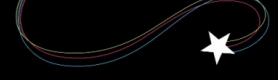


drivewise

BORDERS

Evaluation
2017

catch the light



I N T R O D U C T I O N

Drivewise, is designed to reduce the number of casualties on the roads while positively influencing the attitudes and behaviours of drivers and passengers in the Scottish Borders. Combining practical and theoretical training for pre, new and mature drivers; Drivewise sets out to address a gap in driver education.

Funded by Transport Scotland, Drivewise is led by Police Scotland, with support from an innovative partnership with the emergency services (Fire & Rescue and Ambulance) former British Touring Car champion John Cleland who provides brand new Volvo V40's to drive, IAM Roadsmart, Scottish Borders Council and several local businesses. The three tiers of the programme are as follows:

Pre-Drivers: To familiarise under 17's with basic knowledge of driving and road rules, through simple manoeuvring of a vehicle.

New Drivers: To familiarise those aged 17-25 with the IAM Road Smart models of POWDERY, Petrol, Oil, Water, Damage, Electrics, Rubber and Yourself and the IPSGA, Information, Position, Speed, Gear and Acceleration.

Older Drivers: To raise driver confidence among those of retirement age so that older adults are up to speed with changes in driving regulations and safety improvements. There is also a voluntary refresher driving opportunity.



B A C K G R O U N D

You can also view
this Report
by ITV Border's
Matthew Taylor

This report presents the results from each tier of the programme delivered throughout 2017 to 2018. The evaluation was conducted independently by Catch the Light on behalf of Police Scotland.

Aligned with the Scottish Government's '**Go Safe on Scotland's Roads: it's everyone's responsibility**' policy framework; the vision being pursued by the Drivewise partners is to see a steady reduction in the numbers killed or seriously injured on Scotland's roads.

While nationally road casualties are in steady decline - having reached an all time low since records began in 1950, the Scottish Borders figures go against the flow.

Indeed 2016 saw the number of fatalities reach 12, which is higher than most other local authorities with the exception of Aberdeenshire with 17 fatalities, and Highlands and South Lanarkshire both with 18 fatalities.

Linking these areas together is the rurality of these areas. Half of the Borders' population live in a rural community where car ownership is considered a necessity and public transport is limited. Census (2011) figures confirm that levels of car ownership are higher than the Scottish average.

Of key concern to the Drivewise partners was that data for the area showed road accidents on the rise. There were 6 fatal collisions resulting in 7 fatalities and 55 serious injuries in the year April 2014 to April 2015. The 2016 data shows accidents rose to 12 fatal casualties with 69 serious injuries.

Safer driving programmes in England and Wales pointed to positive impacts on driving test pass rates and reducing driving offences. Added impetus for Drivewise came from a successful pilot which ran in 2016 and led to an application being made to Transport Scotland to fund the programme outlined here. Consequently, the Drivewise evaluation reviews whether Drivewise is on track to improving driving standards in the Borders.

THE PROGRAMME'S REACH

PRE-DRIVER TRAINING

The intended outcome of the pre-driver training is:

To increase pre-driver awareness and knowledge of risk taking driver behaviours, to encourage and enable them to make safer driving choices.

The Pre-Drivers Programme was delivered to 580 young people in total, from all nine secondary schools in the Scottish Borders. There were three separate 2 day training events delivered.

For the evaluation 388 responses were returned. Two-fifths (40.7%) of the participants were aged 15, over a third (36.9%) were aged 16, 11.9% were 17 and 10.6% were aged 14. There were slightly more males (51.85%) than females (46.03%) while the remainder preferred not to say.

Significantly the programme is attracting participants that fall into vulnerable categories, with around half (47.5%) stating that their parents/guardians were on a low income of less than £21K per year and more than a quarter (27.9%) noting that their parents/guardians were not in work.

The schools that engaged in the programme are as follows:

- Berwickshire High
- Eyemouth High
- Earlston High
- Selkirk High
- Hawick High
- Peebles High
- Kelso High
- Jedburgh Grammar
- Galashiels Academy

NEW DRIVER TRAINING

The intended outcome of the Young Drivers training is:

To increase the number of young drivers undertaking Advanced Driving courses and consequently improve safer driving awareness, knowledge, skills, attitudes, and behaviours.

With much greater targeting and intensity, the course was delivered to 30 young people in total. Evaluation responses were received from 20 participants. Of those, the largest proportion (42.9%) were aged 17, more than a third (35.7%) were aged 18 and the remainder (21.43%) were 20 to 21 years. There were slightly more males (53.8%) than females (46.2%). Although response numbers are low, more than two-fifths (42.8%) were not in work and more than half (57.1%) said that they had been involved in a road traffic accident.

TRAINING FOR OLDER DRIVERS

The intended outcome of the Older Drivers training is:

To improve the opportunity for Older Drivers and their families to make informed choices about safe driving, through awareness raising, offering collaborative support services, and providing driving assessments.

The training was delivered as part of a roadshow with 11 events throughout the borders. According to the evaluations approximately 88 people attended in total (on average 8 per event). There were slightly more female than male respondents to the evaluation (49% : 46% respectively), while the remainder prefer not to say.



WHAT STAKEHOLDERS SAY



Since moving to the Borders, I have known a number of young people who have tragically lost their lives on local roads.

Drivewise has the potential to save lives, which makes the programme one of the most important educational experiences we can offer."

Headteacher



"The Drivewise experience certainly increased the self confidence in pupils as they all succeeded in doing some driving which most of them had never done before."

Accompanying teacher for under 17's

"Through Drivewise the pupils had a clearer vision of the skills needed and the risks involved."

Accompanying teacher for under 17's

"Drivewise is a well organised event where all the participating organisations were fully focussed on the needs of the pupils. The level of support the pupils received was superb."

Accompanying teacher for under 17's

UNDER 17'S PRE-DRIVERS PROGRAMME

The under 17's pre-driver programme is designed to give young people their first taste of what it's like to get behind the wheel of a car. The motivation of the organisers is to enforce a message of putting safety first through gaining an off-road driving experience and raising awareness of risks and how to handle them.

On a scale from 1 (no change) to 5 (big improvement), results clearly show that the majority believe that the programme helped them improve in all identified areas. Reassuringly for the organisers the highest proportions scoring level 4 or 5 were in direct relation to the key intended outcomes of: becoming a safer driver (90.2%); More awareness of the dangers (89.6%); Learned new driving skills (87.25%) and Behaviour as a passenger (87.1%).

Participants showed that they are less likely to attempt certain risks as a result of the Drivewise training.

Risky driving behaviours were rated from 1 (very unlikely) to 5 (very likely). Therefore the

evaluation looks for a rise in the numbers selecting level 1 (very unlikely) or 2 (unlikely) to confirm that the training has prompted a change in attitudes and participants are now less likely to take the same risks after the training as they may have taken before.

Consequently, results show that significantly more participants have changed their attitudes to all identified driving risks, particularly in relation to:

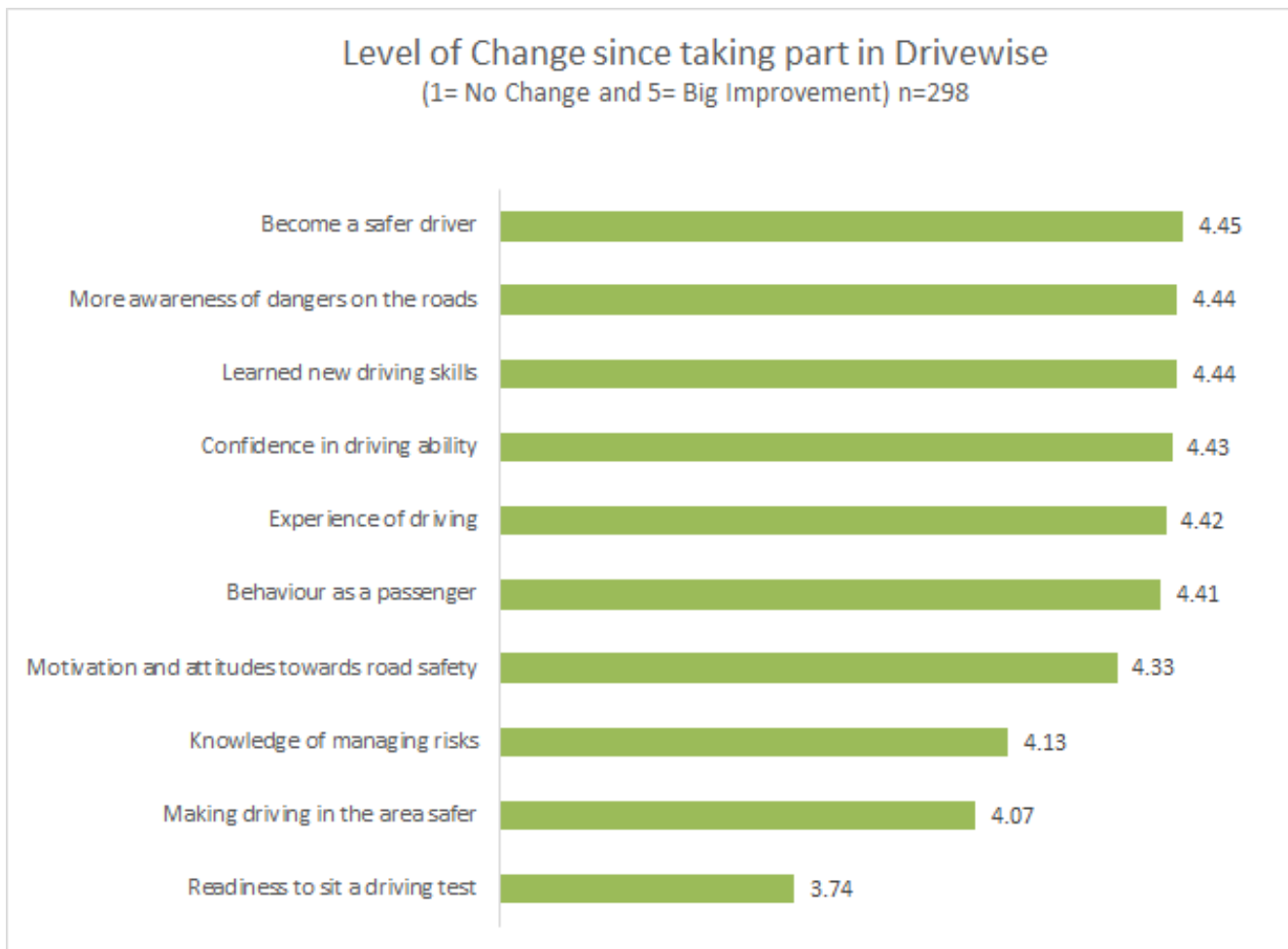
- **Cranking up the stereo volume (with 18.9% more participants selecting very unlikely/unlikely after the training)**
- **Keep driving when feeling tired (with 15.5% more participants selecting very unlikely/unlikely after the training); and**
- **drive just above the speed limit (with 16.9% more participants selecting very unlikely/unlikely after the training).**

While risks have reduced, confidence levels rose with the greatest change attributed to knowledge of basic maneuvers and awareness of road traffic accidents in the Scottish Borders [see link to dashboard].



Participants on the Drivewise Pre-Driver Training Programme

This Link will open an interactive dashboard of all the 14-17's results.



When asked about the training, **participants were most impressed with the quality of the driving instructors, the opportunity to learn and develop new skills and learning basic driving maneuvers.** Many agreed that Drivewise made them think more deeply about road safety and that it was relevant to their age.

When asked how Drivewise could be improved, participants said it could benefit from being a longer course. Adapting the airstrip to something like a street scape was suggested by for example having a bigger or longer track with real sign posts and obstacles or traffic situations that would test their abilities and responses.

Away from the driving, there were calls to reduce the cost of lunch, to have more toilets and to make the tent warmer. A few thought that the cars they would drive when they come of age would be second hand and smaller than the high

quality Volvo V40's they were driving therefore experience with other models may be useful. These statements affirm that within this highly positive experience, the most effective parts of Drivewise are:

"The instructors were good at explaining things, like parking and maneuvers."

"Good, clear safety messages."

"Virtual reality and learning about crash simulations."

As they look to a future where they start learning to drive, participants in this age group rate the training very highly, believe it has prepared them for driving safely and are eager for more time in Drivewise so that they can continue to develop their safe driving skills and knowledge.

THE 17 TO 25'S NEW DRIVERS PROGRAMME

The 17-25's New Driver Programme has an emphasis on familiarising participants with the IAM Road Smart models of POWDERY which stands for Petrol, Oil, Water, Damage, Electrics, Rubber and Yourself. This is accompanied with developing skills relating to Information, Position, Speed, Gear and Acceleration (IPSGA).

The training goes beyond the basic competence required to pass a driving test in the UK and is targeted towards young people identified as being at risk. Of the 30 young people taking part in 2017 to 2018 there were 16 evaluation responses (16 pre-Drivewise and 15 post).

Results highlight that after the training most participants (90 to 100 percent) gave positive ratings of 4 (an improvement) or 5 (big improvement) to the following:

- Motivation and attitude towards safety
- Readiness to sit a driving test
- Awareness of dangers on the road
- Learned new driving skills

As intended, the training triggered a positive reduction in the likelihood of some risky driving behaviours.

A, positive improvement was indicated by the increased proportion of participants selecting levels 1 (very unlikely) or 2 (unlikely) after the training. Participants state they are now less likely to:

- **keep driving when the weather conditions are bad** (with 62.3% more participants selecting very unlikely/unlikely after the training)
- **drive just above the speed limit** (with 40% more participants selecting very unlikely/unlikely after the training)
- **crank up volume/adjust radio** (with 31.5% more participants selecting very unlikely/unlikely after the training)
- **eat or drink** (with 26.6% more participants selecting very unlikely/unlikely after the training)
- **speed up to get through traffic lights** (with 26.6% more participants selecting very unlikely/unlikely after the training)
- **drive without a seatbelt** (with 15.4% more participants selecting very unlikely/unlikely after the training).



Participants on the Drivewise M

This Link will open an interactive dashboard of all the 17-25's results.

Consequently participants believe they are now less likely to take these risks [see link] the following:

- Driving instructors
- The overall content
- The relevance of the training to age
- The opening presentation
- Learning basic maneuvers

Drivewise has had a similar positive effect on levels of confidence. Participants in this age group indicated reasonable levels of existing confidence in their ability to be safe, responsible and considerate drivers or passengers with an average above 3.58 for all responses before the training had begun.

As these participants commented:

"I now have more of a tendency to be switched on when I'm driving."

Nevertheless, Drivewise succeeded in raising aspects of driving where confidence was lower and brought these in line with the others [see link to dashboard].

"The most effective thing was cornering principles, awareness of your surroundings and the information give by the instructor during the drive."

In particular, improvements were found in participants being more confident of their awareness of the number of road traffic accidents in the Scottish Borders; knowledge of car maintenance; knowledge of what to do when something goes wrong with your car and knowledge of what to do in a road traffic accident.

Given the positive feedback from young drivers, coupled with national statistics showing their higher levels of involvement in road accidents, the Drivewise organisers have reported an ambition to raise the numbers recruited to this programme in future, which would in turn strengthen the evaluation results.

Confirmed in the results is that all respondents are happy with the training course with everyone giving a rating of 4 (good) or 5 (very good) for



THE 65+ OLDER DRIVERS' PROGRAMME

The 65+ programme for mature drivers is designed to build confidence and explain some of the changes in driving and vehicle safety improvements in recent years. Given that some years are likely to have passed since participants learned to drive, there is also a voluntary refresher driving experience that allows individuals to evaluate their current driving ability.

As with the younger age groups there is a positive response to the training. When asked to select which three aspects have improved the most, the following came out top:

- **Become a safer driver (58.1%)**
 - **More aware of dangers on the roads (52.7%)**
 - **Can reduce my risk of involvement in road accidents (35.1%)**
 - **Can help make driving in the area safer (32.4%)**
 - **More confident about driving (32.4%)**
- [see chart on next page]

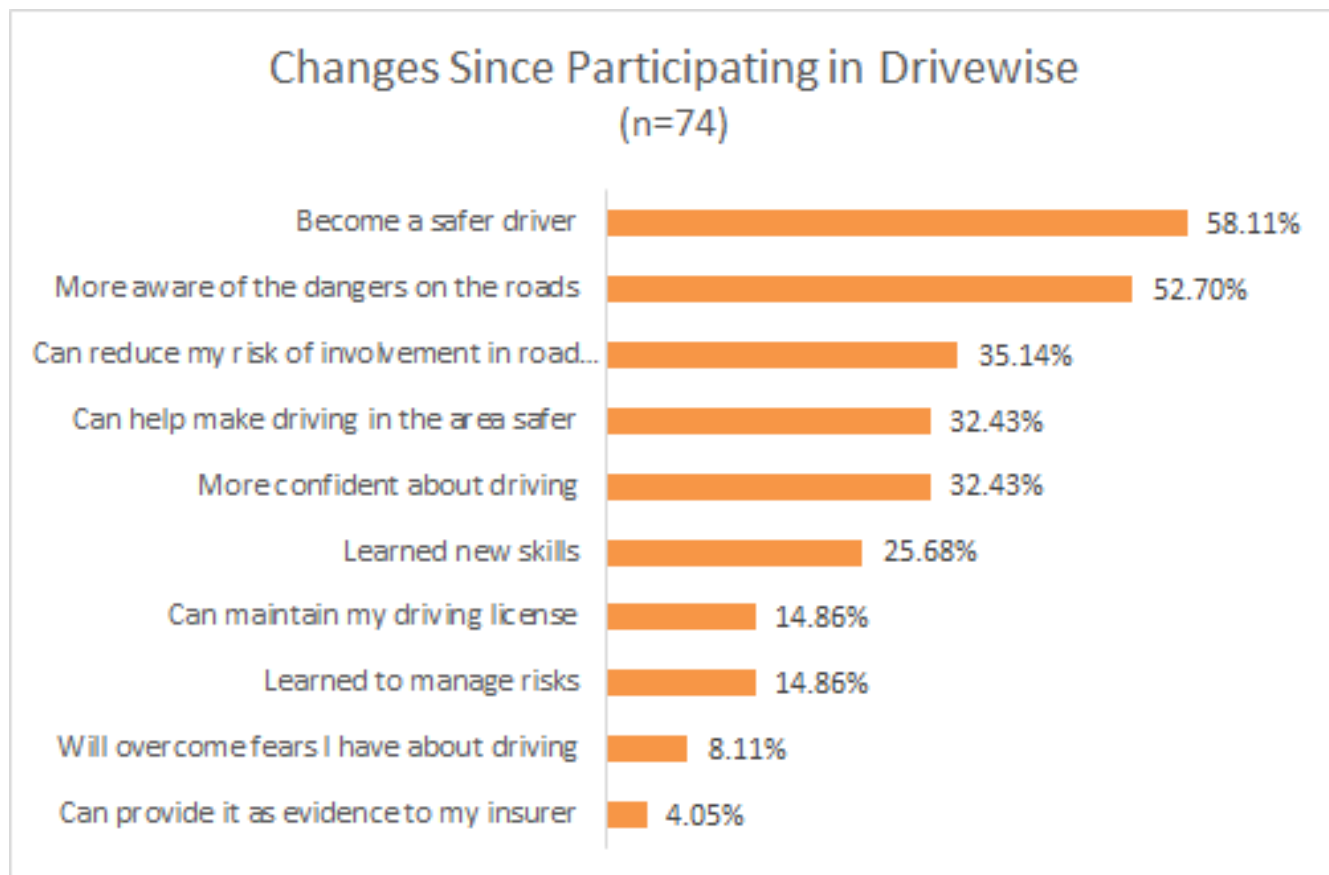
Since taking part in Drivewise, participants believe that they have reduced the likelihood of engaging in all identified risky driver behaviours. As indicated by the rise in the percentage selecting levels 1 (very unlikely) or 2 (unlikely), participants claim they would be less likely to attempt the following:

- **adjust the radio or stereo (23% more selecting very unlikely or unlikely after the training)**
- **drive just above the speed limit (21% more selecting very unlikely or unlikely after the training)**
- **keep driving when the weather is bad (14% more selecting very unlikely or unlikely after the training)**
- **keep driving when feeling tired (15% more selecting very unlikely or unlikely after the training)**
- **speed up to get through traffic lights (10% more selecting very unlikely or very unlikely after the training).**



Participants on the Drivewise Older Driver Training Programme

This Link will open an interactive dashboard of all the 14-17's results.



Despite being experienced drivers, the results indicate that the course prompts adults to reassess some of their driving behaviours.

As existing drivers, there was little change in confidence levels after the Drivewise training. Although some improvements were made in participants' awareness of road accidents in the Scottish Borders, knowledge of what to do in bad weather and knowledge of what to do when something goes wrong with your car.

Overall participants found the event fun and engaging and as one person commented it was 'time well spent.' The word used most often by respondents was 'awareness' either in terms of: awareness of the high way code, of changing traffic conditions and of dangers, which all contributed to making participants feel that they were now more 'up to date' in their driving.

When asked how Drivewise could be improved

for this age group, the main feedback was to advertise it better in advance. These comments exemplify the feedback on the benefits to participants:

"It makes you read the Highway Code and be more observant on the road."

"It made you think about your driving and the hazards of winter driving."

"It was a good presentation at the beginning and the style was relaxed and friendly."

In summary the overall content and the way Drivewise makes participants think more deeply about driving safely were deemed to be the most effective elements of the training.

CONCLUSION

Drivewise is making positive gains in meeting its intended outcomes, due to an innovative partnership that delivers tailored programmes to pre-drivers, new drivers and mature drivers.

PRE-DRIVERS

Within the parameters of measuring participants immediately before and after the training, the outcome of increasing pre-driver awareness and knowledge of risk taking driver behaviours, to encourage and enable them to make safer driving choices is being met.

With an extensive reach of 580 participants from all nine secondary schools in the Borders area, there is strong backing from schools that the training offers a live experience which is safe but close enough to road driving to advance learning and confidence beyond anything that could be simulated in the classroom.

According to data, mindsets are shifting whereby participants feel more inclined to acknowledge the importance of safe driving, with the likelihood of risky behaviours being reduced after the training.

For this age-group in particular there is an opportunity to create a progressive pathway of safer driver training. For instance, consideration could be given to targeting 16 year olds that would be eligible to proceed to the new drivers programme in the following year. This would have the advantage of presenting an opportunity to check how much learning is retained from one year to the next - a limitation within the current evaluation methods.

Overall the Drivewise team has succeeded in achieving its intended outcomes for under 17's.

NEW DRIVERS

The Drivewise partnership has succeeded in attracting young people who have experienced road accidents and/or live in low-income households, therefore its approach to targeting has worked for those that attended. Meanwhile partners acknowledge that there is scope to expand numbers of participants in future years.

Using tried and tested approaches devised by the Institute of Advanced Motoring, evidence has emerged that this course aligns confidence levels among the target group so that they have an overall high regard for their ability to drive safely as well as being a safe passenger.

New drivers also highlighted their approval of the quality of instruction and the areas of learning that were covered, suggesting that Drivewise achieves its objective of filling a gap in safe driving instruction that is not covered in mainstream driving instruction.

Furthermore, if New Driver training is seen as part of a progression route for Pre-Driver graduates it may be easier to raise numbers as organisers wish.

OLDER DRIVERS

More mature drivers are impressed with the delivery and quality of the Drivewise training and welcomed the opportunity to take part. Like other age groups it has effectively reduced the likelihood of risky driving behaviours, which for this group may mean eliminating bad habits which creep in.

Although there was little change in levels of confidence it was confirmed that Drivewise is beneficial for those taking part and may also should explore ways to attract more participants in future.

DRIVEWISE IN ACTION



The Drivewise training takes place on a disused airfield, where under expert instruction participants can learn ways to deal with risks such as skidding as well as developing skills in basic maneuvers.





Catch the Light