

**Staffordshire County Council
Pass Plus Extra
Evaluation Report**



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INTRODUCTION

Young drivers in the 17-25 year old age range are a vulnerable, inexperienced group of road users and are involved in a disproportionately high number of collisions. Statistics show that approximately 20% of newly qualified drivers are involved in a collision within six months of passing their driving test.

In Staffordshire the 'Young Drivers Road Safety Audit 2004' identified that young drivers and passengers aged between 17 and 25 accounted for 40% of all those killed or seriously injured (KSI) on Staffordshire's roads; last year there were 1039 casualties involving 17-25 year olds within the county. The peak age for the involvement of male drivers being involved in an accident is 18 years of age, with females peaking at 20 years of age; males account for 71% of casualties in Staffordshire within this age group.

As a priority Staffordshire County Council Road Safety Unit provides many interventions to reduce the number of younger casualties. As well as the publicity campaigns initiated throughout the county, we provide educational resources within schools and colleges in the form of pre-driver training and moped/motorcycle resources. We are also pioneering the 'black box' technology through the 'Young Drivers Coaching Program' in a direct attempt at educating young drivers to adopt safer practices in partnership with their parents, driving instructors and road safety professionals. These interventions have helped reduce the number of casualties involving this age group. There were 145 fewer young drivers and passengers injured in 2009 compared to 2008 a drop of 10%.

Pass Plus Extra plays a major part in our task of reducing young driver and passenger casualties, but will also contribute to the reduction of casualties of all ages.

PASS PLUS

Pass Plus is an established post-test training scheme that was introduced by the Government's Driving Standards Agency in 1995. It is considered the best way of providing additional driving experience to those who want to build on their driving skills and knowledge. Anyone who owns a full UK driving licence is eligible to take part and can take it at anytime in their driving career.

The scheme was designed by the Driving Standards Agency with support of insurance companies and the driving industry enables pupils to gain valuable experience and learn positive driving skills that would otherwise take a long time to acquire. The syllabus provided by the DSA consists of six modules, each covering a different aspect of driving. These are:

- Town driving
- All-weather driving
- Rural driving
- Night driving
- Driving on dual carriageways
- Driving on motorways



The course provides at least six hours of tuition and fees will vary depending on where the pupil lives. Sometimes the driving instructor is unable to cover some of the modules as a practical lesson and these are then covered as theory only. Examples of this would be where night driving is unlikely in the height of summer or where a motorway is too far from the pupil's home.

There is no test to take, but the pupil is continually assessed and when the instructor is satisfied with the pupil's performance, the pupil receives a certificate from the DSA. This certificate may entitle the pupil to cheaper car insurance with one of the insurance companies who back the scheme. However in recent times many insurers have abandoned the scheme stating that there is no evidence that it makes a young driver safer and less likely to be involved in a collision.

Many authorities across the England, Scotland and Wales provide subsidies for the scheme, some of these are provided for young drivers only and some are inclusive. This can reduce the scheme from costs of up to £180 down to £40 in some parts of Staffordshire. More information of the subsidies available can be found at www.directgov.uk by searching "Pass Plus Assistance".

New drivers who have taken Pass Plus tell us that it improves their driving skills, improves confidence and believe that is greatly beneficial to them. It is obvious that some young drivers complete Pass Plus with the sole aim of reducing their insurance premium, but all will benefit from the scheme by improving their ability to drive. Last year over 70000 newly qualified drivers participated and completed Pass Plus in the UK.

Some authorities have now adopted an 'enhanced' scheme similar to that provided by Staffordshire County Council, where pupils have to attend a theory workshop which entitles them to the subsidy.



PASS PLUS EXTRA

AIM

The aim of the Pass Plus Extra scheme is to reduce the number of road traffic casualties throughout Staffordshire and to reduce the number of collisions that newly qualified drivers are involved in, to provide a safer Staffordshire.

OBJECTIVES

- To encourage young and newly qualified drivers to participate in extra driving tuition.
- To provide road safety education to young and newly qualified drivers at the time when they are most vulnerable.
- To provide young drivers with a 'coping strategy' by designing the road safety workshop based on the areas where they are most at risk.
- To reduce the numbers of collisions that newly qualified drivers aged 16-25 are involved in the first six months of driving.
- To make the Pass Plus practical scheme available to all by providing a subsidised scheme that is easily accessible.
- To promote and support the DSA's Pass Plus scheme.
- To work closely with DSA-registered Approved Driving Instructors (ADI) to promote the scheme and provide a consistent message.
- To work with road safety partners to promote the scheme and encourage a high level of participation.



PASS PLUS EXTRA METODOLOGY

At the time of the 'Young Drivers Road Safety Audit' of 2004 Staffordshire County Council was already subsidising participation in the Pass Plus scheme, being amongst the first to do so in England. Since the introduction of the subsidised scheme in 2002 newly qualified drivers who were resident in the county were able to receive a £50 subsidy off the Pass Plus practical lessons.

In 2005 it was recognised that we were missing an opportunity to get added 'value for money' from funding the scheme, so it was decided that we would investigate ways of increasing the benefit that we received from providing the subsidy; not only to meet our objectives, but to provide younger drivers with an increased awareness of road safety. Our way forward was to develop a road safety-based workshop to complement the scheme, which would allow us the opportunity to engage with young and newly qualified drivers at a time when they would most benefit from road safety education.

The two-hour workshop was developed to be interactive and encourage participation, but most importantly it focused on the key areas where young drivers were most vulnerable. The aim was to focus on behavioural and attitudinal issues such as peer pressure, seat belt wearing and drink and drug driving rather than increasing pure driver knowledge such as road signs etc. as this would be a duplication of their driving tuition. Attendance at the workshop is compulsory entitling the applicant to receive the Pass Plus practical lessons for £60 or less; the subsidy was increased to encourage more applicants.

PASS PLUS EXTRA WORKSHOP

At the start of the workshop development process there were two other authorities who were presenting 'enhanced' workshop schemes, Kirklees and Lincolnshire. Neither of these schemes at the time met our requirements as neither provided a totally interactive workshop and both were powerpoint-based, which we had decided to avoid in favour of participative discussion. So rather than adopt either of these models we decided to develop our own resource. The workshop introduced in April 2006 was piloted for 12 months to assess the content, which was then reviewed. Following the initial evaluation of the workshop, changes were made and a professionally produced pack was introduced; we have sold several of these to other road safety units around the country, including Shropshire, Powys and Herefordshire.

The workshop is two hours in duration and has no powerpoint content, although a few video clips are shown. There are interactive tasks that have to be completed by the clients, with many discussion topics included, where all clients are encouraged to participate using different teaching methods. To begin with the workshop presentation was carried out by Road Safety Officers, but due to workload Approved Driving Instructors were recruited to present the course; all presenter ADI's hold teaching qualifications. All workshops have a maximum of 14 clients in attendance, with all working in pairs, so as not to pressurise any young driver unnecessarily.

The scene for the workshop is set by using 'The week I passed my driving test', which takes a week from Sunday to Sunday and runs chronologically as follows:

- Why we are here? We ask why they are doing the Pass Plus Extra scheme and we tell them why we are engaging with them, with statistics.
- An 'Icebreaker' is used to get all of the clients participating and to help assess the group. This takes the form of a gingerbread man where we ask 'What makes a good driver?' and 'What makes a bad driver?', and 'What makes a good driver turn into a bad driver?'.

- Sunday - a discussion is held about the day before the driving test and what the clients did to prepare for their test. This develops the discussion to ensure all of the clients relax and participate by recalling their experiences.
- Monday - we discuss their experience of their driving test, followed by the 'Steering Wheel Jigsaw' task, which takes us into a discussion about inexperience vs over confidence of young drivers; we also reinforce the 'New Drivers Act'.
- Tuesday - two tasks are completed by the clients surrounding the importance of planning. We discuss 'What needs to be done to plan for a journey?' and 'What needs to be checked on the car?' The latter task focuses on the legalities of the car; tyres, lights etc.
- Wednesday - the most important day, where the newly qualified driver takes his or her mates to the 'Glastonbury' festival. The use of seatbelts is discussed, which is supported by a video clip. A task is then done 'Why drivers speed and how to avoid it'; a video clip is used to support this. Finally, a video clip opens the discussion into 'Peer pressure' and examples of negative and positive peer pressure are discussed.
- Thursday - is the day they return; the emphasis here is on fatigue and road rage. Discussions are had regarding what might cause fatigue and a 'Timeline' task is done to ascertain good and bad practices. We look at how queues of traffic might affect peoples driving and how circumstances might affect the attitude of drivers and their passengers.
- Friday - we investigate the drivers first time driving into city. We discuss built up areas with a focus on vulnerable road users. The 'Gorilla' clip is used as a lighter touch to start the discussion on how a lack in concentration can cause crashes. All instances that cause a lack of concentration are mentioned with a focus on mobile phone use.
- Saturday - takes the driver out on the town, however he/she doesn't drive. We discuss the use of the 'Designated Driver' system and peer pressure drivers might experience to drink and drive.
- Sunday – the clients complete a task on drink-driving. The emphasis being on 'the morning after' and they investigate the length of time that alcohol remains in the system.
- In the final section we show the video clip 'First Day of Summer' which leads us into discussing the consequences of being involved in a collision.

The workshop resource is very flexible and is often used in high schools as part of pre-driver training on 'Road Safety Education' days.

VENUES & WORKSHOPS

The Pass Plus Extra workshop is two hours in duration. We decided to provide these throughout the county between 5pm to 7pm irrespective of venue, with all workshops provided on weekdays. This not only allowed more choice through the availability of rooms, but we were able to book rooms at no cost to the scheme, thanks to our road safety partners throughout the county. In over five years of running the scheme we have only received a handful of requests for Saturday dates.

The venues and regularity of the workshops in the first year was based on the profile of the applications from the Pass Plus subsidised scheme that we already had in existence. The venues we used are as follows:

- Burton and Swadlincote alternated every two months. On the withdrawal by Derbyshire CC the Burton workshops are now every two months.
- On the introduction of the support by South Staffs DC the Codsall workshops run quarterly.
- Leek workshops are held every two months.
- Lichfield workshops were initially every two month, but are now monthly.
- Newcastle and Stoke workshops alternate every three weeks to cover North Staffordshire.
- Stafford workshops are central and allow most residents a reasonable journey from their home. The workshops were initially every month, but are now every three weeks.
- Telford workshops are held every two months.



PASS PLUS EXTRA PROCESS

The Pass Plus Extra scheme that uses the added workshop means that it will take longer for clients to complete the whole process. Based on the location where clients live within the county they can be waiting four to six weeks to attend a workshop local to them. We do provide a central workshop in Stafford every three weeks to offer the opportunity to those wishing to attend at the earliest date possible, which should be no longer than about 30 to 40 minutes for most people within the county to travel.

We insist that clients complete the workshop prior to doing their practical lessons, as it is the attendance on the workshop that entitles them to the subsidised lessons. On occasions ADI's will register clients for the practical lessons before they have attended a workshop. ADI's will be advised of this situation and reminded of the conditions of the scheme. The main issue is where clients want to take advantage of the insurance discounts, but insurers want them to complete the Pass Plus scheme within a shorter timescale than is possible through our scheme.

The process requests that clients register with the scheme and book their workshop; we confirm these details by post. Following their attendance at the workshop they are given a voucher which provides ADI's with the confirmation of attendance. A list of registered ADI's contact details is provided on the Staffordshire County Council's website: www.staffordshire.gov.uk/transport/roadsafety/drivertraining/passplusscheme, with a hard copy given to those at the workshop who are still to find a registered ADI. Upon completion of the Pass Plus scheme clients pay £60 (£40 in some local districts) directly to the ADI; we are invoiced by ADI's for the balance of the agreed amount (currently £130 in total). With this process no money is paid directly to us making financial control much easier. The ADI's complete the process of certification through the normal DSA channels.

To assist the administration of the Pass Plus Extra process we are currently introducing the an on-line booking system (ATLAS), which we currently use for Speed Awareness and National Driver Awareness courses. This will provide an automated system allowing clients to register and book their own workshops and ADI's to track their clients progress. It will reduce administration costs and automatically generate letters for the process, as well as allowing presenters access to their course attendance lists.

ADI REGISTER

A 'Register of Driving Instructors' was produced, where an agreement was made with them to apply a fixed fee of £120 for all; this has since been increased to £130. All clients have to complete their practical lessons with one of the registered instructors, although registration is open to all Approved Driving Instructors (ADI's) so long as they agree to our terms and conditions.

All ADI's have to attend a special workshop allowing us to explain the scheme to them and providing us with the opportunity of ensuring that we are delivering a consistent message. When the scheme was introduced in April 2006 there were less than 80 ADI's who registered with Staffordshire County Council supporting the Pass Plus Extra scheme, and there was some scepticism however this is now not the case and 300 ADI actively support the scheme. We planned to provide personal development opportunities for ADI's, where we intended to organise seminars to increase their knowledge of road safety issues and other relevant topics; currently we have not been in a position to provide the seminars.



PARTNERSHIPS

The DSA became interested in the scheme early in 2007 and supported us by allowing examiners to give out the Pass Plus Extra leaflets to those who pass their driving test at the six test centres in Staffordshire, as well as in Buxton and Wolverhampton, where Staffordshire residents regularly use; in 2009 they added

Telford test centre. This made a huge difference with numbers of new drivers that were interested in the scheme increasing; the DSA, our clients and road safety all benefited from this support.

When the Pass Plus Extra scheme was launched in April 2005 we had already agreed to work in partnership with Derbyshire County Council, allowing residents from South Derbyshire to join the scheme.

This was logical for both parties, as South Derbyshire area is more closely linked to Burton-on-Trent in Staffordshire than to other areas of Derbyshire. We had the benefit of sharing the workshops between Burton and Swadlincote and therefore providing a better service for the area. Unfortunately Derbyshire never really promoted the scheme and due to budget cuts decided to withdraw from the scheme in November 2009.

Stoke-on-Trent City Council, a unitary authority within Staffordshire eventually joined in December 2006, having received a grant to support the scheme, as our road safety audit had identified that Stoke-on-Trent had an issue with young drivers also. Again this was of great benefit to both parties, as we could share the use of workshop locations, with Newcastle-under-Lyme and Stoke-on-Trent attracting clients from the whole of North Staffordshire.

Telford & Wrekin Council joined the scheme at the beginning of March 2009 with a commitment to work with Staffordshire initially for the three years from April 2008 to March 2011. For the first full year that they were involved with the scheme all of the workshops in Telford were presented by our current panel of ADI presenters, with the Road Safety Officer from Telford & Wrekin taking over these duties from April 2010.

In April 2010 Shropshire County Council adopted the Pass Plus Extra scheme. They use the same process and resources that Staffordshire use for the scheme, but administer their clients themselves. Many other authorities have visited Staffordshire and gone on to produce their own 'enhanced' scheme, including Cheshire, Cumbria, Derby, Kent and Somerset, amongst others.

In 2007 local district authority partners were lobbied through road safety groups to support Staffordshire in the areas where there was a low take up rate from newly qualified drivers wanting to register for Pass Plus Extra. In some cases it may have been due to the location of workshops meaning that some were reluctant to travel the distance. As part of the agreement with the areas that we received extra support we would add extra workshops to help the local population to have easier access to them. The financial support that the authorities provided would only be given to their residents as an extra subsidy of £20 per client.

In November 2007 Staffordshire Moorlands joined with extra support an extra workshop in Leek was added, together with a recruitment drive to local ADI's. Lichfield District Council and South Staffordshire District Council provided extra support from April 2008. As we already held workshops in Lichfield bi-monthly these were eventually provided monthly to meet demand, and we added workshops in Codsall to support South Staffordshire residents. This support has seen the numbers applying for the scheme to grow substantially in those areas. In 2006/07 only 27 clients attended the Lichfield workshops, by 2009/10 it had risen to 121 clients, a 350% increase.



Publicity

Publicity for the scheme was initially targeted via the local press and through the use of a flyer, which was distributed around the county. We have continued over the years to receive press coverage for the scheme, and with a more local flavour when the district partners joined the scheme. We have received Midlands television coverage and many radio appearances. The support by the DSA has been the most productive, as we are engaging at source with the scheme. The DSA's examiners are provided with Pass Plus Extra flyers, they are then giving these to newly qualified drivers upon passing their test.

PASS PLUS EXTRA – CLIENT REPORT

As a client can take up to three months to complete the Pass Plus Extra process, the data used for the following section of the report was taken from April 2006 to Mar 2010 inclusive. The information available from the Pass Plus Extra databases is:

- Name
- Address
- Date of birth (where provided)
- Gender
- Telephone contact details (where provided)
- Date of driving test pass (where provided)
- Date of registration on scheme
- Date and venue of PPE workshop attended
- Date of commencement of PPE practical lessons (ADI verified)
- Date of completion of scheme
- Partnership breakdown eg. Stoke, Telford, Lichfield District etc.
- Financial details by partner
- Analysis information eg. age range, gender, gender by age etc.

Applicants

The total number of new applicants for Pass Plus Extra:

	All	Staffordshire	Stoke-on-Trent	Derbyshire	Telford & Wrekin
2006/07	548	469	75	4	
2007/08	773	589	158	26	
2008/09	764	584	153	24	3
2009/10	922	686	133	18	85
Total	3007	2328	519	72	88

The total number of applicants in each year including those who were carried forward and completing the following year:

	All	Staffordshire	Stoke-on-Trent	Derbyshire	Telford & Wrekin
2006/07	548	469	75	4	
2007/08	970	740	202	28	
2008/09	1011	772	200	36	3
2009/10	1169	882	175	24	88

We have seen a total of 3007 new applicants over the four years that the scheme has been in operation. The majority (77%) of applicants reside in Staffordshire, being the largest authority.

The number of applicants increased by 41% in 2006/07 and by 2009/10 we have seen a 68% increase on the first year. Taking into account that Telford applicants would have increased the number in 2009/10, Staffordshire residents alone, being the only authority that has operated the scheme every year consistently, has seen a 46% increase in new applicants.

It is unknown why we saw a slight reduction in the number of new applicants in 2008/09.

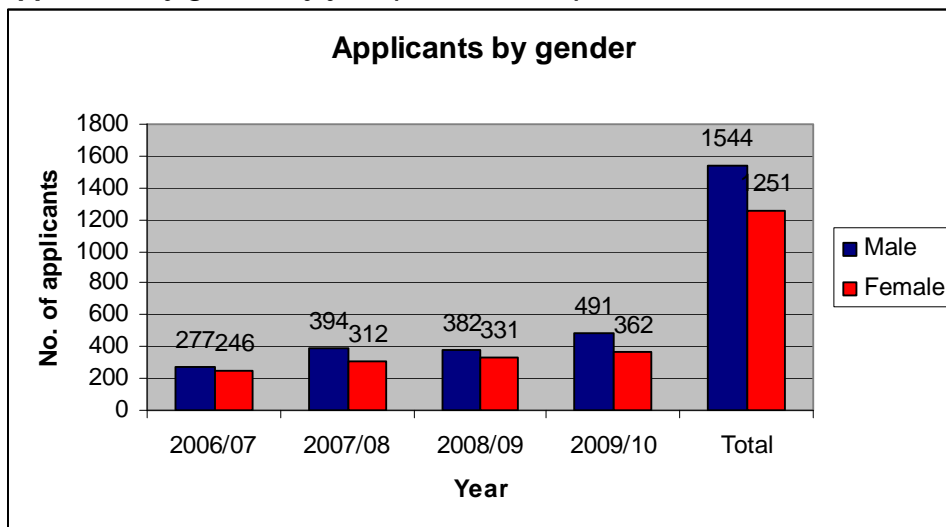
The age range of applicants (where known):

	17yrs	18yrs	19yrs	20yrs	21-25yrs	17-25yrs inc.	26yrs +
2006/07	188	150	54	27	69	488	48
2007/08	317	154	72	27	106	676	76
2008/09	323	168	66	28	76	661	80
2009/10	378	208	82	36	92	796	102
Total	1206	680	274	118	343	2621	306
%age of Tot	41.2	23.2	9.4	4.0	11.7	89.6	10.5

It is encouraging that almost 90% of the applicants sit in the target age group. When comparing the county of Staffordshire against the city of Stoke-on-Trent with the target age group we find that 90.4% from Staffordshire are aged 21-25 years, but only 78.9% from Stoke-on-Trent are from this category.

There is also an increase in applicants over the four years of those aged 26 and above by 112%, compared to an increase of only 63% of those aged 17-25 years.

Applicants by gender by year (where known):



The number of male clients applying for the scheme has been consistently higher than female applicants. In total 55.3% of applicants are male, 44.7% are female. In 2006/07 females accounted for 47% of all applicants, which had reduced to only 42.4% in 2009/10.

Age range of applicants by gender (where known):

	Male	Female	Male %age	Female %age
17yrs	739	437	62.8	37.2
18yrs	331	327	50.3	49.7
19yrs	127	135	48.5	51.5
20yrs	58	51	53.2	46.8
21-25yrs	140	188	42.7	57.3
26yrs +	117	98	54.4	45.6

There are a significantly higher number of 17 year old males applying for the scheme than females, maybe there are more males passing their driving test earlier. As the applicants get older the numbers are more even, with more females applying in the older age groups.

Workshop Attendance

Number of workshops by venue:

	2006/07	2007/08	2008/09	2009/10	2010/11	Total
Burton	3	2	3	4	3	12
Codsall			3	4	2	7
Leek		3	6	5	3	14
Lichfield	6	6	9	13	6	34
Newcastle	6	6	9	8	4	29
Stafford	12	15	16	17	8	60
Stoke	3	11	7	10	4	31
Swadlincote		4	3	2		9
Telford				6	3	9

Workshops listed in 2010/11 are from 1st April to 30th September where clients from the previous 2009/10 year have been carried forward. This table does not include workshops that were cancelled; there has been one workshop cancelled at Burton, Leek and Newcastle, and all three workshops at Swadlincote were cancelled in 2006/07 due to lack of interest.

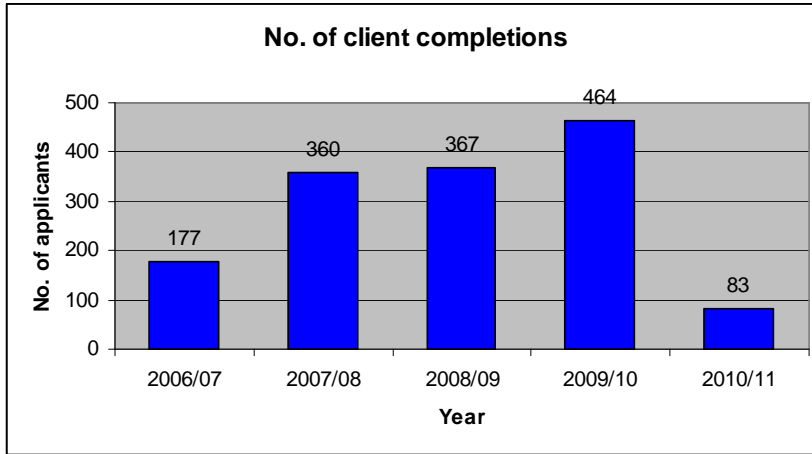
Number of clients attending a workshop:

	2006/07	2007/08	2008/09	2009/10	2010/11	Total
Burton	20	19	28	37	2	106
Codsall			26	28	1	55
Leek		26	37	51		114
Lichfield	27	59	71	121	5	278
Newcastle	50	71	103	66	1	291
Stafford	128	168	158	159	14	627
Stoke	23	119	76	104	6	328
Swadlincote		12	13	5		30
Telford				56	13	69

Clients who are listed as attending a workshop in 2010/11 are from those carried forward from 2009/10. This table provides a picture of where the clients are resident. There have been 1898 clients attend the workshop over the four years, this represents 63.2% of all applicants. This is the important part of the process, as the benefits of engaging with newly qualified drivers is enormous and thought to be of most benefit.

Scheme Client Completions

Number of clients who completed the full process:



1451 clients in total completed the full process (all clients registered 2006/2010), which is 48% of all applicants and 76% of all of those who have attended a workshop. The 83 clients who attended workshops in 2010/11 were carried forward after registering in 2009/10.

Age range of clients completing the process (where known):

	2006/07	2007/08	2008/09	2009/10	2010/11	Total	%age of applicants
17yrs	78	150	176	213	32	649	53.8
18yrs	40	89	76	100	23	328	48.2
19yrs	13	30	35	33	8	119	43.4
20yrs	8	13	15	10	2	48	40.7
21-25yrs	18	44	28	61	7	158	46.0
26yrs +	14	27	28	34	11	114	37.3

The youngest clients are most likely to complete the Pass Plus Extra process, with the oldest clients least likely to finish.

Duration of Pass Plus Extra Process

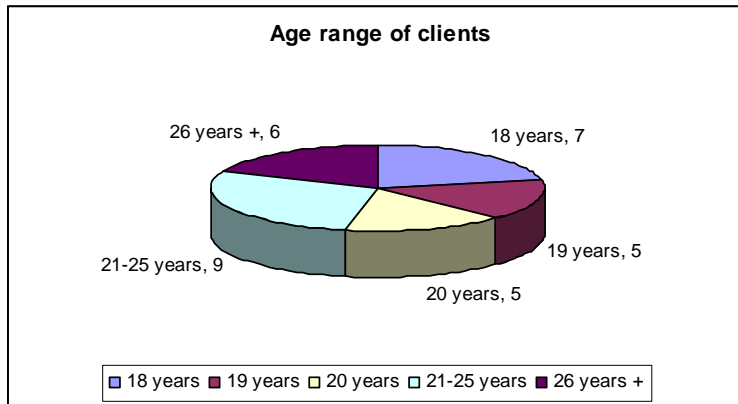
Days taken to complete process by number of applicants:

	Test Pass to Register		Test Pass to PPE completion		PPE Register to PPE Completion	
1-7 days	480	36.4%	0	0%	0	0%
8-14 days	215	16.3%	3	0.2%	11	0.8%
15-30 days	224	17.0%	56	4.3%	160	12.1%
1-2 months	153	11.6%	295	22.4%	449	34.1%
2-3 months	69	5.3%	324	24.6%	332	25.2%
3-6 months	73	5.5%	384	29.1%	276	20.9%
6m – 1 year	73	5.5%	180	13.6%	75	5.7%
Over 1 year	31	2.4%	76	5.8%	15	1.1%
Average all	81 days		162 days		81 days	
Avg under 6m	24 days		83 days		67 days	
Avg under 1yr	38 days		107 days		77 days	

The information in the table above relates to 1318 applicants who completed the process where we have all of the relevant data available. 69.7% of clients register with the scheme within 1 month of passing their driving test. The majority of these will want to complete the process quickly to enable them to apply for insurance discounts. With some insurance companies insisting that this is done within one and two months, it puts some of the clients at a disadvantage when doing this 'enhanced' scheme as opposed to the regulation Pass Plus scheme. As can be noted above the majority (76.1%) will take between one and six months to complete the process after passing their driving test. Similarly over 80% take up to six months to complete the Pass Plus Extra process from registration.

When omitting those who have taken over a year to be involved with the scheme, the average number of days taken to register is 38, with an average of 77 days to complete the process from registration, and an average of 83 days to complete the process after passing their driving test. When we look at those who register and complete the process in the first six months the average days taken to register reduces to 24, with an average of 67 days taken to complete the process.

Age range of clients who take over one year to register from their driving test date:



Of the 31 clients listed above 14 were male and 17 were female.

On investigation of the 8 clients who have taken over 4 years to register for the scheme, the following information is available:

- Aged 21 years registered 4 years after passing driving test
- Aged 23 years registered 4 years 6 months after passing driving test
- Aged 25 years registered 4 years after passing driving test
- Aged 25 years registered 6 years after passing driving test
- Aged 43 years registered 24 years after passing driving test
- Aged 46 years registered 18 years after passing driving test
- Aged 46 years registered 28 years after passing driving test
- Aged 63 years registered 26 years after passing driving test

It is interesting to find that some clients are effectively returning to driver training many years after passing their driving test; this is made possible due to the inclusive nature of the Pass Plus Extra scheme. It may be that the younger clients may not have driven since passing their test and applied for the confidence that the scheme provides. It could also be due to the clients being involved in a collision or incident reducing their confidence, where the workshop and practical lessons would help to improve their confidence to drive. Unfortunately only one of these clients completed the evaluation feedback form, which showed that he/she had not been involved in a collision.



AIM AND OBJECTIVES OF THE PASS PLUS EXTRA EVALUATION

AIM

The aim of the evaluation is to identify if the Pass Plus Extra scheme is providing the county with the best possible product at value for money to support the key performance indicators in reducing road traffic casualties and to reduce the number of newly qualified drivers who are involved in a collision.

OBJECTIVES

- To identify the number of clients who have been involved in a collision following participation in the Pass Plus Extra scheme and compare against national statistics.
- To identify the perceived benefits of the road safety workshops.
- To identify the perceived benefits of the Pass Plus tuition supplied by the DSA registered driving instructors.
- To ascertain that we are providing newly qualified drivers the best opportunity to participate in the Pass Plus Extra scheme and administer that in an acceptable manner.
- To discover whether clients are happy with the content, timing and presentation of the workshop.
- To identify the cost, quality and duration of the Pass Plus practical lessons.
- To identify the insurance benefits to clients.
- Did the scheme improve the clients road safety knowledge and attitude towards driving?
- Were the practical lesson beneficial and did they improve the clients confidence to drive?
- Would the clients have done the Pass Plus scheme without the subsidy?
- Is the scheme 'Value for Money'?
- Would the clients recommend a friend to do Pass Plus Extra?



EVALUATION QUESTIONNAIRE

The questionnaire was produced to meet the requirements of the aim and objectives of Pass Plus Extra evaluation. It was sent to the last 1000 clients who had completed the scheme over 6 months prior to the date that they were posted in October 2010; these spanned clients who registered between 2008 and 2010. 28% of questionnaires were received by the deadline date set to enable us to compile this information.

Q15 How much did you pay your driving instructor for your Pass Plus lessons?
 £40..... More than £60 -
 please tell us
 how much below
 £60.....

Q16 What was the length of each lesson?
 1 - 2 3 - 4 5 - 6
 hours hours hours

Q17 How long did you take to cover the following modules?

	1hr	2hrs	3hrs	4hrs	5hrs	6hrs
Town Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All Weather Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rural Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Night Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dual Carriageways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q18 What was the total amount of time you spent with your driving instructor on Pass Plus?
 1hr ... 3hrs.. 5hrs . 6hrs
 +
 2hrs.. 4hrs.. 6hrs .

Q19 Rate the qualities of your Pass Plus driving instructor

	Excellent	Good	Average	Poor
Easy to book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Approachable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contactable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledgeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The next questions are about the benefits of Pass Plus Extra

Q20 Did you get reduced insurance premiums following completion of Pass Plus Extra?
 Yes
 No
 Didnt ask.....

Q21 If yes, how much saving did you receive?
 Less than £20 reduction
 £20 to £49 reduction
 £50 to £99 reduction
 £100 to £199 reduction.....
 £200 to £299 reduction.....
 Over £300 reduction

Q22 How do you rate the following for the Pass Plus Extra scheme?

	Excellent	Good	Average	Poor
Pass Plus Extra Workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pass Plus Extra Practical Lessons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pass Plus Extra Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23 Please tell us if agree with these statements

	Yes	No
Pass Plus Extra (with subsidy) is value for money	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend a friend or relative to do Pass Plus Extra	<input type="checkbox"/>	<input type="checkbox"/>
The practical Pass Plus lessons were beneficial to me	<input type="checkbox"/>	<input type="checkbox"/>
Pass Plus Extra improved my knowledge of road safety issues relevant to me	<input type="checkbox"/>	<input type="checkbox"/>
Pass Plus Extra improved my confidence to drive	<input type="checkbox"/>	<input type="checkbox"/>
I would have done Pass Plus Extra without the subsidy (costing between £130 to £180)	<input type="checkbox"/>	<input type="checkbox"/>

Q24 Had you been ever been involved in an accident whilst driving?
 Yes - before the Pass Plus Extra workshop ...
 Yes - after the workshop but before completing the practical lessons.....
 Yes - after completing the workshop and lessons
 No

Q25 If you answered yes to Q24, please tell us the approximate month & year of your accident

PASS PLUS EXTRA EVALUATION

CLIENT DATA

Age client passed their driving test:

	Age	%age
17 years	154	55%
18 years	65	23.2%
19 years	19	6.8%
20 years	6	2.1%
21-25 years	10	3.6%
26 years +	26	9.3%

The majority (78%) of respondents were aged 17 or 18 when passing their driving test.

Length of time since clients passed their driving test:

6 months	28	10%
6m – 1 year	59	21.1%
1-2 years	136	48.6%
2 years +	57	20.4%

COLLISIONS

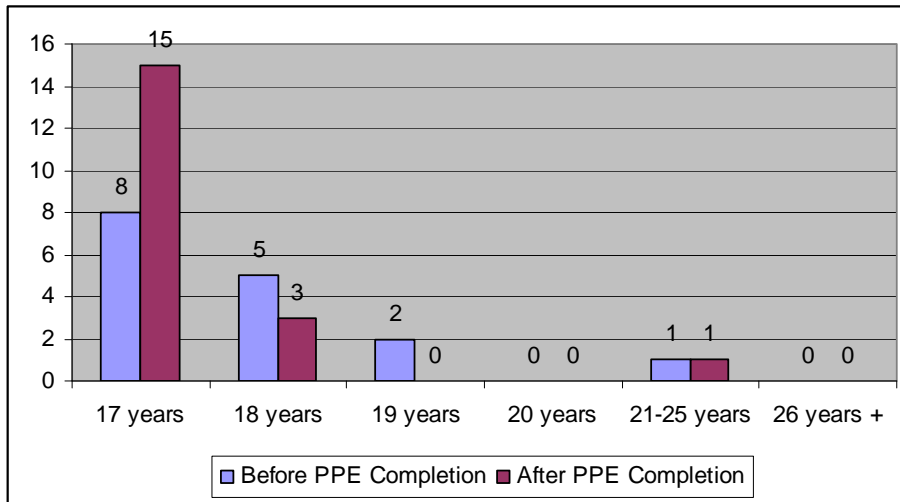
Collisions by length of time after passing driving test – All collisions:

	Before PPE Completion	After PPE Completion	Total
Less than 1 month	5	0	5
1-2 months	4	1	5
2-6 months	5	7	12
Total under 6 months	14	8 (2.9% of tot)	22 (7.9% of tot)
6 months – 1 year	1	3	4
Total under 1 year	15	11 (3.9% of tot)	26 (9.3% of tot)
1 year – 2 years	1	6	7
Over 2 years	0	2	2

Of the respondents 35 (12.5%) have been involved in collision since passing their driving test. Of these 46% had already been involved in a collision before completing the Pass Plus Extra scheme. Meaning that only 6.8% have been involved in a collision since completing the Pass Plus Extra scheme.

National statistics show that 20% of newly qualified drivers are involved in a collision in their first 6 months of driving. Of those who participated in Pass Plus Extra only 7.9% were involved in a collision in the same time. 14 of these were involved in a collision before completing the scheme resulting in only 2.9% of clients being involved in a collision after completing the Pass Plus Extra scheme.

Age range of clients involved in a collision:



As expected the younger age groups are involved in collisions in their early years of driving. There are 31 clients (11%) aged 17 or 18 who have been involved in a collision, but 42% of these have their crash before completing the Pass Plus Extra scheme.

Pass Plus Extra Workshop

We would like to know the clients opinions on the workshop venue, the choice of venues, the duration of the workshop, booking, timings, and the quality of the content and presentation. The following tables provide their feedback.

How do you rate the choice of venues and the location?

Clients attended at venue:		Choice of venue for the client				Location of venue for the client			
	Tot att.	Ex	Good	Av	Poor	Ex	Good	Av	Poor
Burton	8	2	5	1	0	2	5	1	0
Codsall	15	5	8	2	0	6	7	2	0
Leek	24	10	13	1	0	12	11	1	0
Lichfield	40	16	19	4	1	17	20	3	0
Newcastle	37	16	19	2	0	16	20	3	0
Stafford	88	22	45	10	1	33	47	7	1
Stoke	43	19	20	4	0	20	15	8	0
Telford	23	11	9	3	0	11	11	1	0

Overall 89.8% of clients thought that the choice of venue they were offered was either good or excellent, with 90.7% feeling that the location of the workshop was either excellent or good. This reflects the support that we have provided the county to ensure the process is accessible to all.

When asked how their workshop booking experience was, 96.4% responded that it was either excellent or good, with only 10 respondents feeling that it was average or poor. The administration team at the Staffordshire Road Safety Unit is always fully staffed throughout the week and the introduction of the on-line booking system through ATLAS will only enhance the service provided.



How did you find the timing and duration of the workshop?

As Staffordshire has always provided the workshops from 5pm to 7pm on weekday evenings it is important that we do not exclude anyone from the possibility of joining the scheme through inflexibility of this timing. To accommodate the clients we have workshops at different venues on different days to allow them to travel to a venue further from their home if it is earlier than their closest one. The feedback states that 85.7% of clients felt that it was timed just right, with 6.4% preferring to start earlier and 4.6% preferring to start later. Only 9 clients (3.2%) stated that they would have preferred a workshop provided on Saturday, although they attended in the week.

The duration of the workshop at 2 hours is thought to be 'just right' by 86.4% of clients, with 11.4% feeling that it is too long and 2.1% who would like to see a longer presentation. We think that this justifies our decision to provide a two-hour workshop.

Quality of Presenters

We have now built an experienced team of presenters, some who have been presenting the scheme since its conception. As the face of Staffordshire County Council and its partners it is important that the presenters were presentable, with 100% of clients stating that they thought that they were. 99.6% felt that the presenters are friendly and easily understood, with 99.3% stating that their presenter was knowledgeable in the subject.

Quality of Content

The sections relating to planning, use of seatbelts, speeding, peer pressure, drink-driving, together with the quality of the DVD clips was rated by the clients for interest and information. Overall, the clients rated the topics as very good or good by between 89.3% and 95.4%, with speeding and drink-driving coming out rated as the most interesting.

When asked if the workshop met their expectations, 57.1% felt it was exactly as they had expected, with 41.8% feeling that it was better than they had expected. Only 3 clients (1.1%) felt it didn't meet their expectations.

The combined evidence of feedback from the clients makes us believe that we are providing a workshop that delivers an interesting way of giving the road safety message. Overall 94.3% rated the workshop either excellent or good, with only one client stating that it was poor.

PASS PLUS PRACTICAL TUITION

Instructor

We asked clients to rate their instructor in the following qualities:

	Excellent	Good	Average	Poor
Easy to book	222	50	5	1
Approachable	222	47	9	1
Easily contactable	222	47	10	0
Professional	233	33	11	2
Knowledgeable	237	34	7	1

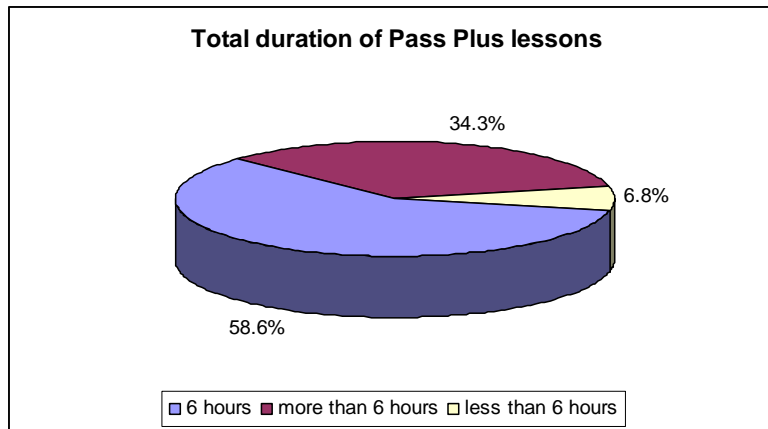
In all categories the clients rated the ADI's either excellent or good, with only 3 separate ADI's rated as poor in any category. It is important that the ADI's registered with the scheme are providing quality tuition. When asked to rate their practical lessons 96.4% of clients rated it excellent or good, with 97.5% stating that the practical lessons were beneficial; 91.4% said that their confidence to drive had increased.

How much did you pay your instructor?

With the scheme being provided at a fixed cost in total of £130 and some ADI's sometimes charging between £150 up to £180, it was always possible that ADI's could overcharge clients in some instances. When asked how much the client had paid 4 (1.4%) paid less than they could have, 96.8% were charged the correct amount, and 5 clients (1.8%) were charged in excess of what they should have done under the scheme agreement with the ADI's; these ADI's have been identified and enquiries will be made as to why this has happened.

Duration and time spent on Pass Plus lessons

The Pass Plus syllabus requires that ADI's must deliver at least six hours of tuition to the client to meet the requirements of the scheme. At the ADI training workshop it is emphasised that we would not accept any less than this requirement and if clients had to pay any extra charge due to them not meeting the required standard, then the ADI must provide a report to us as to why, to enable us to answer any queries. We have only received one report where the client didn't meet the standard and required further lessons.



The 6.8% of clients who received less than the six hours of practical training equated to 19 clients; 5 who received two hours, 5 who received three hours, 4 who received 4 hours and 5 who received five hours tuition.

The duration of each individual lesson by instructors would normally be between one and two hours, 65% of clients received lessons of this time. However, 20.7% received lessons of three to four hours in duration and 25.7% did the whole lot in five to six hours lessons.

Insurance discounts

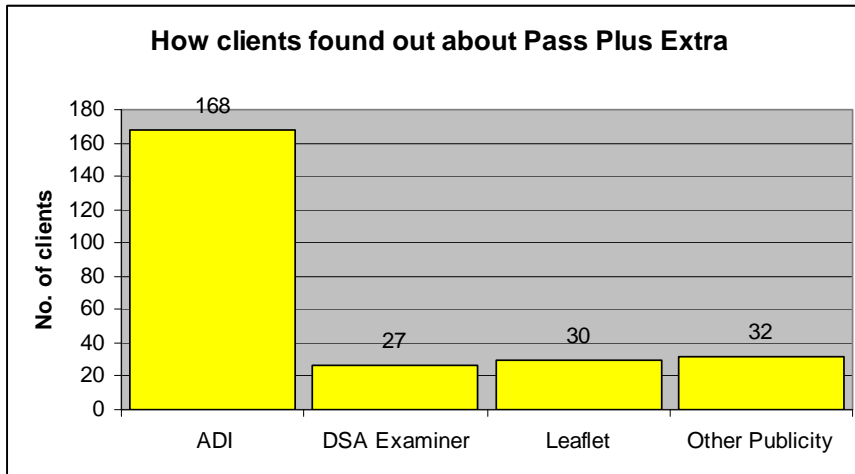
Of the 280 clients who responded 245 (87.5%) attempted to claim an insurance discount through the scheme. Of these 127 (51.8%) received a discount on their insurance, 55% of 17 year olds who asked received a discount.

The following amounts were discounted to the 120 respondents:

Reduction	No. of clients	%age of clients
Less than £20	7	5.8%
£20 - £49	28	23.3%
£50 - £99	24	20.0%
£100 - £199	44	36.7%
£200 - £299	10	8.3%
£300 and over	7	5.8%

RATING THE PASS PLUS EXTRA SCHEME

How did clients find out about the Pass Plus Extra scheme?



The scheme is publicised in so many ways, but as driving instructors directly benefit from the promotion of the scheme it is obvious that most would find out about the scheme through those channels. General publicity through the Road Safety Unit accounts for over 22% of clients, with 9.6% coming through the promotion by the DSA examiners. It would be worth noting that many would have been lobbied through their ADI before meeting the examiner, so it is encouraging that this type of promotion is making a difference.

Benefit and Value for Money

When asked to rate the Pass Plus Extra scheme overall, 97.1% rated it excellent or good. The main benefit to us is that the drivers increase their knowledge of road safety, so it is encouraging that 94.6% said that it did, with 96.4% stating that they would recommend it to a friend.

95.7% felt that we were providing 'Value for Money', with 180 clients (64.3%) stating that they would not have done the Pass Plus scheme without the subsidy.



Testimonials of the workshop

Feedback taken from Q12 of the questionnaire

*The course made me more aware of the dangers related to driving and improved my knowledge thus making me a safer driver. **Stacey***

*A very relaxed and friendly atmosphere made the workshops less formal, but I still saw the serious side. **Daniel***

*Best thing I ever did. **Molly***

*It was very informative and eye opener. I really learnt a lot. **Alok***

*I think the workshop should be compulsory for new drivers. I found it very useful. **Justine***

*Extremely informative and I'm glad I participated. **Michael***

*Overall the workshop was well delivered and provided key information regarding driving. **Matthew***

*I found it interesting and it opened my eyes to see what could happen, it made me a better driver. **Karen***

*Many activities to do therefore it wasn't boring. **Martina***

*I found the information very helpful as it was things I hadn't even considered before and it was presented in a way that made you think. **Sascha***

*Group activities were really useful as we were able to discuss driving in small groups. **Samuel***

*It should be longer; really enjoyed it and it went to quick. **Samuel***

*Even though we all know about driving safely, the workshop explained it in a way in which you can see first hand the dangers. **Angela***

*Ought to be compulsory for all new drivers. **Rob***

*Fantastic scheme which more people should know about. **Austin***

*Covered lots of points you don't think about or you tend to forget, I took a lot on board. **Dawn***

*Much more enjoyable than I thought it would be. **Alex***

*I thought Pass Plus Extra was a great scheme for new drivers. **Stephanie***

*The workshop was very helpful to me, I told all my family and friends about the depth you go in which is very meaningful. **Natalie***

*Was a really informative workshop. **Emma***

There were many comments to support the development of the scheme.



SUMMARY AND CONCLUSION

The Pass Plus Extra scheme does encourage more young and newly qualified drivers to participate in extra driving tuition with the number increasing annually. It was recorded that the majority who participated in the scheme would not have done so if they had not have had the scheme available to them at an affordable cost. We have worked closely with the ADI's and the DSA to promote the scheme and encourage as many young drivers to participate as possible.

The workshop content is relevant and interesting to young and newly qualified drivers, which does provide them with a coping strategy for the areas of their driving where they are most vulnerable. With a very high percentage of clients providing positive feedback on the quality of the information provided and being very supportive of the workshop overall it is accepted that we are improving the knowledge and attitude of the clients.

The number of collisions that the clients who participate in the Pass Plus Extra scheme are involved in is far less than the national average. With only 2.9% of Pass Plus Extra clients involved in a collision in their first six months of driving, this is a major improvement on the 20% national average.

In Staffordshire the number of road traffic casualties amongst the 16 to 25 year age group has reduced over the past five years with the last three years seeing a reduction from 1254 in 2007 to 1113 in 2008 and 1090 in 2009. Pass Plus Extra, together with all of Staffordshire's young driver casualty reduction schemes has supported the reduction in casualties.

Staffordshire has made the scheme accessible to all within the county. There are workshops available to all within 15 minutes of their home throughout all areas and districts, with almost 90% of clients happy with their choice of venue. All road safety partners have supported the scheme with the provision of workshops at no cost, which has helped us to maintain this availability. We have promoted the scheme amongst the driver instructors countywide to ensure that all clients will have access to an ADI registered with the scheme.

The quality of practical driving tuition is perceived by the clients as being of a high standard in all but a few cases. The amount of instruction that is received generally conforms to the required standard laid down by the DSA; however some ADI's are not meeting this standard. It is accepted that the practical lessons are beneficial to the newly-qualified drivers and it helps to boost their confidence to drive in situations they may not have experienced.

Over half of the clients who attempted to claim an insurance discount did receive some reduction; however it is evident that fewer insurance companies are supporting the scheme and this will dissuade many young drivers to ignore the scheme.

The scheme overall is rated as excellent or good to over 97% of clients and highly rated as 'Value for Money'. Importantly most of the clients would recommend this scheme to a friend, so they feel that it is worth helping someone to reduce their risk of becoming a casualty on the road.



WAY FORWARD

Staffordshire County Council will continue to provide the subsidised Pass Plus Extra scheme in its full inclusive state, as long as it has the funding available to do so. However, if the funding capacity is reduced we would investigate ways of continuing the scheme on a priority basis. In the future it may be that Staffordshire is only able to provide the scheme to clients between the ages of 17 to 25 years of age, and possibly males only, as these are the highest priority groups for our casualty reduction strategy.

We will continue to work with partners promoting the scheme and would welcome further support from the DSA or local district partners with funding for the scheme.

We will continue to recruit ADI partners into the scheme and aim to educate them to ensure that we provide a consistent message; this may be done through development workshops.

The workshop resource has always received favourable comments from both client and road safety professionals alike. We will promote the 'enhanced' scheme to road safety partners and make the resource available to them.

We will continually review and update the Pass Plus Extra resource and process as necessary to ensure the best quality is provided for clients. The feedback received by clients will be auctioned wherever possible to ensure we provide the best service that we can.

We would like to encourage the DSA and insurance companies to support the Pass Plus Extra scheme as a source of young and newly qualified drivers who are prepared to give the 'extra' time to improve their road safety knowledge and aim to reduce their risk whilst driving.

CONTACTS

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