants also claimed that they had made positive changes to their driving behaviour after attending Life Drive and recognised a range of driving behaviours as potentially risky. They also suggested a number of behaviours that they planned to improve with the top one being avoiding distractions.

**Finance:** The intervention cost £134.25 per person to deliver, however there are a number of additional costs which should be factored in to give a true reflection of the cost-effectiveness of this scheme.

**Limitations:** The number of participants compared to the overall population is low and they are self-selecting so we are unable to say if they are reflective of all young drivers. In addition all information provided is self-reported so open to interpretation or bias in reporting.

**Summary:** At this stage we believe that Life Drive has supported some positive changes in the short term perceptions and intended driving behaviour of the attendees. Although we have demonstrated the efficacy of the course, we are unable to say anything about long term driving behaviour changes, or comment on the generalisability of our finding. A number of recommendations have been made to include reviewing the course content and assessing if it is meeting all of its intended outcomes, this includes deciding if the DAS element should be compulsory. Finally as it is not possible to predict the long term impact of this initiative in reducing the number of young drivers killed or seriously injured (KSI) on the road the focus of any subsequent phases should be on demonstrating the long term effectiveness of improving safety in this cohort of drivers.

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## **1. Introduction**

### **1.1 Background**

Bournemouth Borough Council (BBC) as part of the Dorset Road Safety Partnership (DRSP) has a target to reduce those killed and seriously injured (KSI) in road traffic accidents by 40% by the year 2020. One group of road users experiencing a disproportionate amount of road incidents are drivers aged 17-25 years. Despite comprising just 12% of the driving population they are involved in 26% of collisions in Bournemouth, which is reflective of the national picture (Department for Transport 2013). It was therefore decided to target a specific intervention at this audience as part of the overall casualty reduction strategy.

### **1.2 The evidence**

The strongest evidence for successful intervention in this age group is around Graduated Driver Licencing (GDL) schemes. Other countries have demonstrated up to a 40% reduction in accidents in new and inexperienced drivers (Russell *et al* 2011). GDL schemes vary but aim to allow new drivers to build up experience in their first few years of driving and to reduce the level of risk they are exposed to. In these schemes drivers typically have to complete a certain number of hours behind the wheel before they take their driving test. Once they have a driving license, restrictions are imposed for the first year or two to include conditions such as not driving at night, or carrying passengers unless an experienced driver is also in the vehicle. However, introducing GDL requires a change of legislation and implementation at a national level. Despite the Department for Transport (2013) suggesting that GDL could significantly reduce the number of young road casualties in the UK, the Green Paper on Young Drivers (Department for Transport *et al* 2013) was not progressed over concerns of restricting the freedom of young people (ROSPA 2015).

### **1.3 Local implementation**

Without government backing, a local initiative was designed to mimic the outcomes of GDL by providing young and inexperienced drivers with additional theoretical and practical experience and support to help them to identify risks. The scheme; Life Drive commenced as a pilot in October 2014 with the intention of offering an enhanced training opportunity to 100 young drivers over a twelve month period. The project was initially funded from the Local Sustainable Transport Fund (LSTF), delivered by LV=Streetwise and evaluated by Public Health Dorset in the context of the wider strategic DRSP to target strategic priority 2 'Better road safety education and training for children, learner and young drivers'.

### **1.4 The intervention**

Initially, Life Drive was available to any individual living in Bournemouth aged 17-25 years who had passed their test within the last four years. As uptake was lower than anticipated the offer was extended to all Dorset residents. The training was free to participants with the added benefit of a £50 incentive voucher provided to each young driver who successfully completed the course including a pre and post intervention questionnaire. Previous local work with motorcycle riders in this age group has shown a poor uptake in free training hence the introduction of an incentive.

The course comprised of one and a half hours of theoretical classroom style training, and a one hour supervised practical driving session delivered by an approved driving instructor (ADI) from Gold Driving Academy<sup>1</sup>. These elements were intended to refresh driver skills and knowledge as well as demonstrating how to reduce their risk of accidents. There was also the optional attendance at a local Driver Awareness Scheme (DAS) session delivered by Dorset Police staff to further enhance their knowledge. The Course has been built

around the 'Fatal 5' reasons for collisions and the behavioural change competencies and also assessed by Dr Fiona Fylan the leading psychologist in driver behaviour.

Life Drive was entered for and awarded 'Best New Scheme 2016' at the FirstCar Young Driver Road Safety Awards.

### **1.5 Planned evaluation**

The intervention set out to reduce the number of young and inexperienced drivers involved in road traffic collisions through six aims. A logic model (appendix A) was designed to describe the measurement indicators and questionnaires were designed to measure for these outcomes (appendix B).

#### *Aims of the project*

1. To develop and enhance the skills and knowledge of younger drivers
2. To improve the confidence of younger drivers
3. To reduce the impact of peer pressure on younger drivers
4. To reduce the number of collisions involving younger drivers
5. To increase younger drivers' awareness of other road users
6. To increase younger drivers' hazard perception skills

It was intended that participants would complete a pre course questionnaire then attend the compulsory theory session and a practical drive out, as well as an optional DAS course. They would then complete a post course questionnaire before receiving their incentive vouchers. All participants would be asked to complete a follow up survey at 6 and 12 months. A sample of one in five drivers would be offered a repeat drive out session with a second incentive voucher offered. In addition to the questionnaires, the notes taken by the driving instructors during the drive outs would also be evaluated. The longer term success of the scheme would be measured using the numbers of incidents recorded by the police in the cohort compared to the wider group of young drivers.

### **1.6 Preliminary findings (March 2015)**

By March 2015 38 pre course surveys and 42 post<sup>2</sup> course surveys were available for evaluation so a preliminary report was produced (see [preliminary report](#)) It was identified that the course was generally acceptable to those who attended and the majority said they would recommend it to others. Drivers reported that they were less likely to perform some negative behaviour whilst driving, and demonstrated a greater understanding of dangerous driving behaviours. They also reported an increase in their knowledge, skills and confidence after the course. Early findings suggest that Life Drive has supported some changes in the driving behaviour and attitude of the participants, however it is not yet known if these changes will be put into practice, are reflective of the whole population, or will be maintained over a longer period of time.

1 – Gold Driving Academy were chosen for the pilot as they were already engaged with the Safewise charity

2 – There were fewer pre course surveys available at this early stage as they were being transcribed from paper to an electronic format

## 2. Life Drive Findings

### 2.1 Participants

Data were extracted from the online survey tool for the period of 1 November 2014 to 31 July 2016. The flow chart (Figure 1) shows the participants and their course journey.

Figure 1: Flow chart of participants



Of those who completed the pre course survey (figure 1) there was a fairly even gender split; 57% were female and 43% were male. The majority of participants lived in Bournemouth (68%), and others were divided evenly between Poole and Dorset. The most common age was 21, with a range between 17 and 25 years, over a third of participants had been driving 6 months or less when they commenced Life Drive, with some passing their tests during the course (figure 2). Over half (60%) reported no significant breaks in their driving since passing their tests, although 13% reported a break between 6 months and 4 years (figure 3). Over half of the participants said they drove between 1000 and 10,000 miles per annum. Just under a fifth had attended additional training since their test, of these 12 had attended a Driver Awareness Course and 8 had completed Pass Plus.

Figure 2: How long ago participants passed their driving test

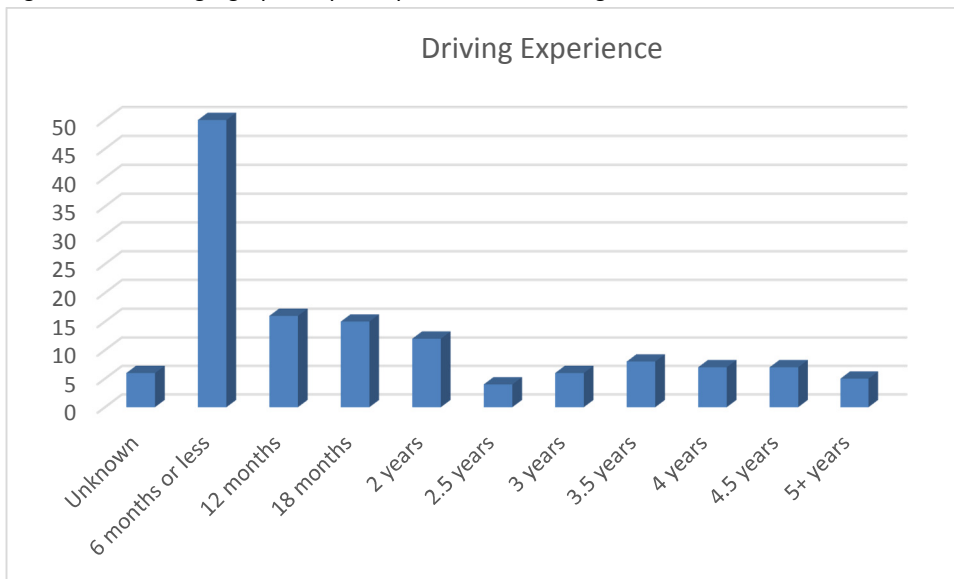
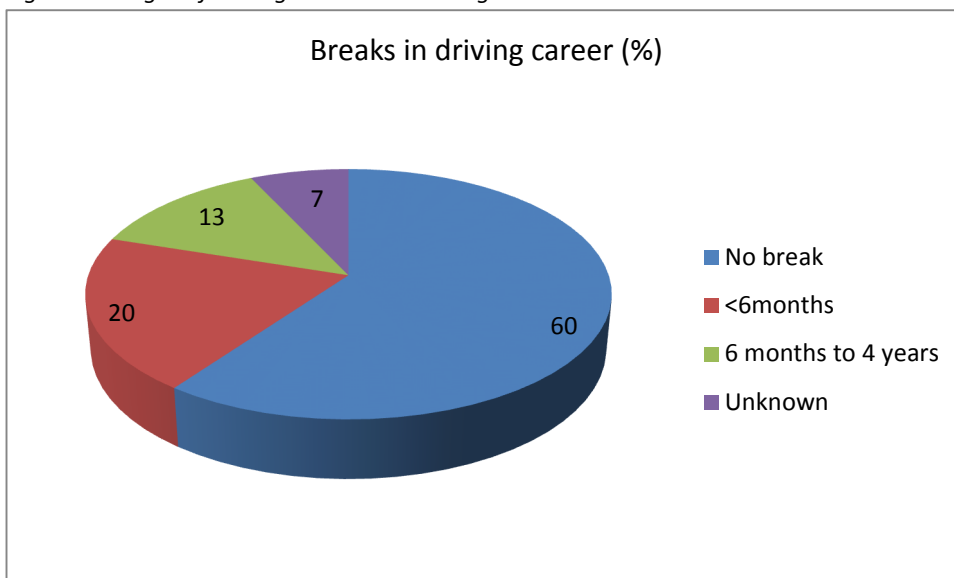


Figure 3: Length of driving break since taking test



## 2.2 Car Use

To examine the immediate efficacy of the course we compared the 136 pre course questionnaire responses with the 108 post course questionnaires for the time period November 2014 to July 2016. The 27 individuals who dropped out of the course or were yet to complete the course had a fairly similar demographic to course participants (figure 1).

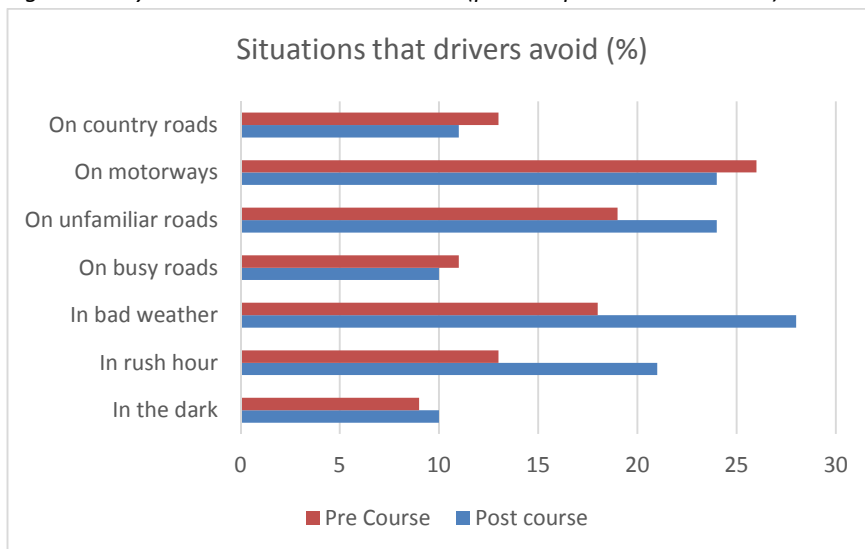
- Frequency of driving was very similar pre and post intervention with a slightly larger proportion reporting driving daily after attending Life Drive (50% pre, 61% post), this could be due to some participants passing their driving test during the course duration and driving more as a result.
- Reasons for driving are also very similar; proportionally slightly more drivers reported all types of car use post intervention, with the exception of commuting.

- Some situations that drivers avoid have increased slightly post intervention; driving on unfamiliar roads (19% pre, 24% post), driving in bad weather (18% pre, 28% post), driving in rush hour (13% pre, 21% post) and driving in the dark (9% pre, 10% post) (figure 4).
- There is also an increase in the number of drivers who are avoiding two or more situations (26% pre, 31% post).

It is slightly concerning that drivers report avoiding more situations after attending the course as it has been designed to equip participants to drive safely in all situations. It could be that participants have become more aware of the risks and have decided to reduce their chances of being involved in a collision by avoiding certain situation, particularly in the instance of bad weather. However it could be that some participants actually feel less confident as a result of their enhanced knowledge.

**Recommendation one:** Further exploration should be carried out into the reported avoidance of certain driving situations. Course content should be reviewed and additional evaluation with the participants carried out to ensure participants are empowered to drive confidently in a range of situations they may encounter.

Figure 4: Any conditions that drivers avoid (pre and post intervention %)



### 2.3 Reported Perceptions, Attitudes and Beliefs

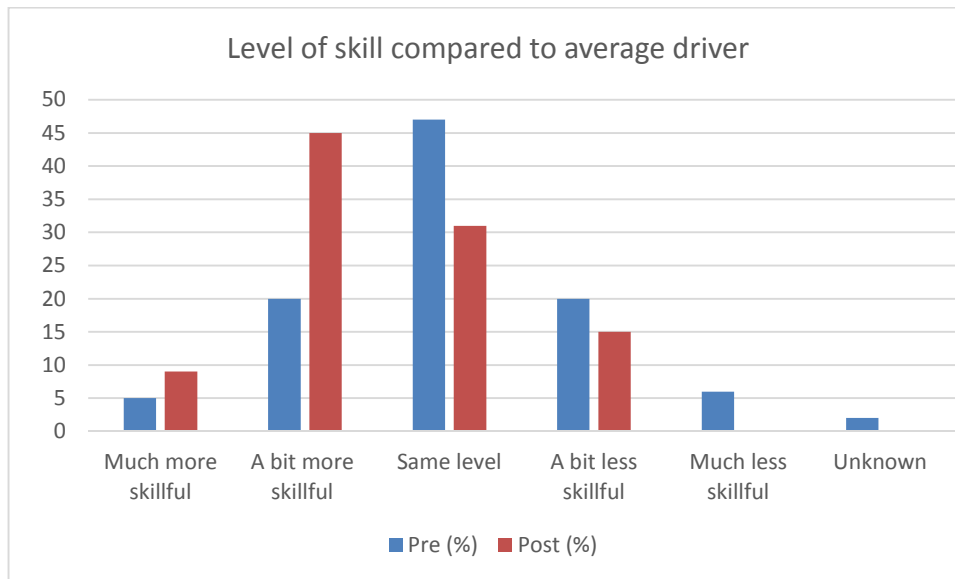
- Level of reported confidence has risen slightly since participants attended Life Drive with an increase in those feeling confident (54% pre course and 64% post course), and extremely confident (12% pre course to 20% post course). A further potential increase in confidence can be seen with the number of participants feeling it is unlikely they will be involved in a collision increasing from 38% to 48%.
- The findings reported in section 2.2. could however indicate a lack of confidence in some situations, although it is also possible that these results are demonstrable of better planning skills
- After completing Life Drive, participants were much more likely to rate themselves as 'a bit more skilful than your average driver'. This rose from 20% pre intervention to 45% of drivers post intervention (figure 5).
- The course seems to have increased reported knowledge slightly with those rating their knowledge as good increasing from 54% pre course to 68% afterwards.
- Before the course the majority of participants identified most of the suggested behaviours as being 'unacceptable or totally unacceptable. Post Life Drive there was little change. However, there was an



interesting increase seen for two specific behaviours ‘driving whilst tired’ and ‘eating and drinking behind the wheel’. It is possible that young drivers are more aware of commonly promoted road safety messages such as ‘drink driving’ and there could be value in promoting less well known accident risks such as ‘driving whilst tired’.

**Recommendation two:** Explore the use of less common road safety messages such as avoiding driving whilst tired. Understand when younger drivers are likely to be exposed to these concepts and if there are any additional opportunities or benefit to promoting them.

Figure 5: Level of skill drivers perceive themselves to have (pre and post intervention %)



## 2.4 Behaviour on the Roads

- There has been a small reported reduction in the numbers of people performing certain behaviours which could be risky in all areas excluding talking to a passenger. The largest decrease was seen in ‘setting a Sat Nav’, followed by ‘eating or drinking’. This correlates with the finding in section 2.3 that young drivers do not necessarily perceive ‘eating or drinking’ at the wheel to be a potentially hazardous behaviour (figure 6).
- Very small numbers of participants (<15%) reported reductions in driving in a certain way due to peer pressure, as well as increases in ignoring peer pressure. The low numbers of participants who had experienced peer pressure indicates that it is either unrecognised in this group, not an issue they experience or they are unwilling to disclose the impact it has on them. In June 2016 the course material was adapted to include more information on peer pressure which could influence this topic in future evaluation, especially as reducing the impact of peer pressure is one of the project aims.
- Participants were asked if they had ever been involved in an accident (fault or non-fault), been caught by a speed camera or stopped by the police. Before the course 35 participants reported 52 incidents between them (figure 7), in the post course survey just 2 incidents were reported by two drivers.
- In addition, Dorset police looked at the driving records of a sample of 72 individuals who had completed the course, of these 4 committed a traffic offence between 22 days and 9 months of completing the course.

Whilst there may have been some under reporting in the surveys, the post course survey is only accurate on the day it is completed so low reported incident figures are not unexpected. Equally the pre course survey captures information about the participant’s entire driving career which could be 4 years. The key to measuring the long term success of this intervention is understanding if participants are less likely to be involved in road incidents than others in the same cohort.

**Recommendation three:** Subject to a consent option on the application form, it would be valuable if police follow up on incident rate within the study population over a longer period and make comparisons to the general driving population in this age group to provide clearer evidence on the effectiveness of the intervention. In addition to this evaluation of the drive out and repeat drive out notes would assist in demonstrating the long term effectiveness of this course.

Figure 6: Behaviours which participants say they perform whilst driving (pre and post intervention %)

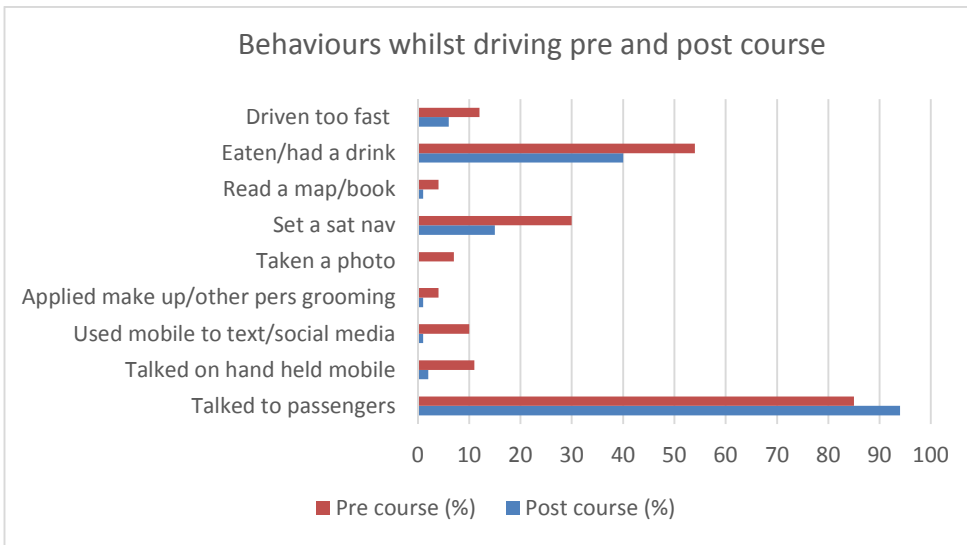
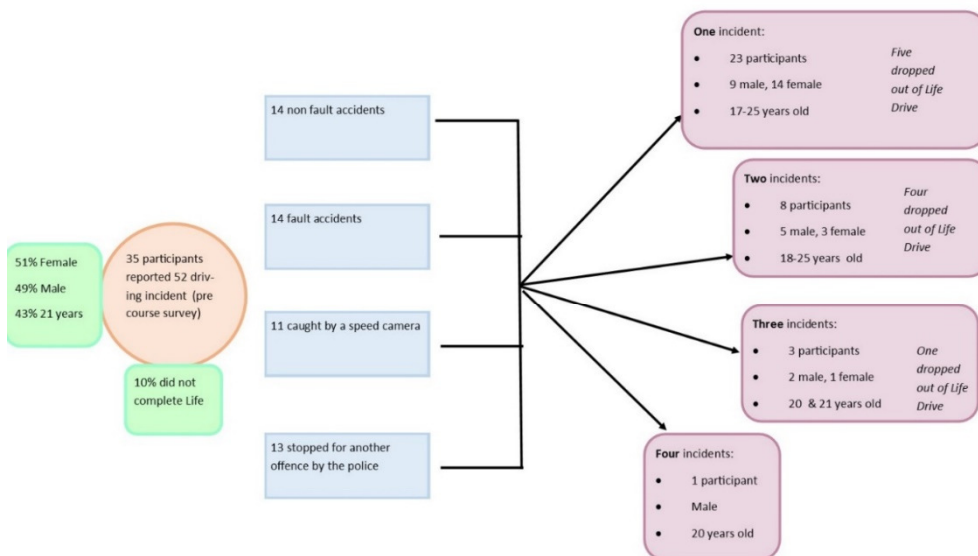


Figure 7: Participants involvement in road incidents



## 2.5 Making Improvements to Driving

- Before the course a large proportion of participants wanted to improve on motorway driving (50%) and fuel economy (43%). A quarter or fewer of participants were interested in negotiating roundabouts or junctions, road positioning, or hazard and speed awareness.
- After the course two thirds of drivers said felt they had improved their hazard perception (n=68) whilst around half cited speed awareness (n=58) and road positioning (n=43) as something they had improved. A third felt they were better at negotiating roundabouts and junctions (n=38 (figure 8).
- There was also a substantial list of additional items that participants provided that they felt they had improved with the top three being distractions (mobiles, music and passengers), as well as keeping your distance from other vehicles and respecting and being more aware of other road users (figure 9).

Pre course the two main areas where participants wanted to improve were 'motorway driving', an area not traditionally covered when learning to drive, and 'fuel economy', which is possibly linked to finances. However motorway driving is not included within Life Drive so it is questionable why it is captured in the survey. After the course, participants cited different areas in which that had improved such as identifying hazards and speed awareness. They also went on to list a number of free text responses of which the top was distractions. 19 drivers said they would reduce their distractions (phones, music, passengers, food), and 15 said they would focus on keeping their distance from other road users, whilst a further 15 said they would have more respect, awareness and patience for other road users.

**Recommendation four:** The course content and outcomes should be reviewed in line with the feedback from the participants to assess if any change is necessary. There are some items mentioned in the survey which are not taught (e.g. motorway driving) and some factors taught but not captured in the survey (e.g. seatbelts).

Figure 8: Areas of driving that participants felt they had improved at the end of the course

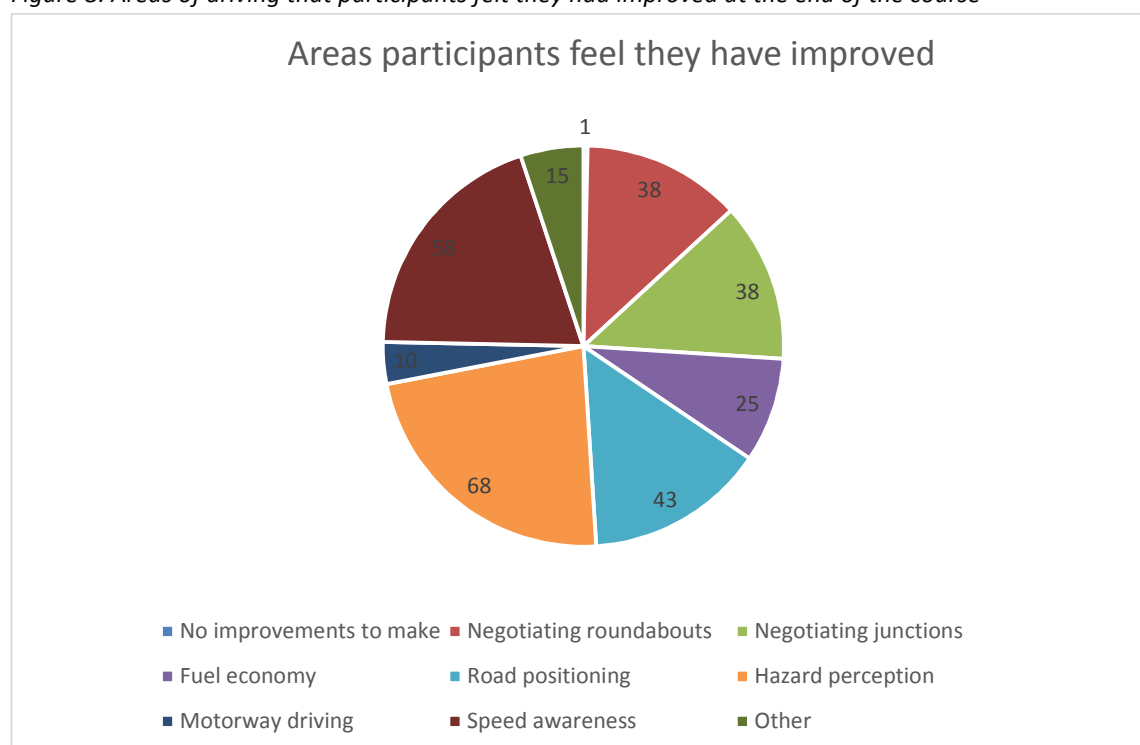


Figure 9: Areas of driving that participants felt they had improved at the end of the course (free text, their own comments)

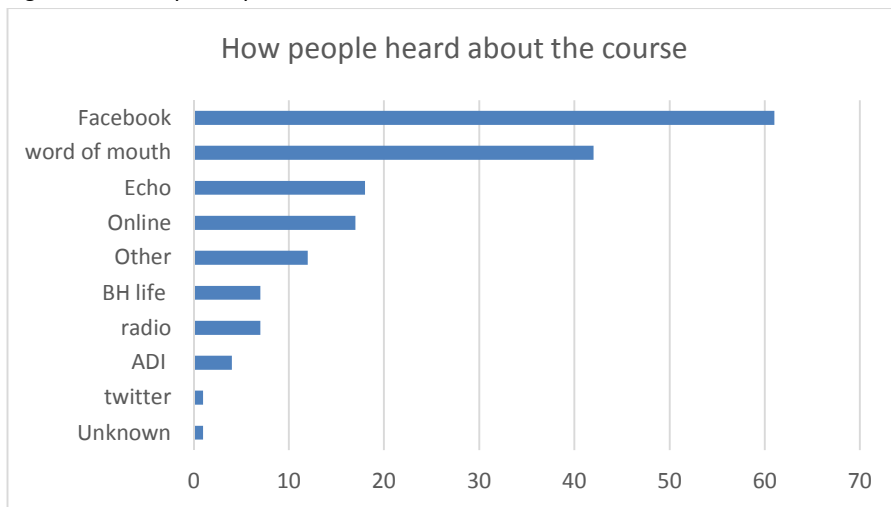


### **3. Acceptability of the Course**

#### **3.1 Recruitment**

Of the 170 individuals who initially signed up to the course Facebook was the most popular medium for them contacting Safewise. 61 individuals reported they saw posts (of whom 3 specified they saw it via the Dorset Echo Facebook page, and a further 8 on the Bournemouth Borough Council Facebook page). Word of mouth was a close second with 42 participants recruited; over half of these were from friends and a third from family (figure 10). Recruitment has taken nearly twice as long to reach the required number, to maximise recruitment in the future social media, in particular Facebook should be the primary focus. Different mediums such as videos could be explored for use on Facebook and other social media platforms.

Figure 10: How participants heard about the course



An incentive was used to aid recruitment based on previous local learning, 43% of participants cited the incentive as a reason for attendance, however 52% said they attended to improve their knowledge and skills, suggesting there was no one main reason for attendance.

**Recommendation five:** It would be valuable to put additional thought and planning into different methods of recruiting via social media. There should be additional promotion targeted at Poole and Dorset residents, and any recruitment materials should be designed to reach all types of drivers. There may be alternative methods of recruiting such as promotion of the course when a young driver commits a driving offence.

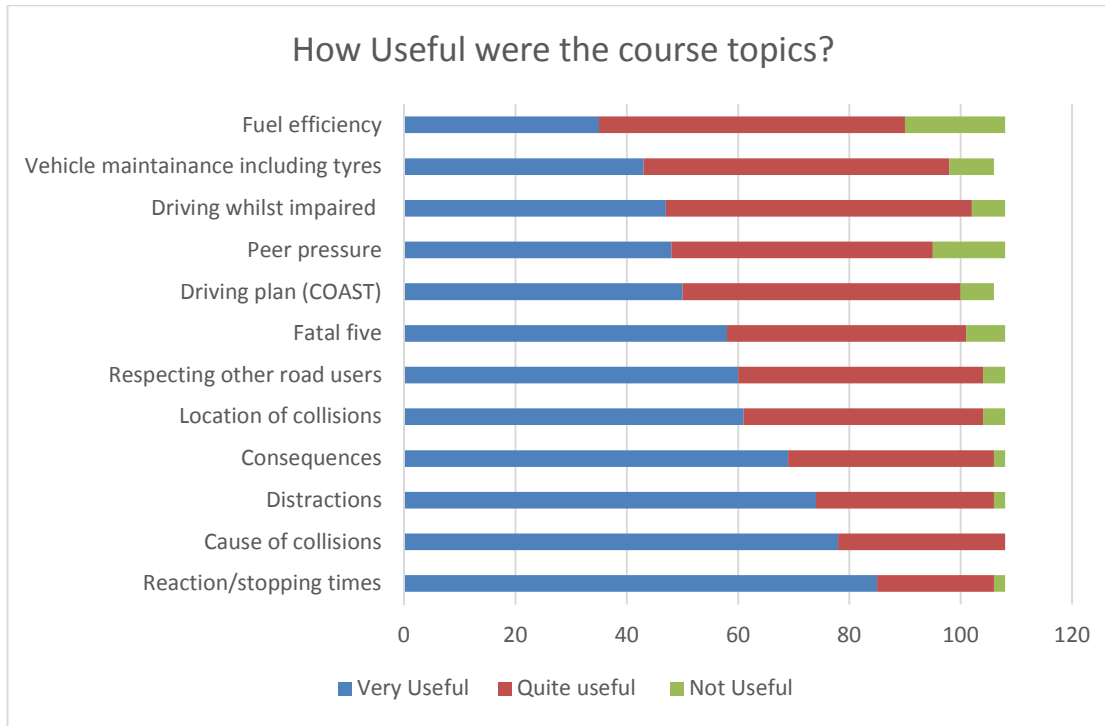
#### **3.2 Retention**

The retention rate for the course was high (84%) once a participant had completed the pre course survey; the rate from registering interest to completing all elements was around 60% (figure 1). Many of the pre course surveys were completed at the first theory session so the participants had already shown a level of commitment to the course by turning up which could explain high retention rates linked to survey completion, however the pre course survey was changed to electronic completion at a fairly early stage.

### 3.3 Course satisfaction

The top three most useful course topics were 'reaction/stopping times', cause of collisions' and 'distractions' (figure 11). Some of the topics not rated as highly such as fuel efficiency and vehicle maintenance should be reviewed to assess their suitability for the course.

Figure 11: How useful were each of the course topics



- The majority of participants were satisfied or extremely satisfied with all elements of the course. 69% were satisfied with the DAS element and over 90% were satisfied with the theory and practical sessions.
- 96% of participants said they would recommend attendance on the course
- During the course it was decided that the Driver Awareness Course (DAS) should not be compulsory, reducing the time demand on young drivers and hopefully increasing the number of participants. Between October 2014 and March 2015 (6 months) 58 individuals attended life drive, of these 88% attended a DAS session as they believed it was part of the course. Between April 2015 and April 2016 (13 months) 65 individuals attended life drive, of these 38% attended a DAS session as it was marketed as optional. It does not appear that removing DAS as a compulsory element increased recruitment.
- January was a popular month for the theory session in both years, followed by other winter months, the summer months were not welcomed by the cohort and some summer course dates were cancelled. It is felt that students are concentrating on exams and may return home during the summer. Winter may be more popular if it is the first time the young drivers are experiencing poor weather and dark driving conditions.

**Recommendation six:** It is suggested that if the DAS course content matches the outcomes for Life Drive all participants should be encouraged to attend. This would give everyone the same intervention and enable fair comparison. It should be noted that reported satisfaction for DAS was lower than the other two components, however attendance rates did not increase once DAS was made non-compulsory, so it is unlikely compulsory attendance on DAS was a barrier to Life Drive participation.

**Recommendation seven:** The timing of the courses and the day of the week should be considered; it has been demonstrated that courses are unpopular between April and October so this should be factored into planning. It has also been noted that theory courses currently only run on a Thursday evening which could be excluding some participants. This would help to ensure that all courses are running at full, or near full capacity to gain best value for money

## **4. Cost effectiveness**

### **4.1 Project costs**

The initial pilot project budget was for 100 individuals to be trained at a cost of £10,000 during 2014/15 making the cost per participant £100. This figure also included inviting 20 participants back for a repeat drive out.

The cost of the intervention has exceeded the initial plan slightly due to a number of changes outlined below (table 2). The course has continued to run into 2016 as the funding was available for as long as it took for 100 participants to attend. In addition, Bournemouth Borough Council has put another £9000 into the scheme, and Borough of Poole contributed £1000 in April 2015.

### **4.2 Additional costs**

As well as the intervention delivery costs there have been a number of additional costs:

Loss to follow up: There have been a number of individuals who commenced Life Drive and dropped out part way through the course. This will have consumed some of the budget if they have a place on the theory course and do not attend, however, this cost will be minimal as the theory is charged per session not per person. There would have also been a small administrative charge.

Staff time: Staff time was not included in the original costs and input has been fairly significant over the course of the project. Bournemouth Council and Safewise staff gave time to input data from the initial surveys that were completed on paper. Public health Dorset put ongoing resource into the design of the surveys, and the analysis and presentation of data. Dorset police provided resources to check the initial Life Drive participants against their database to see if they had committed any offences since attending the course. To support the ongoing evaluation of Life Drive and to demonstrate any long term effectiveness additional staff resources will be an ongoing cost to the project.

Evaluation: In addition to the staff resource already mentioned there are two further cost implications in regards to the evaluation. The information from the drive outs has been recorded on paper and at present there is no one to upload that data to a database so that it has not yet been analysed. In addition the project has been fortunate to borrow access to an online survey tool, it is not known if this agreement can continue or whether Life Drive needs to consider the cost implication of purchasing its own access rights to a similar tool. It is not possible to calculate the cost of evaluation per driver.

Advertising: Bournemouth Borough Council has put an additional £4252.84 into promoting the course (see table 1). If we divide this by the number of participants who commenced life drive (136), it is a cost of £31.27 per person, increasing the cost of the course per person £165.52.

Driver Awareness Course: This course was offered free to participants of Life Drive. Attendance is normally charged at a rate of £110 per person, however the Life Drive students were trained in fully booked and paid for courses so the true financial implication is minimal. This was an agreement for the pilot stage so would need to be considered should Life Drive continue to operate and include DAS as part of the course.

Table 1: Type and cost of advertising Life Drive

Location of advertising	Type and time of advertising	Cost	Number of participants that mentioned advertising (of the 170 who initially signed up)	Comments
BH Life Magazine	½ page in Dec 2015 Editorial in Mar 2016 ¼ page in June 2016	£1563	7	
Fire FM	Sept/Oct 2015 25 x 30 second commercials over 4 weeks	£500	7	
First Car Magazine	Sept-Dec 2016 Double side A5 insert and promotion on front cover. Should reach 6,500 people who pass their test at the Bournemouth test centre	£1,950 per annum	0	This is new and would not have impacted on those included in this evaluation
Facebook promotion	3 targeted advert promotions at 17-25 year olds living in Bournemouth, Poole and Dorset October 2015 – 2 weeks – reached 23,558 (422 clicked on advert) March 2016 – 3 weeks – reached 25,295 (422 clicked on advert) June 2016 - 2 days – reached 9,924 (62 clicked on advert)	£239.84	61	
Total spend		£4225.84		

It has been useful to try different methods of recruitment during the pilot stage. From the data we have available we can see that Facebook was the most effective and cost effective method that was used. BH Life and Fire radio did produce a few recruits but probably not enough to justify the amount spent, particularly in



the case of BH Life magazine. It will be interesting to see how many participants are recruited through the First Car Magazine, it is an expensive form of advertising that would need to achieve around 500 participants (<8% of the population it should reach) to be as cost effective as using Facebook promotion.

**Recommendation eight:** A true cost of the intervention per person should be calculated and compared to the cost of road traffic incidents in this cohort to determine the true cost effectiveness of this intervention.

*Table 2: cost of course per participant who completes the course (based on 100 participants attending)*

<b>Initial Proposal</b>	<b>Proposed cost per person</b>	<b>Reality</b>	<b>Actual cost per person</b>
90 minute theory session for 12 people @£37.50 per session	£3.10	Minimum 90 minute theory session for 7 people	£5.36
Room hire for 8 sessions @£100 per session	£8.30	Room hire for 14 sessions @£50 per session	£7.14
90 minute drive out	£37.50	90 minute drive out	£37.50
Attendance on the Driver Awareness Course	£0.00	Attendance on the Driver Awareness Course	£0.00
Various incentive vouchers totally £50 to the participant	£33.50	£50 worth of amazon vouchers	£50.00
Repeat drive out for 20 drivers per 100 @37.50 per session (total: £750)	£7.50	Repeat drive out of 60 minutes for 20 drivers per 100 @25.00 per session (total: £500)	£5.00
Incentive for repeat drive out for 20 drivers per 100 @£5 per participant (total: £100)	£1.00	Incentive for repeat drive out for 20 drivers per 100 @£30 per participant (total: £600)	£6.00
Admin fee @£10/driver	£10.00	15% overall management charge	£23.25
<b>Total</b>	<b>£100.90</b>	<b>Total</b>	<b>£134.25</b>

## **5. Considerations**

### **5.1 Variations to the project plan**

As is typical with pilot projects there were a number of alterations as the project progressed. Prior to the start of the intervention the theory session was increased to 1.5 hours (from 1), in addition the practical session for the repeat drive out was reduced to 1 hour (from 1.5). The majority of participants rated the course highly and would recommend it so it is felt that these changes have not had any impact on the delivery.

During the intervention due to lower than anticipated uptake the project was opened up to all individuals in Dorset (instead of just Bournemouth residents). In addition between November 2014 and March 2015 participants were advised that attendance on the DAS course was compulsory. After this date it was offered as an optional component to try and boost course numbers. The incentives for the drive out and repeat drive were increased in 2016 to make them more appealing, however this has been at additional cost to the project.

As these changes were made as the course was running it limits the generalisability of the findings as the participants were exposed to different conditions. However it is hoped that these changes will improve the course for future participants should it continue to run. One exception to this is the removal of the DAS course as an essential element. The figures that we have do not demonstrate that removing DAS as a compulsory part increased the uptake rate of Life Drive. However very few drivers are now opting to attend DAS, however the satisfaction rate for DAS was the lowest of the three course elements at 69%.

### **5.2 Limitations to the findings**

Whilst the reported findings from Life Drive participants are somewhat positive we should consider the following factors when deciding if the scheme should be continued, developed further or expanded into new areas:

1. The participants are self-selecting so there is a risk that they will primarily be more careful drivers with an interest in road safety.
2. All information has been self-reported by participants so is likely to include some biases and inaccuracies.
3. The sample size is reasonable, however some reported changes post intervention were very slight making it difficult to draw conclusions. By continuing the intervention and evaluation these changes may become more conclusive.
4. The findings only show short term data so we are unable to assess if any potential behaviour changes will be sustained once the intervention ends.
5. There were a number of changes during the course such as moving the geographical boundaries. These changes were part of developing a pilot project however they do limit the generalisability of the findings as the participants were exposed to different conditions.
6. The evaluation has not been as in depth as planned; 6 and 12 month follow up surveys have not been routinely sent out and completed. In addition there has been no resource available to transcribe the findings from the drive out element of the course so this is missing in its entirety.

**Recommendation nine:** The evaluation of the drive out notes from the pilot stage are still outstanding due to lack of resource to upload the paper copies. A plan should be put in place for the ongoing evaluation of Life Drive to try and demonstrate long term effectiveness. This should factor in staff resource and the need to purchase an online survey tool. There is also the possibility to do some focus group work to get some more in depth findings from some of the participants.

## **6. Conclusions**

Reducing casualties in this cohort is of great importance and additional training and education has been demonstrated to support this ambition. Six aims were set out at the beginning of Life Drive, and a number of related outcomes were created (Appendix A). Overall there are small amounts of positive evidence that support the majority of the aims and outcomes (Appendix C).

In this group of attendees we have seen reductions in some reported driving behaviours and also increases in the numbers who felt certain behaviours were unacceptable whilst driving. We have also seen an increase in perceived knowledge, skills and confidence. However there was also an increase in participants reporting avoiding driving in one or more situations, so this reported confidence may not be put into practice in all situations. Although it could also be true that the participants are avoiding situations they now understand to be risky thus protecting themselves from accident or injury. The majority of participants have suggested that they will make changes to their driving as a result of this course, and the course has been well received and would be recommended by the majority of participants which highlights the value that they have placed on it.

We are unable to say at this stage if the course will help to prevent accidents, this will depend on how long the participants retain their new knowledge and implement changes to their driving behaviours. A number of recommendations have been made to improve the delivery of the course, of which the primary focus should be on demonstrating long term effectiveness of Life Drive in regards to reducing those killed and seriously injured (KSI) in road traffic accidents by 40% by the year 2020. Additional recommendations have been made around the course content and structure as well as the recruitment and cost effectiveness of the intervention.

Delivery of the actual intervention is relatively low cost, however consideration should be paid to the additional cost implications associated with the course. At this stage we believe that Life Drive has supported some positive changes in the perceptions and intended driving behaviour of the attendees. We are unable to predict if these changes will be put into practice, are representative of the whole population, will be maintained over a longer period of time or translate into a reduction in casualties.

## **7. References**

Department for Transport, 2013. *Novice drivers: evidence review and evaluation pre-driver training*. Available from: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/249282/novice-driver-research-findings.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/249282/novice-driver-research-findings.pdf) [Accessed 27 Oct. 2016].

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## **8. Appendices**

### **8.1 Appendix A: Logic Model**

<b>Aims</b>
<ol style="list-style-type: none"> <li>1. To develop and enhance the skills and knowledge of younger drivers</li> <li>2. To improve the confidence of younger drivers</li> <li>3. To reduce the impact of peer pressure on younger drivers</li> <li>4. To reduce the number of collisions involving younger drivers</li> <li>5. To increase younger drivers' awareness of other road users</li> <li>6. To increase younger drivers' hazard perception skills</li> </ol>
<b>External Factors (Factors outside of the project that might affect its success)</b>
<ul style="list-style-type: none"> <li>➤ Changes in road safety priorities</li> <li>➤ Changes in funding</li> <li>➤ Other interventions that may give mixed or confused messages</li> <li>➤ Other interventions that may compete against the intervention</li> <li>➤ Amount of positive press coverage</li> <li>➤ Negative press coverage</li> </ul>
<b>Inputs (The resources needed to deliver the project)</b>
<ul style="list-style-type: none"> <li>➤ Bournemouth Borough Council (BBC), LV=Streetwise, and Gold Driving Academy to develop the intervention</li> <li>➤ LV=Streetwise staff to co-ordinate the delivery of the intervention including follow up stages</li> <li>➤ Local authority road safety staff to support the development the intervention, including designing and developing publicity materials</li> <li>➤ Approved Driving Instructors (ADIs) to deliver the theory presentations and to undertake the drive outs</li> <li>➤ Charity and Communications Officers to issue press notices</li> <li>➤ Communications support (charity, local authority and partners) to promote the scheme</li> <li>➤ Revenue funds for venue hire, presenter expenses, materials, publicity and incentives</li> <li>➤ Incentive suppliers to provide enhanced value offers</li> <li>➤ Equipment to enable the presentations to take place – laptop, screen etc.</li> <li>➤ LV=Streetwise to provide the venue/refreshments for delivery of theory sessions</li> <li>➤ LV=Streetwise to provide the base for the drive outs</li> <li>➤ Local authority staff to transcribe participant surveys</li> <li>➤ Partner support to utilise survey monkey to reduce transcription requirement</li> <li>➤ Public Health Dorset to design and implement a full evaluation of the 100 pilot participants</li> </ul>
<b>Outputs (The work to be done/services to be delivered)</b>
<ul style="list-style-type: none"> <li>➤ Baseline data identified (demographic data, number attending course elements, number of surveys completed)</li> <li>➤ Liaison with incentive providers and production of vouchers</li> <li>➤ Number of theory sessions planned, organised and delivered</li> <li>➤ The number of DAS sessions attended</li> <li>➤ Number of young drivers attending the theory session</li> <li>➤ Number of young drivers attending the drive outs, and repeat drive outs</li> <li>➤ Collect completed pre session, post session, 6 month and 12 month surveys from participants</li> <li>➤ Analyse data from questionnaires</li> <li>➤ Analyse data from ADI drive out sheets (all participants plus 20% repeat drive out)</li> <li>➤ Issue appropriate press releases to the media</li> <li>➤ Provide/distribute marketing or other support materials</li> <li>➤ Identify the number of police incidents in the cohort 6 months and 12 months</li> <li>➤ Preliminary report produced at end March 2015</li> </ul>

- Completion of a focus group for interested life drive participants to capture a qualitative element
- Full evaluation report produced after 12 month data has been captured

### **Assumptions (What assumptions/beliefs have you made about the conditions that are necessary for the success of your project?)**

- Target audience will positively support the intervention
- ADIs will deliver the presentations and content as agreed
- Local media will support the intervention with positive reporting
- Press will continue to report the progress of the project
- Surveys will be undertaken by ADIs in accordance with instructions

### **Project Elements**

- A. Theory session with ADI
- B. Drive out with ADI (repeated for 20%)
- C. Driver Awareness Course (DAS) delivered by Dorset Police

### **Measurement Tools**

1. Surveys (pre, post and follow up)
  - Driving experience (pre)
  - Incentive for course (pre)
  - Value of course (post)
  - Planned driving improvements (pre)
  - Reported driving improvements (post, follow up)
  - Reported driving behaviour (pre, post, follow up)
  - Perceived knowledge (pre, post, follow up)
  - Perceived level of skill (pre, post, follow up)
  - Reported driving confidence (pre, post, follow up)
  - Reported driving attitude (pre, post, follow up)
2. Dorset Police Statistics
  - Accident levels within the cohort at 6 and 12 months
  - Offences (seatbelts, mobile phone use, speeding) recorded within the cohort at 6 and 12 months
  - Accident levels and recorded offences within the general 17-25 years population
3. ADI drive out records
  - Participant perception of course
  - Absorption
  - Improved and retained knowledge at the repeat drive out (20% of cohort)
  - Improved/retained skills at the repeat drive out (20% of cohort)
  - Changes in attitude in repeat drive out (20% of cohort)

### **Timescale**

Course elements undertaken: Oct 2014 -  
 Post course survey completed: Feb 2015 –  
 6 month follow up survey completed: Aug 2015 –  
 6 month repeat drive out completed: Aug 2015 -  
 12 month follow up survey completed: Feb 2016 –

<b>Outcome</b> <i>Younger drivers will...</i>	<b>Short term</b> <b>(immediate)</b>	<b>Intermediate</b> <b>(6 months)</b>	<b>Long term</b> <b>(12 months)</b>	<b>Meeting</b> <b>which Aim</b>	<b>Delivered by which</b> <b>element</b>	<b>Measurement</b> <b>method</b>
Respond positively to the messages being delivered through the intervention	✓	✓	✓	1	All	1, 3
Reflect more on their current driving ability, style, performance	✓	✓	✓	4, 5, 6	All	1, 3
Be more aware of the effects of drugs/alcohol/medication on driving	✓	✓	✓	1, 4	All	1
Be aware of eco-driving tips/fuel economy	✓	✓	✓	1	A	1
Be aware of the benefits of wearing seatbelts at all times, including as a passenger and always wear their seatbelts, including when as a passenger and increase use of wearing	✓	✓	✓	1, 3, 4, 6	All	1, 2, 3
Be more aware of the types of distractions and their potential consequences	✓	✓	✓	1, 2, 3, 4, 6	All	1, 3
Be more aware of the consequences of using hand held devices	✓	✓	✓	1, 2, 3, 4, 6	A, C	1, 2, 3
Feel more confident about driving on the roads	✓	✓	✓	1, 2, 4, 5	All	1, 3
Feel more able to resist peer pressure and speak out to passengers	✓	✓	✓	1, 2, 3, 4	A, B	1
Be less likely to be involved in collisions	✓	✓	✓	All	All	1, 3
Become more aware of other road users	✓	✓	✓	1, 4, 5, 6	All	2, 3
Become more aware of potential hazards	✓	✓	✓	All	All	2, 3
Become more aware of the impact of road and weather conditions	✓	✓	✓	1, 2, 4, 6	All	3
Adopt new driving skills and planning skills	✓	✓	✓	1, 2, 3, 4	B	1, 2, 3
Have a better understanding of the Highway Code	✓	✓	✓	1	All	1

## 8.2

## 8.3 Appendix B: Questionnaires designed to measure the impact of Life Drive

## Pre-course questionnaire

To help us with future courses, please could you complete this questionnaire before the theory presentation commences. There is a separate post-course questionnaire, which should be completed at the end of the course when the vouchers are presented.

<b>Name</b>	
<b>Age (please circle)</b>	17 18 19 20 21 22 23 24 25
<b>Gender (please circle)</b>	Male Female

*Please select one answer unless it says otherwise*

1.	When did you pass your driving test? (month/year)	
2.	Since you passed your test have you had any breaks in your driving?	No <6 months Between 6 months and a year Between 1 and 2 years Between 2 and 3 years Between 3 and 4 years
3.	Approximately how many miles do you drive in one year?	
4.	How often do you drive a car?	Every day Several times a week About once a week About once a fortnight About once a month Rarely
5.	Have you experienced any of these situations? (Tick all that apply)	An accident that was not your fault An accident that was your fault Been flashed by a speed camera Been stopped by the police for an offence
6.	Have you taken part in any additional driving courses, apart from learning to drive? (e.g. Institute of Advanced Motorists RoSPA, Driver Awareness Scheme, Pass Plus)	Yes No If 'Yes' please state type of training _____
7.	What made you decide to come on this course? (Tick all that apply)	Friends/family The incentive Wanted to improve knowledge Wanted to improve confidence Wanted to improve skills Other, please state _____
8.	What are your main reasons for driving? (Tick all that apply)	Shopping or errands Visiting friends or relatives Leisure Going to appointments To/from work or college Giving lifts to other people



		Other (Please specify)
9.	Do you avoid driving in any of the following conditions? (Tick all that apply)	In the dark Morning/evening rush hour In bad weather On busy roads On unfamiliar roads On motorways On country roads
10.	Would you like to improve any of these aspects of your driving? (Tick all that apply)	Negotiating roundabouts Negotiating junctions Fuel economy Positioning your car on the road Hazard perception Motorway driving Speed awareness Other (Please state) <hr/>
11.	How skilful do you think you are compared to the average driver?	Much more skilful A bit more skilful The same in terms of skill A bit less skilful Much less skilful
12.	In general, how confident do you feel as a driver?	Extremely confident Confident Unsure Not very confident Not at all confident
13.	How would you rate your knowledge of current driving regulations? (e.g. the Highway Code, DVLA website)	Excellent Good Unsure Could be better Not very good
14.	How likely do you think it is that you would be involved in a car accident whilst driving?	Extremely likely Likely Unsure Unlikely Extremely unlikely
15.	Have you done any of the following whilst driving a car? (Tick all that apply)	Talked to passengers Talked on a hand held mobile phone Used a mobile phone for texting or social media Applied make-up, shaved (or other personal grooming) Taken a photo Set a Sat Nav Read a map or book Had something to eat or drink Tried to impress your mates Driven too fast for road conditions Driven in a certain way due to peer pressure Felt peer pressure to drive in a certain way and ignored it

16.	How acceptable do you think the following behaviour is whilst driving a car? (Please rate each option 1-5)  1 = Totally acceptable 2 = Acceptable 3 = Unsure 4 = Unacceptable 5 = Totally unacceptable	<ul style="list-style-type: none"> <li>➤ Driving under the influence of alcohol __</li> <li>➤ Driving under the influence of drugs __</li> <li>➤ Talking on a hand held mobile phone__</li> <li>➤ Using a mobile phone for texting or social media __</li> <li>➤ Not wearing a seatbelt __</li> <li>➤ Drinking or eating __</li> <li>➤ Driving over the speed limit __</li> <li>➤ Driving whilst tired __</li> <li>➤ Driving in a certain way because of peer pressure __</li> </ul>
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### Post-course questionnaire

To help us with future courses, please could you complete this questionnaire when you have completed the three parts of the course.

<b>Name</b>	
<b>Date</b>	

<b>About the course</b>		
1.	How satisfied were you with each part of the 'Life Drive' course?  1= Extremely satisfied 2= Satisfied 3= Neither satisfied or dissatisfied 4= Dissatisfied 5= Extremely dissatisfied	<ul style="list-style-type: none"> <li>A. First theory session __</li> <li>B. Drive out with instructor __</li> <li>C. Driver Awareness Course __</li> </ul>
2.	Now that you have taken this course do you intend to make changes to the way you drive?  If yes, what changes do you plan to make?	<ul style="list-style-type: none"> <li>Yes, definitely</li> <li>Yes, probably</li> <li>Not sure</li> <li>Unlikely</li> <li>No</li> </ul> Planned changes _____ _____
3.	Here is a list of the topics covered in the course. Please rate how useful these were to you  V= Very useful Q =Quite useful N= Not useful	<ul style="list-style-type: none"> <li>➤ Causes of collisions __</li> <li>➤ Locations of collisions __</li> <li>➤ Respecting other road users __</li> <li>➤ Distractions __</li> <li>➤ Vehicle maintenance Including tyres __</li> <li>➤ Fuel efficiency __</li> <li>➤ Peer pressure __</li> <li>➤ Driving plan (COAST) __</li> <li>➤ Driving whilst impaired __</li> <li>➤ Reaction/stopping times __</li> <li>➤ Fatal five __</li> <li>➤ Consequences __</li> </ul>
4.	Are there any other topics you would have liked us to have covered on this course? (Please state)	
5.	Will you recommend the course to other drivers?	<ul style="list-style-type: none"> <li>Yes</li> <li>Maybe</li> </ul>

		No
<b>About you</b>		
6.	What are your main reasons for driving? (Tick all that apply)	Shopping or errands Visiting friends or relatives Leisure Going to appointments To/from work or college Giving lifts to other people Other _____
7.	How often do you drive a car?	Every day Several times a week About once a week About once a fortnight About once a month Rarely
8.	Do you avoid driving in any of the following conditions? (Tick all that apply)	In the dark Morning/evening rush hour In bad weather On busy roads On unfamiliar roads On motorways On country roads
9.	Since you started 'Life Drive' Do you feel you have improved any of these aspects of your driving? (Tick all that apply)	Negotiating roundabouts Negotiating junctions Fuel economy Positioning your car on the road Hazard perception Motorway driving Speed awareness Other _____
10.	How skilful do you think you are compared to the average driver?	Much more skilful A bit more skilful The same in terms of skill A bit less skilful Much less skilful
11.	In general, how confident do you feel as a driver?	Extremely confident Confident Unsure Not very confident Not at all confident
12.	How would you rate your knowledge of current driving regulations? (e.g. the Highway Code, DVLA website)	Excellent Good Unsure Could be better Not very good
13.	How likely do you think it is that you would be involved in a car accident whilst driving?	Extremely likely Likely

		Unsure Unlikely Extremely unlikely
14.	Since you started 'Life Drive' have you been driving a car when you have done any of the following? (Tick all that apply)	Talked to passengers Talked on a hand held mobile phone Used a mobile phone for texting or social media Applied make-up, shaved (or other personal grooming) Taken a photo Set a Sat Nav Read a map or book Had something to eat or drink Tried to impress your mates Driven too fast for road conditions Driven in a certain way due to peer pressure Felt peer pressure to drive in a certain way and ignored it
15.	How acceptable do you think the following behaviour is whilst driving? (Please write a number)  1 = Totally acceptable 2 = Acceptable 3 = Unsure 4 = Unacceptable 5 = Totally unacceptable	<ul style="list-style-type: none"> <li>➤ Driving under the influence of alcohol __</li> <li>➤ Driving under the influence of drugs __</li> <li>➤ Talking on a hand held mobile phone__</li> <li>➤ Using a mobile phone for texting or social media __</li> <li>➤ Not wearing a seatbelt __</li> <li>➤ Drinking or eating __</li> <li>➤ Driving over the speed limit __</li> <li>➤ Driving whilst tired __</li> <li>➤ Driving in a certain way because of peer pressure __</li> </ul>
16.	Since you started 'Life Drive' have you experienced any of these situations? (Tick all that apply)	An accident that was not your fault An accident that was your fault Been flashed by a speed camera Been stopped by the police for an offence

Please tick here if you are happy for us to contact you in the future about road safety initiatives  
 Please tick here if you may be interested in taking part in a focus group about 'Life Drive'

### Follow-up questionnaire

<b>Name</b>		
<b>Date</b>		
1.	What are your main reasons for driving? (Tick all that apply)	Shopping or errands Visiting friends or relatives Leisure Going to appointments To/from work or college Giving lifts to other people Other _____
2.	How often do you drive a car?	Every day Several times a week About once a week About once a fortnight About once a month Rarely
3.	Do you avoid driving in any of the following conditions? (Tick all that apply)	In the dark Morning/evening rush hour In bad weather On busy roads On unfamiliar roads On motorways On country roads
4.	Since you completed 'Life Drive' do you feel you have improved any of these aspects of your driving? (Tick all that apply)	Negotiating roundabouts Negotiating junctions Fuel economy Positioning your car on the road Hazard perception Motorway driving Speed awareness Other _____
5.	How skilful do you think you are compared to the average driver?	Much more skilful A bit more skilful The same in terms of skill A bit less skilful Much less skilful
6.	In general, how confident do you feel as a driver?	Extremely confident Confident Unsure Not very confident Not at all confident
7.	How would you rate your knowledge of current driving regulations? (e.g. the Highway Code, DVLA website)	Excellent Good Unsure Could be better Not very good

8.	How likely do you think it is that you would be involved in a car accident whilst driving?	<p>Extremely likely Likely Unsure Unlikely Extremely unlikely</p>
9.	Since you completed 'Life Drive' have you been driving a car when you have done any of the following? (Tick all that apply)	<p>Talked to passengers Talked on a hand held mobile phone Used a mobile phone for texting or social media Applied make-up, shaved (or other personal grooming) Taken a photo Set a Sat Nav Read a map or book Had something to eat or drink Tried to impress your mates Driven too fast for road conditions Driven in a certain way due to peer pressure Felt peer pressure to drive in a certain way and ignored it</p>
10.	<p>How acceptable do you think the following behaviour is whilst driving? (Please write a number)</p> <p>1 = Totally acceptable 2 = Acceptable 3 = Unsure 4 = Unacceptable 5 = Totally unacceptable</p>	<ul style="list-style-type: none"> <li>➤ Driving under the influence of alcohol __</li> <li>➤ Driving under the influence of drugs __</li> <li>➤ Talking on a hand held mobile phone__</li> <li>➤ Using a mobile phone for texting or social media __</li> <li>➤ Not wearing a seatbelt __</li> <li>➤ Drinking or eating __</li> <li>➤ Driving over the speed limit __</li> <li>➤ Driving whilst tired __</li> <li>➤ Driving in a certain way because of peer pressure __</li> </ul>
11.	Since you completed 'Life Drive' have you experienced any of these situations? (Tick all that apply)	<p>An accident that was not your fault An accident that was your fault Been flashed by a speed camera Been stopped by the police for an offence</p>

#### 8.4 Appendix C: How Life Drive has met the intended Aims and Outcomes

<i>Outcome</i>	<i>Related Aim</i>	<i>Have the outcomes been met?</i>
Respond positively to the messages being delivered through the intervention	1	Some positive evidence seen in section 3.2 and 3.3
Reflect more on their current driving ability, style and performance	4,5,6	Some positive evidence seen in section 2.5
Be more aware of the effects of drugs, alcohol, medication on driving	1,4	Some positive evidence seen in section 2.3
Be aware of eco-driving tips/fuel economy	1	Some positive evidence seen in section 2.5
Be aware of the benefits of wearing seatbelts at all times, including as a passenger and increase use of wearing	1,3,4,6	This information is not captured anywhere
Be more aware of the types of distractions and their potential consequences	1,2,3,4,6	Some positive evidence seen in section 2.3 and 2.5
Be more aware of the consequences of using hand held devices	1,2,3,4,6	Some positive evidence seen in section 2.3 and 2.5
Feel more confident about driving on the roads	1,2,4,5	Some positive evidence seen in section 2.3 Some potentially negative evidence seen in section 2.2
Feel more able to resist peer pressure and speak out to passengers	1,2,3,4	Some positive evidence seen in section 2.4
Be less likely to be involved in collisions	All	Impact of course unknown at this stage Some positive perception evidence seen in section 2.3
Become more aware of other road users	1,4,5,6	Some positive evidence seen in section 2.5
Become more aware of potential hazards	All	Some positive evidence seen in section 2.3 and 2.5
Become more aware of the impact of road and weather conditions	1,2,4,6	Some potentially negative evidence seen in section 2.2
Adopt new driving skills and planning skills	1,2,3,4	Some positive evidence seen in section 2.5
Have a better understanding of the highway code	1	Some positive evidence seen in section 2.3