

**YOUNG DRIVER
FOCUS 2019**

CREATING SAFER YOUNG DRIVERS

TRAINING, INTERVENTIONS & AN INTERNATIONAL PERSPECTIVE

IN ASSOCIATION WITH

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ORGANISED BY

Road Safety **GB**

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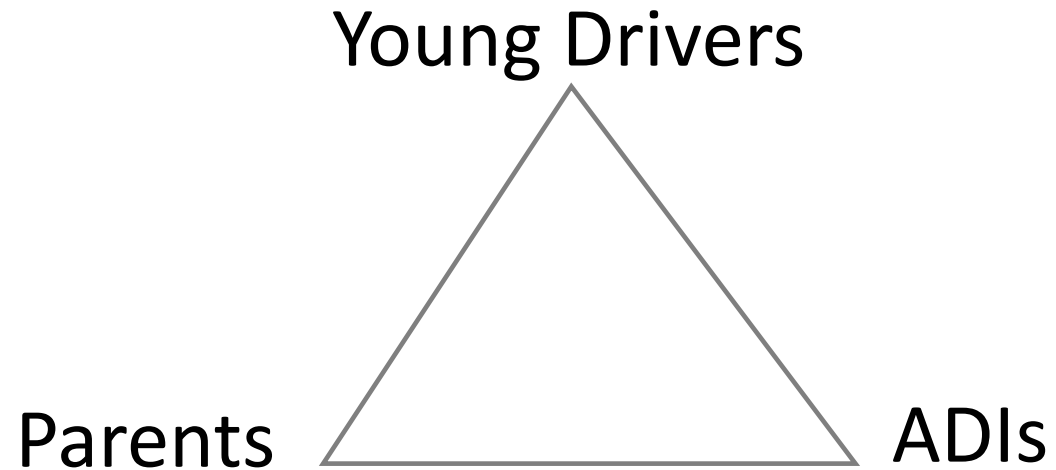




YOUNG DRIVER FOCUS 2019

Quentin Willson,
Patron, Young Driver

Squaring the triangle!



Learning to Drive Without Tears and Tantrums

How do we improve the contribution of parents in the learn-to-drive journey?

How many parents teach their teens to drive?

50% of UK drivers admit to having supervised a learner on a public road in the last five years.

AA Populus Poll 2016

That's around 15 million providing untrained driving tuition

50% said they haven't looked at a Highway Code in the last 15 years

55% said they 'have no idea what the current driving test includes'.

25% believe that reversing round the corner is still part of the current test

65% said that 'vehicle control' was the most important part of teaching teens to drive



Parental Tuition is on the rise

'The number of 17-20 year-olds added as a named driver on motor insurance policies has increased by 122% in the last five years.'

Ageas Motor Insurance 2017

NON-COMPLIANCE IS RISING too

In September 2018 the Motor Insurance Bureau estimated that 25,000 learners in the UK drive uninsured

The MIB Helpline recorded that one in every two of those uninsured drivers is also driving without proper supervision.

The Insurance Times wrote that in 2018 'The MIB has received thousands of enquiries over the last 12 months from police officers at the roadside where a provisional licence holder was suspected of driving without insurance and correct supervision'

Isn't it time we taught parents how to teach driving?

Only 2% of parents have ever joined their teen on an ADI driving lesson

The DVSA says that the average learner has 45 hours with a professional ADI and 22 hours with parents or a family member

'No systematic parent driving education programs are in place anywhere in the world' AAA Foundation for Traffic Safety: 2017

Low cost INTERVENTIONS

Early driving tuition to increase parental engagement

Professional driving assessment for all parents before they teach their teen

Encourage parents to join their teen on ADI lessons

Regular and structured communications between ADI and parents throughout the learn-to-drive journey

A suite of parental multi-media tools to help parents improve their teaching skills

OUTCOMES

Increases parental engagement and knowledge

Strengthens the tuition triangle between parent teen and ADI

Improves the consistency and quality of parental driving tuition messaging

Enhances the quality of those 22 hours of private practice

Improves driving skills of both teen *and* parent