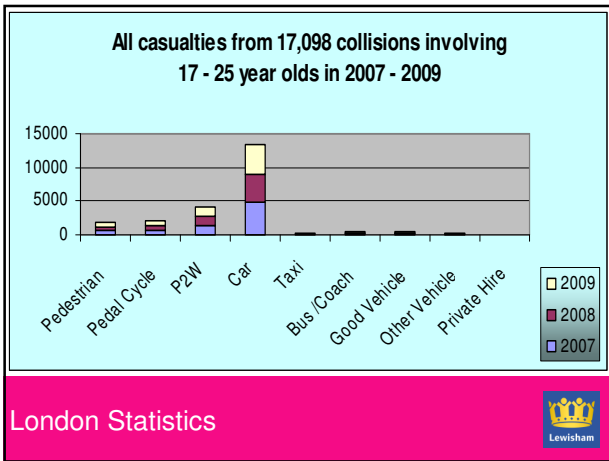


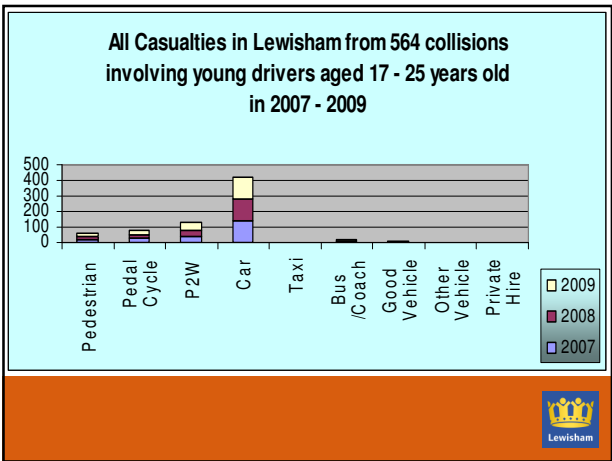


- 500,000 people under the age of 25 pass their driving test each year.
- A fifth of them have an accident within 6 months of qualifying.
- Around 16% MORE young drivers (aged 16 to 19) are killed today than 15 years ago.
- The risk of a fatal collision is almost three times greater for a young driver with three or more passengers than for one driving alone.

Statistics and Background



London Statistics



- **RATED**
- RATED is a unique scheme that has been specifically developed by the Lewisham Council in partnership with local instructors. The scheme aims to reduce the collision involvement of newly qualified drivers by assisting them to better understand their own personal risk factors. It consists of a number of elements, a Theory workshop to help learners to pass the theory test, an e-learning, specially trained instructors and a parental workshop.

Rated

- **Free theory workshop**
- This aims to help prepare drivers for the theory and hazard perception element of the course in a very relaxed and friendly atmosphere.
- **Free e-Learning**
- This provided to eDriving Solutions on the country's leading provider of e-learning related to driver education. This package can be accessed via the internet day or night. It includes access to the DSA theory question bank and the DSA practice hazard perception clips.

Rated

- **Specially trained instructors**
- Only instructors who have completed a special training course delivered through Lewisham Council can deliver the scheme. These instructors have access to groundbreaking resources which have been developed to learner drivers to identify how their judgements could be influenced by the issues identified above. The instructors help the learner to become a better driver by encouraging them to consider how they would manage these issues through the development of their own coping strategies.

Rated



Lewisham Young Driver Workshop

London Road Safety Council

19th January 2011



Introduction

What is the first name of your best friend?

Your first name?

What is your favourite possession?

What would you like to be doing in 5 years time?

Why are you...

Why did you learn to drive?

What do you like doing in your spare time?

- Learning to drive is very difficult and challenging.
- Being able to drive is a complex task and is much more than simply being able to control a car or pass the test.
- The learning process is relatively safe but 1 in 5 drivers are involved in a collision in the first six months of passing the driving test.

RATED Learning to Drive Background



- Research into collisions has identified a number of different reasons why newly qualified drivers are at higher risk of crash involvement.

- Self Reflection
- Distractions
 - Influence of others
 - Seatbelts
 - Drugs and medication
 - Alcohol
 - Speed Choices
 - Fatigue

Micro Lessons



Micro Lesson Example.....



- Branded Presentation for Parents
- Branded Presentation for Learners
- Branded A4 pack for pupils
- Branded A4 information sheets
- ADI Decal for Learner Cars
- Logo for all participating ADI's for their own website
- Branded ADI Micro Lessons
- Driver and Participant Certificates

The Rated Brand



- Think about everything you said
- This is you and this is what you risk every time you drive
- Take a few minutes to consider how a life changing incident would impact on:
 - Your best friend
 - Your family members
 - Your plans for the future
 - The things you like doing
 - The freedom you hoped for when you started to learn to drive
- Because this is what you risk for everyone else when you drive

Remember back to the beginning of the presentation?



End of presentation.....

Driving is about making choices
make the right choices!



- This is a pilot and in working progress, this year estimated that we reach 200 learner drivers
- Aim to offer an additional 20 ADI's the opportunity to take training next year
- To reach an additional 200 learner drivers
- Research with DSA the opportunity of the training being part of CPD hours

Thank you for listening!



 **Rated**

Roadsafety awareness, training, education & development

