



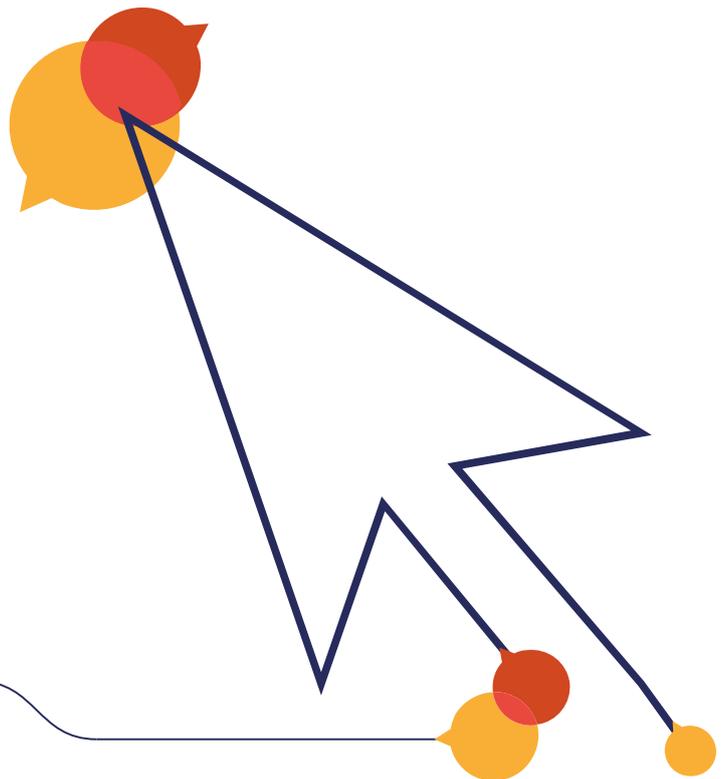
accidents don't have to happen

Destination Drive: RoSPA's Mature Drivers Initiative

A Guide for Road Safety Practitioners



Produced with the support
of the Department for
Transport



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1: Executive Summary

This report details how RoSPA carried out Destination Drive, an initiative aimed at providing free face-to-face advice and information for mature drivers, as well as offering free driving assessments in the form of a day-long event. The purpose of Destination Drive is to increase the confidence of mature drivers, provide feedback on their driving ability, and to inform them about a range of topics, such as what options are available if one decides to stop driving. The ultimate aim of the initiative is to allow mature drivers to be on the road for longer, keep safe and adapt their driving skills. This report is aimed at road safety practitioners and will explain in detail how the events can be replicated within your own organisation, including information about finding and booking venues, preparation and promotion, setting up on the day and evaluating the success of the event.

Note: this report is part of a downloadable pack which contains all of the paperwork and promotional materials you will need to carry out your own events. The pack includes the following:

- Unbranded Experienced Driver Assessment application form
- Unbranded Experienced Driver Assessment report form
- Destination Drive survey
- Destination Drive survey results tables
- Destination Drive promotional material which includes: leaflet, postcard and poster.

2: Introduction

RoSPA's policy is that efforts should be made to keep mature drivers on the road, safely, for as long as possible, and that there is not a maximum driving age. Staying on the road is particularly important because research shows that stopping driving can have a detrimental effect on an individual's wellbeing. Research also shows that mandatory driving tests for mature drivers would not necessarily have a positive safety benefit. Generally, mature drivers are safer on the road than those with less experience. However, as we get older, aspects of our health, such as our eyesight and reaction times, begin to decline. Such underlying health conditions, as well as medications, are a common factor in accidents involving mature drivers.

Everyone ages differently, so age itself is not a suitable indicator of an individual's driving ability. Many mature drivers monitor their driving ability and can identify when they need to drive less, get help from a professional or stop driving altogether. However, not all mature drivers do this, so more guidance is needed for them and their relatives on



Figure 1: Destination Drive logo.



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how to improve or modify their driving, and to find driving alternatives such as public transport. Overall, it is important to be consistently aware of our driving ability and RoSPA wants to help mature drivers do this by providing free advice, information and support. It is for this reason, as well as the success of RoSPA's [100 Year Old Driving School](#) ITV series, that RoSPA developed Destination Drive, aimed at drivers aged 65 and over.

In 2019, RoSPA carried out Destination Drive events at garden centres in Leicestershire, Cheshire and Liverpool. All of the events involved setting up a stand inside the garden centre which had free resources such as leaflets, highway codes, and quizzes. As well as RoSPA Road Safety staff, the events had support from road safety officers and personnel from the local road safety partnerships, who were also on hand to chat to passers-by and give advice, information and next steps tailored to the individual's specific driving situation.

The most exciting part of the events was the opportunity for mature drivers to take part in a free assessment drive with one of RoSPA's own assessors. These drives were a condensed version of RoSPA's Experienced Driver Assessment (EDA), allowing mature drivers to show off their driving skills in a relaxed and informal setting, with the assessors providing feedback and practical advice in order for the drivers to break bad habits, with the ultimate aim of staying safe on the road for longer.

Events such as this are a great way to generate positive media coverage for your organisation or department, allowing you to get your message across and make a real, positive difference. For RoSPA, the first Destination Drive event at Dobbies garden centre in Leicester was noticed by ITV, who sent one of their presenters, Bob Warman, as well as a film crew to take some footage of Bob taking one of the free EDAs. This footage was then shown on ITV evening news, which can be seen [here](#).

The events were a great success and RoSPA received lots of positive feedback, including:



Figure 2: One of RoSPA's Destination Drive stands.

“The assessor I found to be very professional, easy to talk to, skilled with regard to imparting knowledge and making people feel at ease. I am now busy reading the Highway Code booklet given to me by staff on the stand.”

“I have picked up bad habits that I need to work on. The assessment was very good. The driver was extremely knowledgeable.”

There was also some feedback about the Destination Drive exhibition stand, such as how individuals who visited will now be more careful with their driving, and how they had picked up general driving tips such as braking appropriately and reducing speed on bends. It was also thought that the stands were very good with respect to information, activities, and the knowledge of those running the event. The majority of those who visited the stands and filled out a survey stated that they would change something about their driving as a result of their visit.



3: Methodology

3.1: Choosing and booking a venue

RoSPA carried out Destination Drive events at Dobbies and British Garden Centres venues across the UK. Other venues could be suitable, such as supermarkets and shopping centres that are popular with mature individuals. RoSPA's tips for choosing and securing a venue for your Destination Drive events are as follows:

- Collate a list of potential venues local to where you want to carry each event, including addresses and phone numbers. Garden centres in particular tend to have designated events coordinators whom are quite responsive and useful to get in contact with. When phoning, it may be better to ask for the contact details of the events coordinator rather than the manager as some receptionists are reluctant to give out their manager's contact details.
- After phoning the venues and obtaining contact details, it is a good idea to email them with details of the event and why you are carrying it out. RoSPA sent an email containing details of our mature driver policies, how the event was intended to go, and PDFs of our promotional artwork such as posters and leaflets, together with requirements for the day such as a power supply.
- Some venues have a particular weekday dedicated to mature individuals: Dobbies garden centres have a pensioner discount day every Tuesday. It is useful to find out about such days when discussing dates, as the venue is likely to be busier, meaning more assessment slots can be filled and a greater positive impact can be had.
- When deciding on venues, it is important to note what is happening to the companies that own them. For example, if a chain of venues are being sold or moving to a different site, it can be difficult to confirm event dates. This happened with the sale of one previously agreed venue with the result that permission again had to be sought.



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3.2: Preparing for the event

3.2.1: Pre-booking

Part of RoSPA's Destination Drive promotion involved providing the public with a telephone number they could call to pre-book one of the free driving assessment slots. This number was printed on promotional leaflets, postcards and posters alongside the Destination Drive logo. RoSPA used an Excel spreadsheet to record pre-bookings, as can be seen in Fig. 3. RoSPA's events ran from 11am till 3pm, meaning, with two assessors, there was enough time to carry out 10 driving assessments, with a 45-minute slot allocated to each, including a debrief. This can of course be varied depending on how many assessors you have, how long the assessments take, and how long you would like the event to be.

Woodlands 20/08/19			Tarporley 27/08/19		
	Assessor 1	Assessor 2		Assessor 1	Assessor 2
Time Slot 1	11:00-11:45 Name:	11:00-11:45 Name:	Time Slot 1	11:00-11:45 Name:	11:00-11:45 Name:
Time Slot 2	11:45-12:30 Name:	11:45-12:30 Name:	Time Slot 2	11:45-12:30 Name:	11:45-12:30 Name:
Time Slot 3	12:30-13:15 Name:	12:30-13:15 Name:	Time Slot 3	12:30-13:15 Name:	12:30-13:15 Name:
Time Slot 4	13:15-14:00 Name:	13:15-14:00 Name:	Time Slot 4	13:15-14:00 Name:	13:15-14:00 Name:
Time Slot 5	14:00-14:45 Name:	14:00-14:45 Name:	Time Slot 5	14:00-14:45 Name:	14:00-14:45 Name:

Figure 3: An example of how RoSPA recorded pre-bookings. This is also useful for keeping track of booked slots on the day.

3.2.2: Driving assessment & examiner briefing

As aforementioned, the assessment used for these Destination Drive events was a free, condensed version of RoSPA's EDA (information about which can be found [here](#)), using RoSPA's own assessors. Alternatives to this include using local ADIs from the area who have experience of training and working with mature drivers, or a commercial provider. There is also the option to contact RoSPA who would be happy to put you through to some EDA assessors.

It is important to brief your assessors to make sure they are aware of what will happen on the day. RoSPA briefed assessors by sending two emails – one describing what Destination Drive is and why it was developed, and another with more specific details about the assessments. Important details included the fact that an eyesight test must be carried out with the driver being asked to read a number plate from 21 meters away, the individual's driving licence was to be checked, and the fact that there should be a debrief after the drive, allowing the individual to ask questions. An excerpt from one of RoSPA's examiner briefing emails is as follows:

"Destination Drive is taking place on 20th August, 11:00-15:00, at Dobbies Woodlands Garden Centre. During the day we will be offering a free 45 minute driving assessment for mature drivers. If all places are booked, this



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will involve you carrying out 5 assessments, although it might be less depending on take up. Before carrying out the assessment, you will need to complete the application form with the driver and carry out a standard eyesight check. You will need to use the EDA marking sheet and provide some general feedback at the end of the drive. We will bring the paperwork with us on the day.

The individual can either drive on a familiar route in the area or you can suggest one which covers a variety of roads; can you have a look on google maps before to pre-plan a suggested route near the garden centre which will take up about 30 minutes as you may not be familiar with the area. Finish the drive with a 5 minute debrief including an opportunity for them to ask questions."

The following is the brief RoSPA provided to ITV prior to their filming of the first Destination Drive event, which may assist you in describing what the event is about and why it is useful, including information about how the condensed EDA was carried out:

What is Destination Drive? *The topic of the mature driver was first highlighted by RoSPA's high-profile 100-Year-Old Driving School which was aired on ITV. This showed clearly that o drivers were keen to show off their skills and to learn new ones irrespective of their age. Building on this interest, RoSPA is launching a new mature driver's project called 'Destination Drive'. General advice is provided on the stand, and for those who are interested a free experienced drivers assessment can be undertaken.*

What is RoSPA's position regarding mature drivers? *RoSPA wants to help mature drivers to keep driving for as long as they are not a danger to themselves and other road users. There is a clear link between driving and independence, which allows good health and wellbeing. Initiatives such as Destination Drive aim to provide advice and support, in order to allow experienced drivers to hone their driving skills and to make adaptations to their driving if required. RoSPA does not call for the mandatory re-testing of mature drivers at a given age because there is no evidence that this would have a road safety benefit.*

How does the assessment work? *The assessment provides hint and tips based on observed driving – which are kept positive and constructive. The driver will be guided on routes which they are familiar with in their own car and will not be expected to drive on roads which they don't use. For example, if they don't use high speed dual carriageways they won't be assessed on them. It is not a test and the written report they receive is strictly confidential between RoSPA and the driver. For those who want to take further training they can join a RoSPA Advanced Drivers and Riders group. For all drivers, an eyesight check and a quick check of the vehicle will be carried, then the assessor will have a chat about what they are expecting – the individual will drive normally along a pre-planned route (the assessor will give directions if they are not familiar with the area, or they can drive a route which they are familiar with), stopping after about 10 minutes for a quick feedback session or providing feedback as and when whilst on the drive. At the end, a summary of their drive will be provided. The assessor should be positive and give the driver time to digest and ask questions. We want the assessment to be a positive experience which provides a few safety tips or how their driving can be improved.*

What happens if the driver is dangerous? *Very occasionally it is necessary to stop the drive and when this happens the driver will be told why and will be provided with advice on what they should consider e.g. retiring from driving, or considering alternative methods of such as taxis or public transport. It may even be cheaper to stop driving – we have a cost calculator on the RoSPA mature drivers website <https://www.olderdrivers.org.uk/retire-from-driving/cost-calculator/>, or they may need to consider an adapted vehicle.*



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Wherever possible please use the term “mature”, or “experienced drivers” rather than “older drivers” – many people 65 and over don't regard themselves as old and are extremely fit and young in mind and attitude.

RoSPA supplied the paperwork for the examiners on the day, but the files were also attached to the briefing emails for them to see. The files included the EDA application form for the driver to fill in, the EDA report form so the examiner could score their driving, and RoSPA's Destination Drive survey for the individual to fill out after the drive. All of these files (unbranded) are included as part of this pack for your use.

3.2.3: The exhibition stand

For the Destination Drive events, RoSPA wanted a stand that would attract individuals to come and look, meaning it would be more likely that interest would be generated in the free driving assessments, which is essential if not all of the pre-booked slots are filled. Therefore, a large table was used at all of the events, and it was filled with leaflets, posters, chocolates and freebies etc., as well as materials from road safety practitioners from other organisations that RoSPA collaborated with (see Section 3.3.4). To add activities to the stand, RoSPA used computer software such as an interactive Highway Code, as well as theory test quizzes. Cheshire Road Safety Partnership used an electronic reaction tester which was a great focus.

3.2.4: Equipment list

- Table, tablecloth and chairs (RoSPA asked the garden centres to supply these and they were happy to oblige).
- Power source/extension lead (can also be provided by venue).
- Laptop & monitor.
- Software – RoSPA used Highway Code & theory test quizzes.
- Leaflets – these can be from your own organisation or others, for example RoSPA used own-brand leaflets about mature drivers, Destination Drive leaflets (these are included as part of this pack), as well as leaflets from the Department for Transport's Think! campaigns, which can be found [here](#).
- “Freebies” – pens, keyrings, chocolates etc. for the stand. RoSPA also provided a small quantity of Highway Codes.
- Promotional materials, such as posters. RoSPA used large A1 posters around the garden centres



Figure 4: A Destination Drive feather banner and poster outside a Dobbies garden centre.



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including the date and time of the event.

- Optional feather banner – RoSPA had one of these to place at the entrances to the garden centres in order to generate interest, as can be seen in Fig. 4.
- Paperwork for examiners – RoSPA used an EDA application form, an EDA report form & a survey.
- Camera – Pictures were taken to include in RoSPA's road safety magazine, Care on the Road, and on social media.

3.3: Promoting the event

3.3.1: Mail drops

RoSPA's initial promotion of the Destination Drive events was via mail drops. Publicity packs of promotional materials were put together; each pack consisting of 15 x postcards, 20 x leaflets and 3 x A4 posters, as well as a covering letter as follows:

Dear Sir/Madam,

Driving is an important part of our wellbeing, as it provides us with significant freedom and mobility. Experienced drivers are generally safer than those with less experience. But as we get older, our health and fitness, often including our eyesight, physical condition and reaction times, begin to decline.

The Royal Society for the Prevention of Accidents (RoSPA), wants to help mature drivers by providing advice and support, in order to keep them safely driving for as long as possible. This is particularly important because research shows that stopping driving can have a detrimental effect on an individual's wellbeing.

This year, RoSPA is running a mature drivers campaign called Destination Drive. The campaign will be held for a day at xxx on xx-xx-xx and will give mature drivers the opportunity to come along and receive free information and advice about their driving, including safety tips. There will also be an opportunity for the mature driver to test their knowledge and driving skills using one of the latest Highway Code quizzes. Family members are also free to accompany the mature driver and chat with us.

Also available as part of Destination Drive is a free confidential 30-minute driving assessment with one of RoSPA's assessors which can be pre-booked or organised on the day subject to availability – pre-booking is recommended. The aim of this assessment, carried out in the driver's own vehicle in a relaxed and informal manner, is to provide friendly and honest feedback as well as reassurance and practical advice. The assessment is completely informal and not a test.

RoSPA carried out 9 Destination Drive days in Scotland last year. The days were a huge success with 57 assessed drives taking place and information being provided to hundreds of mature drivers and their families. After the event, participants felt that they knew more about their driving skills, potential limitations and their responsibilities on the road. Some quotes from participants include:

"Because of this event, I will change how I drive."

"Having not had a driving assessment since the early 60's, it was comforting to know that I am not a liability on the road."

"Support was wonderful and very informative."



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Please visit <https://www.rospace.com/> for more information about RoSPA.

I would be very grateful if you would be able to display the poster and put the enclosed postcards and leaflets out where the public can take them.

For further information, please don't hesitate to contact me. Thank you for your assistance with this.

Yours sincerely,

---Name---

---Contact Details---

Please feel free to adapt this letter to fit your own organisation and events as required.

In order to generate as much interest in the events as possible, RoSPA sent publicity packs to organisations within close proximity to the venue, which were likely to be frequented by mature drivers. Examples include:

- Cafés
- Pharmacies
- Doctor's surgeries
- Opticians
- Libraries
- Churches
- Bowling or golf clubs

For the mail drops to be seen by relevant individuals, RoSPA targeted organisations within a 5 mile radius of the postcode of the event. RoSPA found the addresses of organisations by using search engines such as [Yell](#), wherein one can input the postcode of the venue as well as the type of organisation required, e.g. "Doctor's surgery". Google and Google Maps can also be used for this. Overall, publicity packs were sent to around 20 addresses for each venue.

3.3.2: Press

RoSPA utilised several different aspects of press when promoting Destination Drive. Examples include:

- A feature for RoSPA's Leicester Destination Drive event was ran in the Hinckley Times. This resulted in a noticeable increase in pre-bookings.
- ITV Central News: as aforementioned, Bob Warman took a free assessment during the Leicester event, which was filmed and featured on the evening news.
- The Liverpool Destination Drive event was featured on Roger Phillips' BBC Radio Merseyside show. Roger took a free assessment with one of RoSPA's assessors a few days before the event took place and featured this on his show. This also resulted in an increase in pre-bookings.
- The Liverpool event was also featured on Radio City Talk, a local radio station in Liverpool.
- Press releases: RoSPA's Communications team wrote press releases for the Destination Drive events, which included details about what Destination Drive is, the location, date and time of the event, as



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well as quotes from road safety professionals that RoSPA was working with for that particular event. Part of RoSPA's press release for the Liverpool Destination Drive event is as follows:

Free assessments and advice for experienced drivers on offer from RoSPA in Liverpool

Following the success of its 2017 *100 Year Old Driving School* ITV series, the Royal Society for the Prevention of Accidents (RoSPA) is bringing a new event to Liverpool aimed at keeping drivers over the age of 65 on the road safely for longer.

As the popular TV show highlighted, medical conditions experienced as we age can have an effect on our driving.

To help reassure older, experienced drivers, RoSPA has launched Destination Drive, which comes to Dobbies Garden Centre in Speke, Liverpool on Tuesday, September 24 (11am-3pm). The initiative will encourage motorists to review their driving, and consider options for future needs and advice on the best ways to stay mobile, in a friendly, relaxed and familiar environment. In partnership with Dobbies and the Merseyside Road Safety Partnership, RoSPA is delivering the drop-in session to improve the confidence and safety of everyone who takes part.

Free 30-minute assessment drives will be available on the day for those keen to evaluate their current skills in their own car, and experts will be on hand to offer advice and guidance. If you would like to take advantage of this offer, it is advisable to book through our website www.olderdrivers.org.uk/destination-drive as soon as possible to avoid disappointment on the day.

You can also see how you would fare with the theory and hazard perception sections of the current driving test.

Nick Lloyd, RoSPA acting head of road safety, said: "As a charity we recognise the importance of driving and the independence it provides, and our aim is help mature drivers to keep driving safely and to give them an opportunity to get some useful hints and tips from our expert assessors."

Andy Codd, Liverpool City Council road safety co-ordinator, said: "In 2016 the Merseyside Road Safety Partnership launched an initiative designed to assist senior drivers to brush up on their skills and address any concerns they may have. The partnership is therefore pleased to be working with RoSPA on Destination Drive to reinforce this message and to encourage experienced drivers to drive safer for longer. For senior citizens the freedom, control and choice that the ability to drive for longer brings to their lives cannot be stressed enough."

For more advice and information, see www.olderdrivers.org.uk/destination-drive, which also provides plenty of advice and information on keeping safe as we get older, or call xxxx xxx xxxx to book a free assessment.

Note to editors

In 2017, 165 drivers over the age of 60 years were killed in road accidents, 1,351 were seriously injured and 8,433 slightly injured. Although the casualty trend for this age group is decreasing, it is decreasing more slowly than for other ages. The risk of being involved in a road accident increases after the age of 70 years, but up to that age, drivers are no more likely to cause a crash than to be the victim of another road user's mistake. However, drivers over 70 years, and especially over 80 years, are more likely to be at fault when they crash.

RoSPA does not call for the mandatory re-testing of older drivers at a given age because there is no evidence that this would have a road safety benefit. There is also evidence to show that when a person stops driving it can have a detrimental effect on their health and wellbeing.

Overall, RoSPA found that getting features for the events in the press local to where they were being carried out was very beneficial in terms of pre-bookings. There would be a noticeable increase in phone calls after a radio or newspaper feature. Therefore, it is important to keep in mind the importance of local press – RoSPA found that one local feature could be more helpful for promoting the event than 20+ mail drops.

Information was also sent to the local age concern offices, see section 3.3.4



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3.3.3: Online promotion

Another important part of promoting the events is through your organisation's website. RoSPA promoted Destination Drive on the [main website](#), the dedicated [mature drivers website](#), and through social media channels. A banner was used on the main RoSPA website, with a "Find out more" button, which led to the main Destination Drive page on the dedicated mature drivers website. The page consisted of information about what Destination Drive is and why it is being carried out, as well as the date, addresses and Google Maps links for each event. The website also has a "Latest News" section on the homepage, and information about the events was included here too, as well as a banner, to ensure as many individuals saw it as possible. Images of all the aforementioned can be found on the following two pages.



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The Royal Society for the Prevention of Accidents

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About RoSPA

We want to enable healthy, active lives through sharing skills and knowledge, while also seeking reasonable limits to potential harms that ensure lives can be lived unhindered and unburdened by fatal and life-changing accidents.

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Welcome

Driving a car is an important part of personal, family and work life for millions of us, providing freedom and independence to get about as and when we need to. Driving can be enjoyable and pleasant, but it also involves a certain amount of risk, and can be stressful.

Experienced drivers are, in general, safer than those with less experience. But as we get older, our health and fitness, often including our eyesight, physical condition and reaction times, begins to decline. Age related conditions can also begin to affect our driving. Of course, this is different for each person; there isn't an age at which we automatically become unsafe to drive.

Many drivers recognise that their driving ability is changing and so change when and where they drive (this is often called 'self-regulation'). There are also several simple things we can do to help us continue to drive, safely, for as long as possible, such as taking regular driving assessments and refresher training.

However, there comes a time when each of us need to reduce our driving, or even stop altogether. Taking advice from your doctor, or another health professional, and from family or friends can be very



Latest News

Destination Drive: RoSPA's Older Drivers Campaign

Experienced drivers are generally safer than those with less experience. However, as we get older our health and fitness, often including our eyesight and reaction time, begins to decline. RoSPA wants to provide advice and support in order to keep older drivers on the road safely for as long as possible.

Our Destination Drive campaign will give older drivers the opportunity to come along to any of our 3 garden centre dates and receive free information and advice about their driving. Family members are also free to attend.



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Destination Drive



The Royal Society for the Prevention of Accidents (RoSPA), wants to help mature drivers by providing advice and support, in order to keep them safely driving for as long as possible. This is particularly important because research shows that stopping driving can have a detrimental effect on an individual's wellbeing. Even as a mature driver a few hints and tips can make a big difference.

Destination Drive is a free confidential 30-minute driving assessment with one of RoSPA's assessors which can be pre-booked or organised on the day subject to availability – pre-booking is recommended. The aim of this assessment, carried out in the driver's own vehicle in a relaxed and informal manner, is to provide friendly and honest feedback as well as reassurance and practical advice. The assessment is completely informal and not a test. Drivers who've had an assessment said:

"Because of this event, I will change how I drive."

"Having not had a driving assessment since the early 60's, it was comforting to know that I am not a liability on the road."

"Support was wonderful and very informative."

Destination Drive will give mature drivers the opportunity to come along and receive free information and advice about their driving, including safety tips. There will also be an opportunity for the driver to test their knowledge and driving skills using one of the latest Highway Code quizzes.

Dates

Destination Drive Days are being held on:

<p>August 20, 2019 11:00 - 15:00 Dobbies Garden Centre Woodlands, Woodlands, Ashby Road, Stapleton, Leicestershire, LE9 8JE</p> 	<p>August 27, 2019 11:00 - 15:00 Wyevale Garden Centre Tarporley, Tarporley Road, Cotebrook, Tarporley, Warwickshire, CV6 9EE</p> 	<p>September 24, 2019 11:00 - 15:00 Dobbies Garden Centre Liverpool, 1a Speke Hall Avenue, Speke, Liverpool, Merseyside, L24 1UX</p> 
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Booking

Please call the following number to pre-book your assessment: 0121 248 2099



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RoSPA promoted Destination Drive heavily on social media through Twitter and Facebook, with posts about all of the events as well as Destination Drive as a whole. Examples of these posts are as follows:

RoSPA @RoSPA · Follow

Destination Drive is in #Liverpool tomorrow at Dobbies in Speke - get a free experienced driving test and gain skills and confidence on the road - find out more olderdrivers.org.uk/driver-assessm...



5:17 am · 23 Sep 2019

1 Retweet 1 Like

1 1 1

RoSPA @RoSPA · Sep 10
Book your place - or share with your family & friends - FREE mature driver assessments in #Liverpool @dobbies on Tues Sept 24 with @Merseysidersp and #DestinationDrive @roadsafety #roadsafety #drivesaferforlonger #olderdrivers #maturedrivers olderdrivers.org.uk/destination-dr...



1 1 1

RoSPA Road Safety @roadsafety · Sep 24
We are at Dobbies, Speke today 11.00 til 15.00 Come and see us for a chat and a free 30 minute driving assessment @bbcmerseyside @Merseysidersp @RoADARMer



2 3

RoSPA @RoSPA · Aug 22
See how @BobWarmanTV got on with our experienced driver assessment this week... Find out how he did here: bit.ly/2ZkfAgC 🚗 And sign up for our #Tarporley (Aug 27) and #Liverpool (Sept 24) sessions now olderdrivers.org.uk/destination-dr... #roadsafety



Older motorists being urged to brush up on driving skills
Older motorists are being urged to brush up on their driving skills with help from RoSPA, the Royal Society for the Prevention of Accidents. I...
itv.com

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RoSPA Road Safety @roadsafety · Aug 2
 RoSPA are offering free experienced driver assessments as part of our Destination Drive initiative INTERESTED? see details on our website bit.ly /2T0o2Mq @RoADARMer @CheshireFire @CheshireWestNws



Cheshire Safer Roads, Road Safety and Leicestershire Roads Policing Unit (RPU)

8 likes

RoSPA
 22 August ·

Get a free experienced driver assessment with RoSPA's Destination Drive in Tarporley, Cheshire next Tuesday... register now, or share this post with the older driver in your life 🙋

<https://www.olderdrivers.org.uk/destination-drive>



1 share

Like Comment Share

3.3.4: Collaboration

As part of Destination Drive, RoSPA collaborated with local road safety practitioners and emergency services from the local road safety partnerships in order to spread the word about the events and increase engagement. Examples of organisations RoSPA worked with include Leicester City Council's road safety department, RoADAR Leicester Drivers, Cheshire Police (see Fig. 5) and Cheshire Fire and Rescue Service and Merseyside Road Safety Partnership. Individuals from these organisations were present at the event local to them for all or part of the day. It is also useful to contact relevant age related organisations local to your venues. For example, RoSPA contacted Age Concern Liverpool and Sefton, who were happy to promote Destination Drive in their centres by putting up posters and leaving leaflets out. They also included the event on their website, as can be seen in Figs. 6 and 7.



Cheshire Police @cheshirepolice · 4h

Today we are at Wyevale Garden Centre on the A49 at Tarporley with @CheshireFire, @roadsafety and @go_Cheshirewest promoting Driving Support for the over 65's.

Please come along for a free 30 minute support driving session and say hello. We're here until 3pm today.



1 comment 7 retweets 9 likes

Figure 5: Cheshire police promotion of Destination Drive on their Twitter account.



Destination Drive Report

Our Latest Events

Destination Drive

Tuesday 24 September 2019
11.00 am - 3.00 pm

Be prepared for the road ahead. Driving support for the over 65's.

Please click on the link below for full event details:

[Destination Drive](#)

Venue: **Dobbies**
Address: **1a Speke Hall Avenue**
Liverpool
Merseyside
L24 1UX

[Read More >](#)

Figure 6: Age Concern Liverpool and Sefton promotion of Destination Drive on their website.

Events



Destination Drive

11:00am - 3:00pm at Dobbies

Be prepared for the road ahead. Driving support for the over 65's. Please click on the link below for full event details: [Destination Drive](#) ...

[Read more >](#)

[See more Events >](#)

3.4: Useful tips for the day

- When you arrive at the venue, inform customer services about the event. They may not be aware of what is happening, even though the manager/event coordinator is. If they are aware, they will be able to direct people to the stand if they are asked.
- When carrying out a Destination Drive event in a large venue, such as a flagship garden centre, make sure there is adequate signage in order to guide individuals to the stand. This is important both for generating traffic and to ensure those with pre-booked assessments can find the stand and arrive on time.
- Ensure that the assessors are aware of the length of the time slots. This will ensure all assessments can be carried out smoothly and on time, allowing each individual to get the most out of their experience.

Figure 7: Age Concern Liverpool and Sefton promotion of Destination Drive through their events page.



Destination Drive Report

3.5: Evaluation

3.5.1: Surveys

In order to monitor the quality of Destination Drive, RoSPA evaluated all of the events. This was done by asking the assessors to give a survey form to every individual who completed an EDA. The survey was 5 pages long and included questions such as “Please rate the advice that you were offered at the event”, “Please rate the knowledge of those on the Destination Drive stand”, and “If any, what are the main things you learned from the practical drive?”.

An example of one of the questions from the survey can be seen in Fig. 8. If you would like to use the survey for your Destination Drive events, it is included as part of this pack. To collate the responses to the surveys, RoSPA used an excel spreadsheet containing a table for each question, also included as part of this pack for your use. An example of one of these tables can be seen in Fig. 9. Displaying the data like this allows you to easily and clearly visualise the feedback from your events

6) Do you think that you will change anything about your driving as a result of visiting the stand? (Select one answer)

- Yes
- No
- Don't know

6b) If yes, what do you think you will change?

Figure 8: An example question from the Destination Drive survey.

3.5.2: Communicating with mature drivers: a RoSPA Scotland project

One of RoSPA Scotland’s 2019 projects, completed after Destination Drive, involved working with a PR agency to develop a communications campaign targeted at mature drivers in order to encourage them to review their driving ability and understand their legal and moral responsibilities surrounding driving, as well as helping concerned family members, with the ultimate aim of reducing the number of injuries associated with mature drivers on Scottish roads. Part of this project involved researching the receptiveness of mature drivers and their families to different messages about road safety and driving ability. Several messages were tested and the key results were:

- The drivers preferred prompts that emphasised their personal responsibility, e.g. being the cause of a collision, within the message. Extending on this, hard-hitting messages were preferred.
- Messages that were factual were preferred, as well as those that have practical and new information, e.g. regarding licence renewal.
- The word “older” was universally unpopular and unpersuasive.
- Family members did not respond well to having responsibility for the driver placed directly on them, and the drivers themselves admitted they did not listen to family members, as their decisions about driving are internal.



Destination Drive Report

These findings are useful to keep in mind whenever you are communicating with mature drivers, but they could be particularly useful when promoting Destination Drive as well as during discussions with mature drivers on the event days. For example, when writing promotional messages, it may be best to use the term “mature”, as has been done throughout this report, rather than “older”, as this term is unfavourable amongst mature drivers. Furthermore, when discussing the involvement of family with the individual’s driving, their involvement should centre around them helping the driver to find relevant advice and information, rather than family making decisions for them.

	12) Please state your age (Select one answer)								
	39 or younger	40-50	51-60	61-70	71-80	81-90	91+	Prefer not to say	Unanswered
Respondent 1									
Respondent 2									
Respondent 3									
Respondent 4									
Respondent 5									
Respondent 6									
Respondent 7									
Respondent 8									
Respondent 9									
Respondent 10									
Respondent 11									
Respondent 12									
Respondent 13									
Respondent 14									

Figure 9: An example table from the survey results spreadsheet shown filled with data from RoSPA’s events.

4: Conclusion

RoSPA hopes that this report has been a helpful guide, and that you feel prepared to replicate the Destination Drive events within your own organisation should you wish to. RoSPA thinks that Destination Drive is a positive event that has the potential to develop safer mature drivers that are skilful, as well as confident in their decisions regarding whether to keep driving or not. Furthermore, highly positive feedback was provided throughout the events, and RoSPA found that mature individuals are open to suggestions and are willing to learn and develop as drivers.





accidents don't have to happen

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