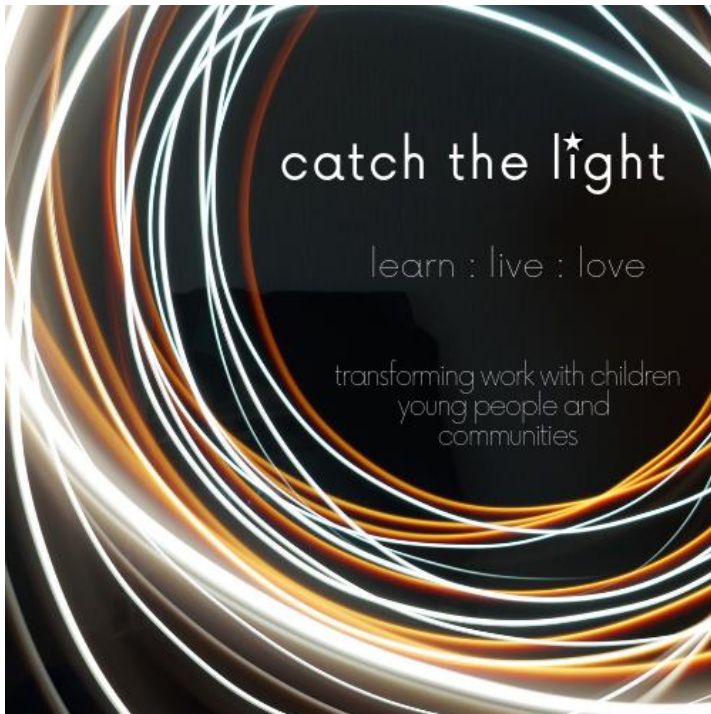


Why change the habit of a lifetime?

Attitudes & habits
of new &
experienced drivers
in Scotland



Catch the Light



PRESENTED BY IAN McDONALD

YOUTH & COMMUNITY DEVELOPMENT
CONSULTANCY

EVALUATORS OF THE POLICE SCOTLAND
DRIVEWISE PROGRAMME

ALSO EVALUATORS OF 'PSYV' POLICE SCOTLAND
YOUTH VOLUNTEERS SINCE 2014

www.catchthelight.biz

Facts for Scotland

Younger and older drivers are most at risk:

- Over 9,000 casualties in 2017 – down 14%
- 15% were aged 16-22 – down 14%
- 16% were aged 60+ - down 11%
- More fatal in non-built-up areas - 3% of casualties lost their lives and 20% were seriously injured.



**Rural areas
affected more**

Why change?

In the UK the younger you are the more likely you are to be killed or seriously injured (KSI) on the road.

- Road traffic accidents accounts for 15 per cent of all deaths for young adults aged between 15 and 25; and
- Over a fifth of all fatalities - aged 15 to 19.
- KSI's involving at least one young car driver has fallen by 55% since 2000
- Higher proportion of males – 75%
- Affects other users (e.g. passengers, cyclists, other drivers etc.)



**KSI's down 55%
since 2000**

UK Comparison of factors in accidents

More young drivers affected

Senior drivers mostly failed to look properly - 9.7K to 9.4K of young drivers

More young drivers are careless or reckless – 4.4K to 2.7K

More young drivers lose control – 4.1K to 2.3K

Young drivers are more inexperienced and risky.

% of Drivers

	17-24	60+	All drivers
Failed to look properly	35	44	42
Failed to judge other person's path	22	25	23
Careless reckless or in a hurry	17	12	15
Loss of control	16	11	12
Poor turn or manouver	13	14	14
Travelling too fast for conditions	10	4	7
Learner or inexperienced	10	2	4
Slippery due to weather	11	6	9
Sudden breaking	8	6	7
Exceeding speed limit	7	3	4
Illness or disability	1	5	2
Total number:	26,628	21,994	100,794

Introducing Drivewise

Fife

Scottish
Borders

Drivewise exists to reduce the numbers killed or seriously injured on Scottish Roads:

- Pre-drivers
- New drivers
- Senior drivers
- Motorcyclists



A model of partnership working

Funded by Transport Scotland.
Led by Police Scotland in partnership with Fire & Rescue and Ambulance Services.

Volvo V40's are provided in the Borders by former British Touring Car champion John Cleland.

Fife cars provided by Clark Motors, with sponsorship from Stagecoach.



Courses are tailored to different needs

Pre-drivers: familiarisation with basic driving and road rules (on off-road disused airfield).

New drivers: increasing safety using 'IAM Road Smart' model and 'Pass Plus'.

Senior drivers: Raising confidence through information on regulations and optional refresher driving session.

Motorcycle riders: Safer riding skills.





Before training:

67% of pre-drivers wanted to learn new skills

55% wanted to feel more confident about driving

Pre-driver Feedback

“Drivewise was amazing! I’m going to be so safe on the road and be more careful.”

“I understand that I have a responsibility to drive safely.”

“Just being able to get behind the wheel of a car was key to improving driving skills.” (Teacher)

“I didn’t think I would be able to drive, but this helped me overcome my fears.”

“I learned it’s not just me I need to look out for.”

84% of pre-drivers are more confident in their ability to be a safe and responsible driver

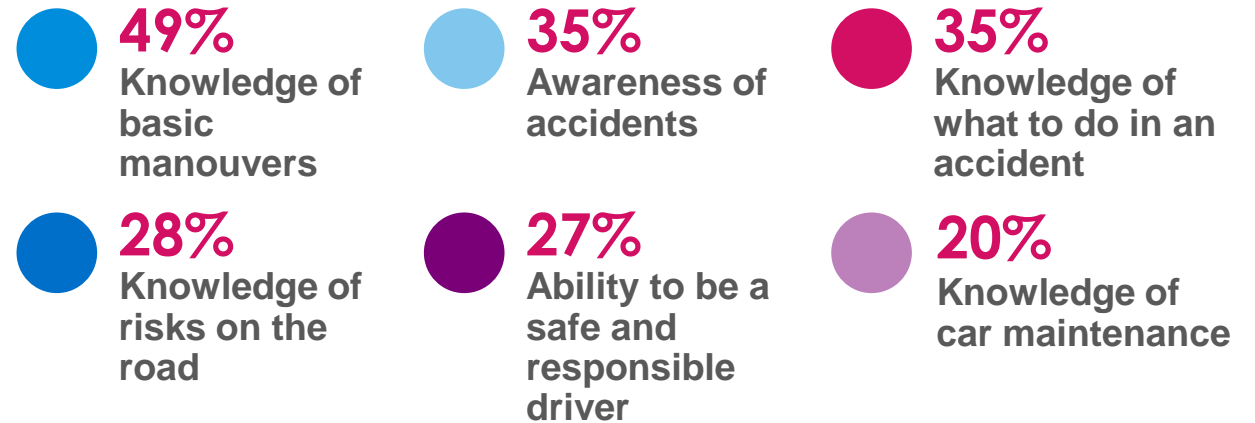
83% are more confident in their ability to be a considerate passenger



Confidence improved

Pre-drivers showed improved levels of confidence after the training:

(n=518 before and 435 after)

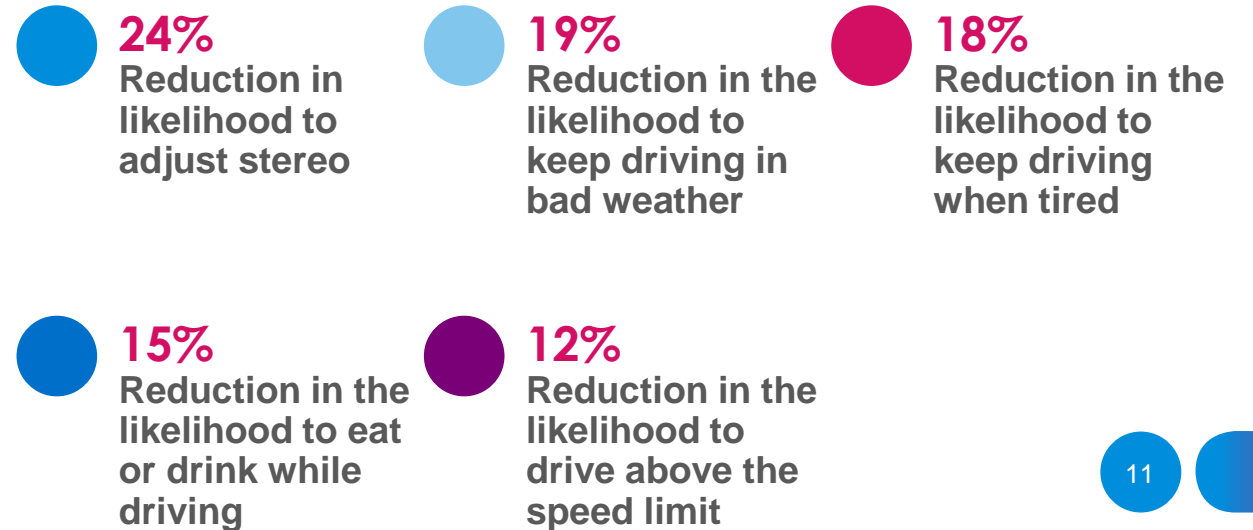


% of improvement after training

Reduced risky behaviours



Pre-drivers were less likely to attempt common risky behaviours:



% of reduction after training

Senior Drivers

- 96% said that the course was good or very good at making you think more deeply about driving safely
- 95% found that the course was relevant to their age
- 95% believed that the instructors were good or very good



63% were confident or very confident in their knowledge of risks on the road.

62% were confident in their ability to be a safe and responsible driver

60% were confident in their knowledge of basic manouvers



Senior drivers were very risk aware before the training. Most stated they were unlikely to try any risky behaviours, but...

Confidence improved

Senior drivers showed some improvement in confidence:

(n=126)



40%

Ability to be a safe and considerate passenger



27%

Knowledge of what to do in bad weather

% of improvement after training

15% were still prepared to adjust the radio/stereo while driving

12% would still drive above speed limit

Motorcycle Riders

“I realised that if you concentrate on improving your skills, the speed and ability will come.”

“I learned what bad habits I have that are ingrained, and what to do to unlearn and embed best practice e.g. better use of the rear brake.”

“I learnt a lot about observation skills, forward planning and road positioning: also braking, cornering, slow-riding and correct procedures on overtakes. Also some pre-ride bike checks and general bike maintenance – all very useful.”

After training: The likelihood of speeding, driving in bad weather and going through lights all reduced (n=12).



CONCLUSION

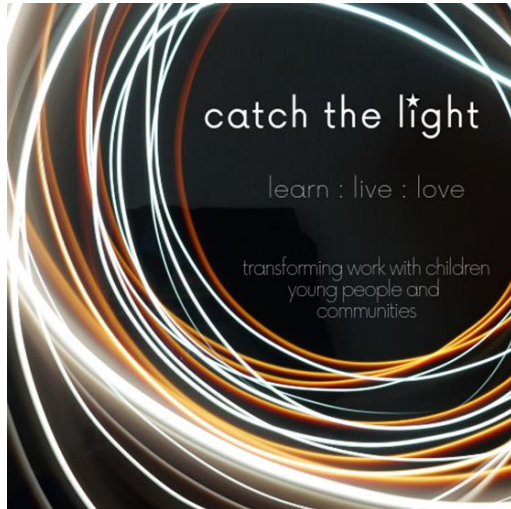
There are year on year reductions on road casualties.

No room for complacency.



Drivewise contributes to raising confidence and reducing risks for both younger and senior drivers.

THANK YOU!



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