

Partners and Financial Supporters

The delivery of *Safe Drive, Stay Alive* performances is made possible through Surrey Fire & Rescue Service working in partnership with other emergency service organisations and members of the public and due to the generosity of many financial supporters, all of whom we would like to thank.

Thank you to our partnership organisations



Frimley Health **NHS**
NHS Foundation Trust



Representatives from our partner organisations join Chief Fire Officer, Russell Pearson, and the VIP performance 'cast' - 2 November 2017.

Thank you to our SDSA financial supporters

ExxonMobil

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**High Sheriff
Youth Awards**
Helping young people
make Surrey safer

SURREY

TOYOTA
TOYOTA (GB) PLC

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MoleValley
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the
box**

NEXT BASE
Dash Cams



Representatives from our financial supporters join Chief Fire Officer, Russell Pearson, and the VIP performance 'cast' - 2 November 2017.



The High Sheriff of Surrey and Councillors from Surrey, Mole Valley and Waverley Borough Councils, join Chief Fire Officer, Russell Pearson, and the VIP performance 'cast' - 2 November 2017.

VIP performance and event - Thursday 2 November 2017

Around 100 invited guests, including Surrey dignitaries, representatives from partner organisations and financial supporters, joined Surrey Fire & Rescue Service senior officers to view one of the live performances. Following the performance a networking event was held to recognise individual contributions towards the delivery of another 'season' of performances.



Russell Pearson, Chief Fire Officer, Surrey Fire & Rescue Service (centre) Mark Taylor, Education Manager, Surrey FRS (left) and Stuart Read, Surrey Police (retiring from Surrey Police and SDSA) receiving a SFRS plaque.



Robert Napier CBE - High Sheriff of Surrey (2017 - 2018) and Councillor Colin Kemp, Cabinet Member for Highways, Surrey County Council.



Paul Simon, UK Branded Wholesale Manager, ExxonMobil, Sarah Haywood, Policy Officer, Office of the Police & Crime Commissioner for Surrey and Jon Wilshire, Chief Underwriting Officer, esure.

Extended learning

In 2017, every attendee received a copy of the Young Driver's Guide (see below), a SDSA trolley/locker coin key ring, a SDSA wrist band and were encouraged to 'check in' to register their details (via the RSGB Connect online platform) using the link www.safedrivesurrey.org/checkin in order to receive driver and road safety information updates in the 12 months post performance. All schools have received copies of the Follow Up Tutor resource (see below) to support follow up work on Impulsivity, Distraction, Peer pressure, Mobile phones and Drink/Drug driving.



SDSA Greater Manchester shared the tutor resource, with SDSA Surrey free of charge, having commissioned Dr Fiona Fylan, Leeds Beckett University, to guide and advise on how to construct the resource, incorporating activities, in four modules, that draw upon the latest Behaviour Change Techniques (BCT) research. Dr Fylan is a Health Psychologist who specialises in understanding the decisions that people make that affect their health and wellbeing and how to help people make more appropriate or less risky decisions. Fiona's research addresses a wide range of health related behaviours and focuses on two main areas: driving and vision. Her research on driving explores why people drive the way they do, the way in which they think about driving and how to change the decisions they make when driving, in order to increase safe and responsible driver behaviour.

Road Safety GB Connect


Email has been found to be the most efficient and cost effective way of building and maintaining an online audience. While social media has become a popular tool for road safety marketing, email marketing offers better traction as 90% of all emails are delivered to the intended recipient's inbox, whereas only 2% of Facebook fans will see a post in their newsfeed.

Two of the first four messages from 2017/2018 content calendar


Message 1 - Check-in confirmation

From: Surrey SDSA <info@frstcc.co.uk>
Subject: Thank you for checking in at SDSA Surrey

Print page | HTML | Plain text



Thank you for checking in at SDSA Surrey!



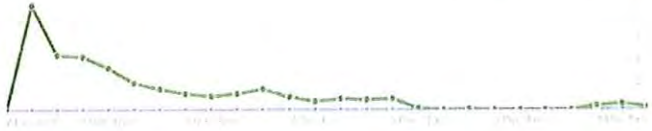

Good news...

Thank you for checking-in

Sent on 2 Dec 2017 to 755 unique subscribers in SDSA @surrey

View | Share Campaign | Export Report

Opens | Link Clicks for first day | All All time

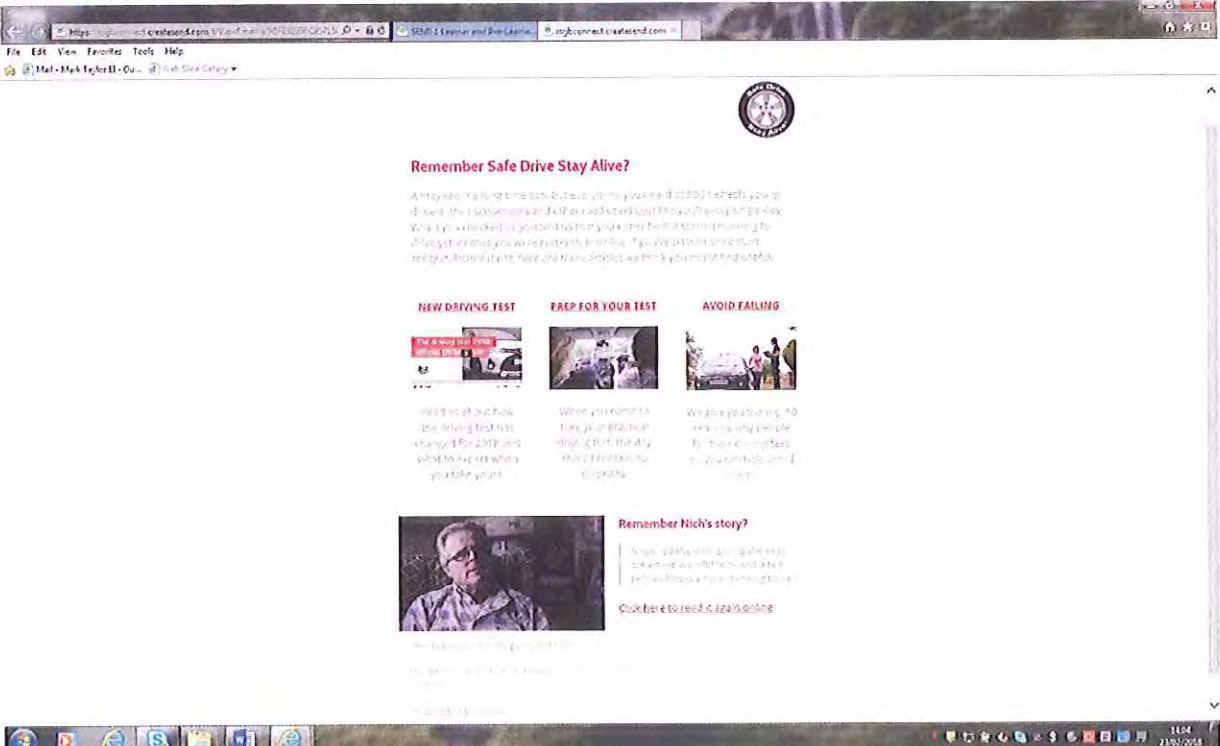



- 402 Unique opens**
147 total opens to date
- 12 Bounced**
1.57% couldn't be delivered
- 352 Not Opened**
Copen rates are only estimates

53.32% of all recipients opened today
0% clicked a link (0 people)
0.27% unclicked (2 people)
0 people marked it as spam (0%)
0 shares across Facebook, Twitter & email

Top countries (all email)	OPENS
United Kingdom	571
United States of America	21
Ireland	0
Germany	4
Russia	3


Message 4 - Educational email to learners/pre-learners



Remember Safe Drive Stay Alive?


It may seem a long time ago, but ever since you took your first driving lessons and got your licence you'll know how important it is to stay safe on the road. While you're behind the wheel, it's your responsibility to stay safe and make sure you're always in control. It's your job to stay safe and make sure you're always in control.

NEW DRIVING TEST




With the new driving test, the rules have changed for 2018, and what to expect when you take your test.

PREP FOR YOUR TEST




When you come to take your practical driving test, the DVSA has 11 criteria to help you pass.

AVOID FAILING



We're glad to see 10 new driving test tips to help you pass your driving test.

Remember Nick's story?



Click here to read Nick's story online

Analysis/Data

766 young people 'checked-in' their details, of which 643 were either currently learning to drive or pre-learners

Of the four emails sent so far

- Check-in confirmation
 - 63% open rate
 - No click options
- Feedback email
 - 44% open rate
 - 20% click through rate
- Prize winner announcement
 - 44% open rate
 - No click options
- Educational email to learners/pre-learners
 - 33% open rate
 - 16% click through rate



Prize winners

Car insurance policy discount - £500 each - courtesy of insure the box

Annabel Chappell	Caterham School
Sam Barnard	Cranleigh School

Car dash cams - RRP £99 each - courtesy of NextBase

Harvey Choules	Brooklands College
Emilia Mallett	Godalming College
Tayla Hamilton-Black	Oxted School
Chessie Horwood	Reed's School

Amazon gift cards - £50 each

Shannon Barnett	East Surrey College
Charlie Tabares	East Surrey College
George Smith	East Surrey College
Ryan Dance	East Surrey College
Rose Kneller	Godalming College
Louise Miller	Merrist Wood College
Thomas Morgans	North East Surrey College of Technology
Harriet Baker	St Andrew's Catholic School
Richard Kenyon	St John's School
Juliette Barendson	St Peters School

Young Driver's Guide - Feedback

My daughter came to your performance at Dorking Halls with Reed's School recently and I wanted you to know that it really did impact on her and also her friends. She was really struck by the people who had been bereaved by dangerous/drink driving and how brave they were to speak to them so openly. I also wanted to say thank you for the **Young Driver's magazine** she came home with. What a great resource for new drivers and their parents. Thank you again to all involved. She passed her test on Saturday and I feel more confident that she understands the responsibility of being behind the wheel having heard your speakers.

Susie Horwood
Mother of attendee
November 2017



The Safe Drive Stay Alive - Surrey team - 2 November 2017.

Selection of feedback - November 2017

Once again, a big thank you to yourself and your team for organising Safe Drive. I've heard so many conversations about it afterwards, which is a great sign and also I've had some really positive feedback from students and their parents about its impact.

Daniel Guyte
Head of Year 12
Woking College

I have rarely, if ever, attended such a powerful, hard hitting, perfectly organised, impactful event – congratulations to everyone involved with this excellent initiative. Particular thanks to the contributors on stage, who provided such moving personal stories in a way which reached the hearts and minds of everyone in the audience, young and not-so-young alike!

Jim Glover
High Sheriff of Surrey in Nomination



Rowan Roberts, Surrey Fire & Rescue Service and performances Host, Stuart Read, Roads Policing Officer - Surrey Police and Andy Gray, Surrey Fire & Rescue Service

On behalf of myself and my colleagues Sienna and Emily, we would like to thank you for allowing us to attend the Safe Drive, Stay Alive event yesterday in Dorking. All three of us came away taken aback by the true impact of irresponsible driving, due to making poor choices, which can have life changing outcomes for those present at the RTC and the ripple effect impact on those closest to them.

Using real life stories and the public sector speakers made it all very real and present which drilled the core principles of the event into those watching in the audience. It is most certainly a great way to deliver the message. Previously attending a similar event whilst I was at College, 3 or 4 years ago, it struck me how much the presentation of stories has developed over the years with a much more diverse approach to how these RTC's can happen as a result of a range of poor decisions. Every single one of the speakers are incredibly brave and inspirational to be using their pain into a positive approach to helping others, something many of us struggle with.

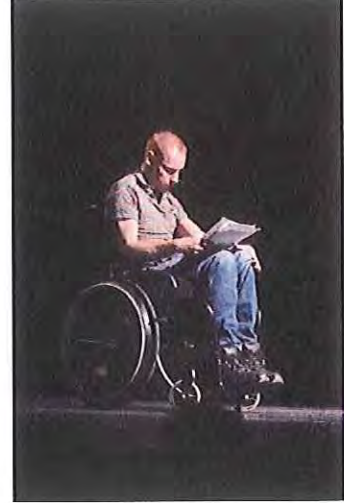
**Holly Marks, Sienna King, Emily Corning
Surrey Family Services Interns**

I wanted to thank you and the rest of the team behind Safe Drive Stay Alive for the presentation on Thursday 2 November at the Dorking Halls. Both myself and Simon Brown, the Road Safety Programme Manager for the Hertfordshire Road Safety Partnership, attended the morning session and found the event was very powerful and well put together, and very much welcomed the opportunity to network with guests. It was incredibly useful to look at ways in which we might refresh and improve the Hertfordshire programme of Learn 2 Live in the future. Please pass on my compliments to all the speakers and people who bring it together.

**Katherine Ware
Senior Officer
Hertfordshire Road Safety Partnership**

Thank you very much for you and your team for last night's presentation. With what I have heard from individuals it has been an eye opener and they also have mentioned about how professional the presentation and your team was throughout. If your team conducts any other presentation then we would be more than happy to take this opportunity and your support.

**Sgt J Gore
The Princess Royal Barracks, Deepcut, Surrey**



Fiona Would - South East Coast Ambulance Service, Magda Winsor, Emergency Department - Kings Hospital, and Ben Mulholland - Driver of car in road traffic collision.

Went to Safe Drive Stay Alive with my son last night in Dorking. What an amazing, enlightening and moving event. Thank you so much to all involved. Total respect for you all. It absolutely works. He is telling all his friends to go to the next one

Peter Bush

Business Improvement

Kier Highways

The performance was extremely well put together, it was real and to the point. It really touched me and many ways, I will never forget it that's for sure. It has made me aware of so many things, I admire all of the people that spoke and made the performance truly meaningful and heart-tugging. It was so beneficial and would recommend to all!!

Bethany Fowler

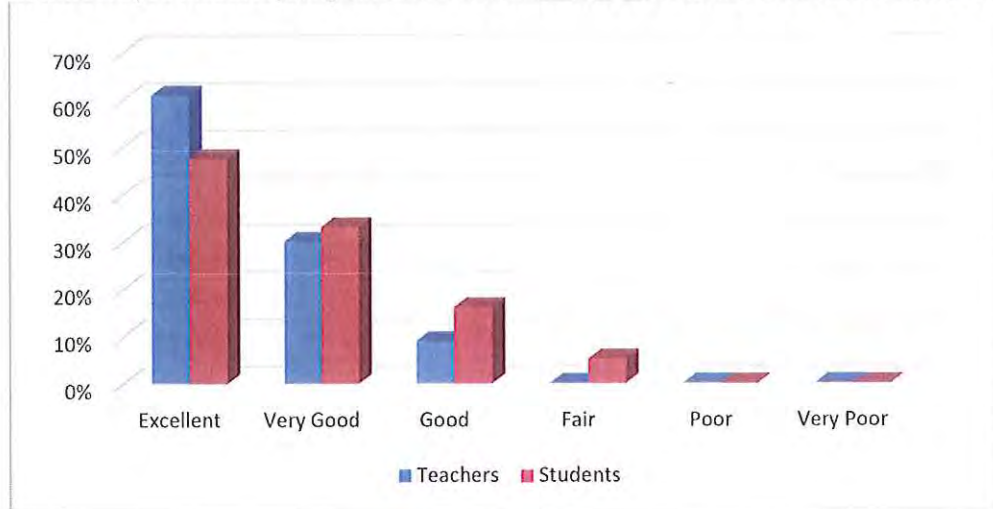
Student (via website feedback)



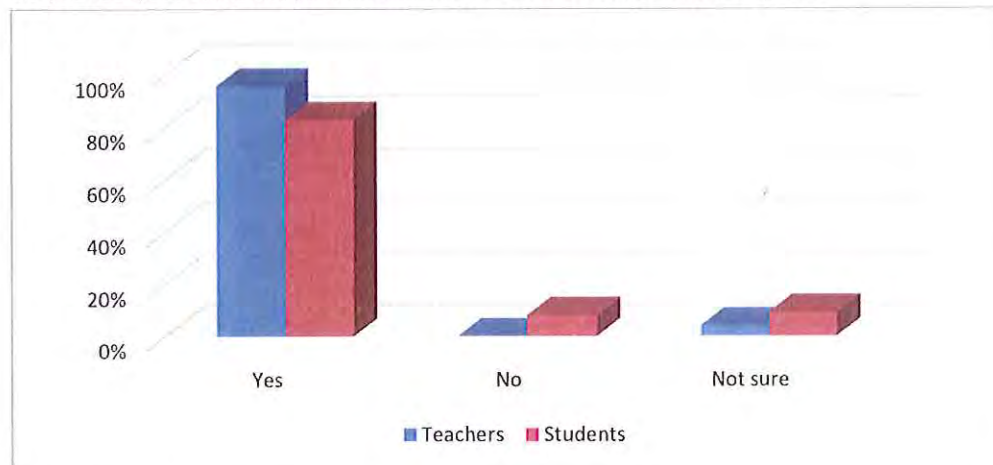
Students arriving at Dorking Halls, Sharon Blackmore, mother of Dean, on stage, and students filling the Grand Hall, for the VIP performance, on 2 November 2018.

Online questionnaires - November 2017 - Teachers and students

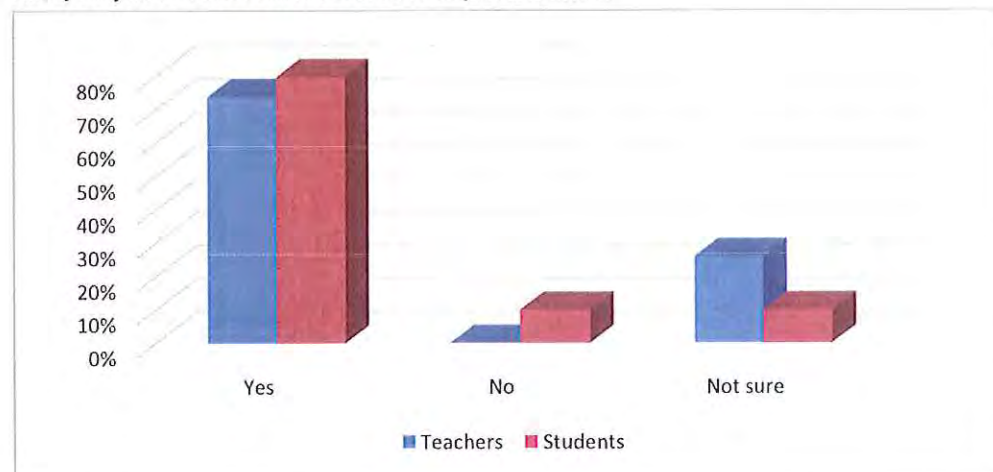
How would you rate the quality of the overall educational experience of Safe Drive Stay Alive?



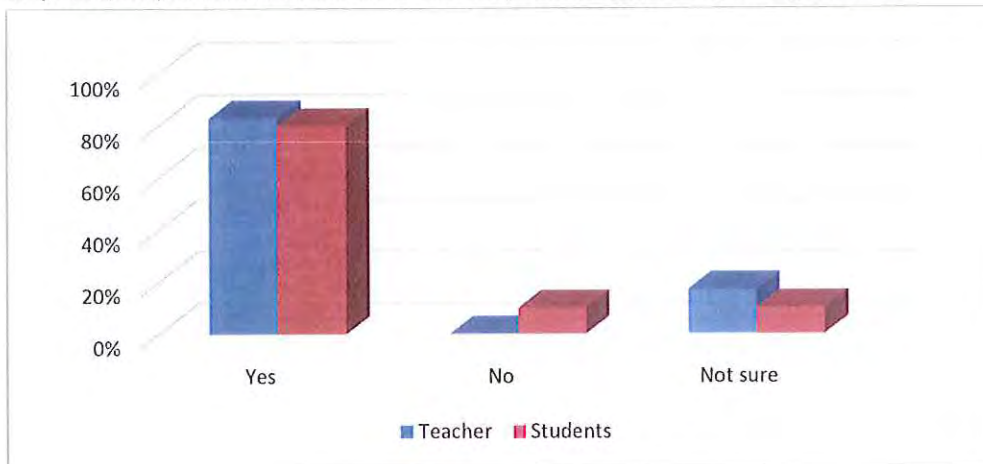
Do you feel your students/you benefitted from attending Safe Drive Stay Alive?



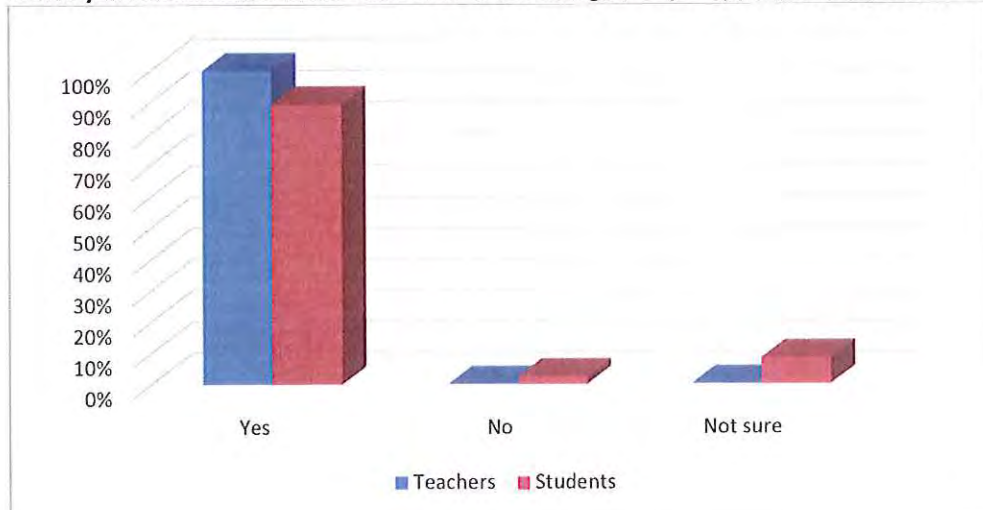
Do you think the attitudes of your students to driving responsibly, has improved by attending Safe Drive Stay Alive/Do you think SDSA has affected how you will drive?



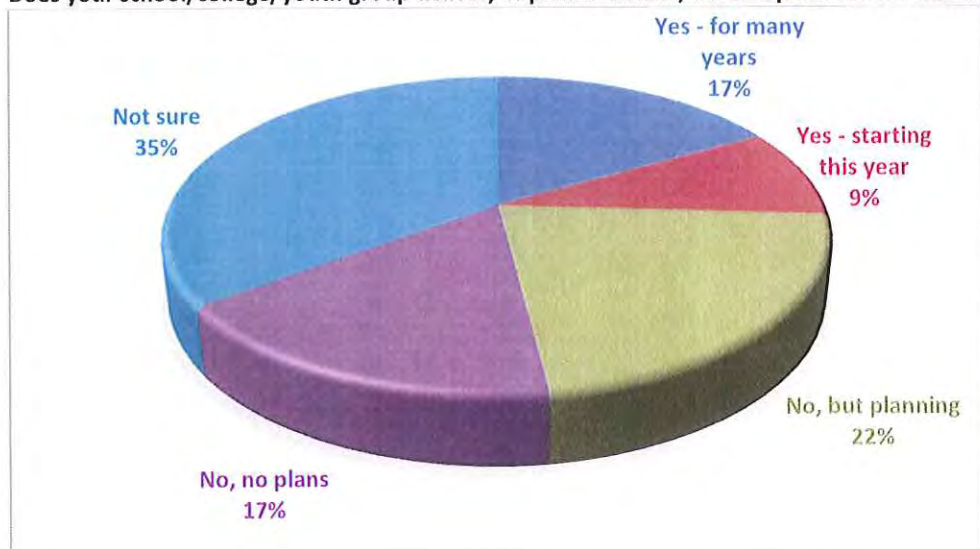
Do you think the attitudes of your students, to being a passenger in a car, has improved by attending Safe Drive Stay Alive/Do you think SDSA has affected how you will behave as a passenger in a car?



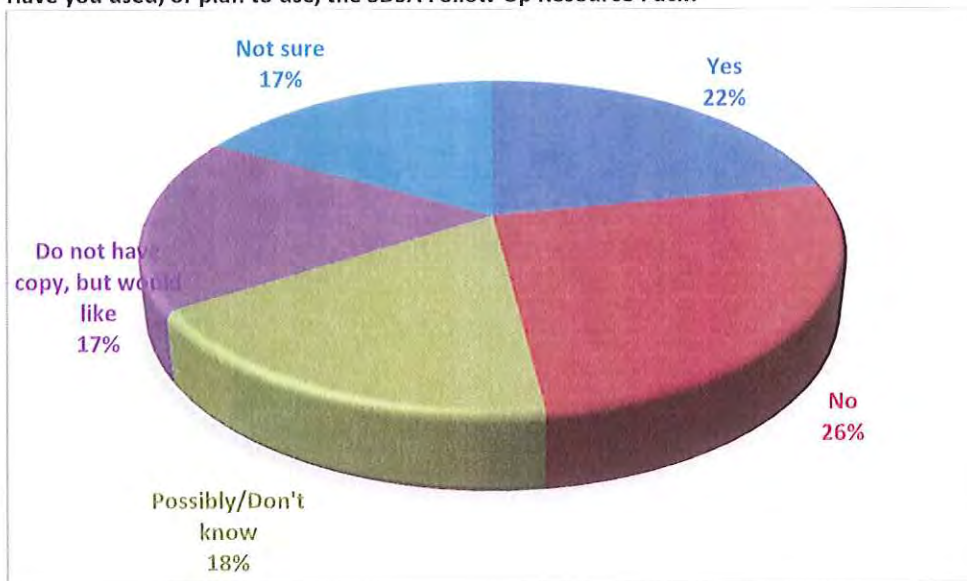
Would you recommend SDSA to other schools and colleges/All young people to experience SDSA?



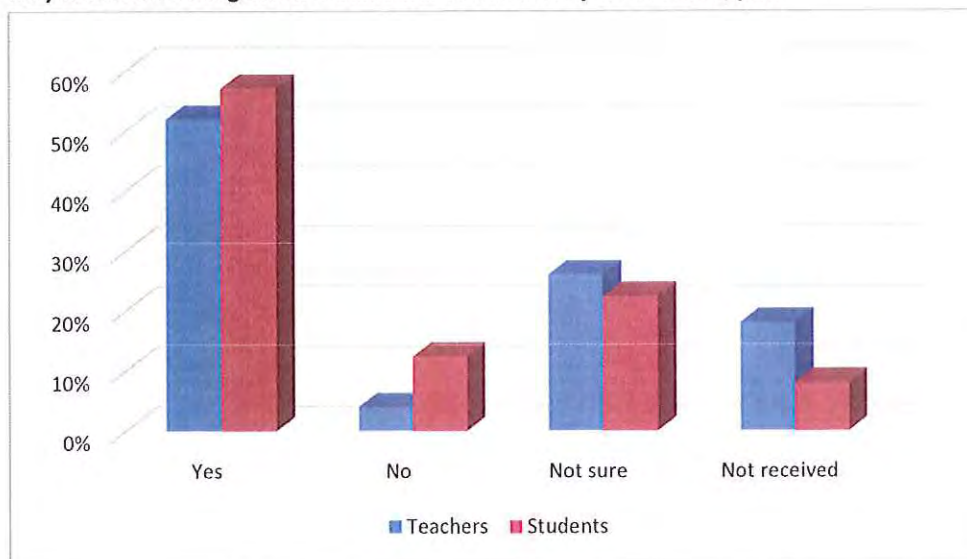
Does your school/college/youth group deliver, or plan to deliver, follow up sessions or activities?



Have you used, or plan to use, the SDSA Follow Up Resource Pack?



Do you feel the Young Driver's Guide will be useful for your students/you?



Results are based on 23 responses from teachers across 16 schools and colleges and 290 students/young people from 34 schools, colleges and 'others'.