



Young Drivers at Work: The Interview Guide for Employers of Young Drivers

A minimum of 20 telephone or face-to-face interviews will be run with individual employers (managers at a range of levels in a range of different companies) to explore in detail the issue of Young Drivers at Work.

This interview guide gives a structured way of running in-depth interviews with employers. The consistent structure ensures repeatability of the interview and allows more accurate analysis of the interviews.

1. General Purpose Statement

The interviews will establish how concerned the employers are that 17-24 year old drivers require additional skills and experience when driving for work, identify what those skills are and the best methods for delivering them in a way suitable for businesses.

2. Refined Purpose Statement

The interview will

- identify what deficiencies employers think there are in the current system of driver training and what additional skills employers want from those driving for work.
- establish which qualifications would be recognised and utilised most by employers.
- find out what employers want to be incorporated in to post-test vocational qualifications and their views on the benefits it could have to their business.
- explore employers' awareness and views about the risks faced and created by their young staff who drive for work in depth.

The interview will not

- find out participants think of other peoples/individuals driving (ie not general public)
- draw out names of managers/colleagues
- discuss general views on road safety issues.

3. Moderators Guide - Introduction

(Explain the purpose of the interview)

- Find out more about your experiences and perceptions of young drivers
- Information helps towards identifying what can be done to help young drivers at work and prevent accidents

(Reinforces consent)

- Interview is voluntary
- Want to hear your views, even if employers do not have strong opinions

(Checks agreement for tape recording)

- Recording the interview if you're ok with this?
- Taking notes

(Sets the ground rules)

(Checks everyone is comfortable)

- Interview should last around 30 to 35 minutes
- Refreshments

(Define terms)

- Young Drivers
- Drivers aged between 17 and 24
- Help responses to consider younger drivers who you may have worked with

- Driving for Work
- Not commuting to or from home and usual place work,
- Trips on top of that – from home to other sites, carrying or delivering passengers or boxes

4) Question Set

1. What type of driving do your drivers do for work?
2. What skills or behaviours do drivers need to do this type of driving safely?
3. How adequate do you feel the current system of driver training and testing is in preparing young people for this type of driving for work?

One of the aims of this research is to find out what employers would think of a post-test certificate in driving for work. What types of certificate would be recognised and most used by employers and the types of skill it should cover.

4. What skills or training would you specifically like to be included in post-test qualification?
5. How would a post-test qualification like this help your business?
6. Why would/wouldn't other non-driving skills make the qualification more desirable to your business?
7. What do you feel the main costs would be if new or additional training were introduced?
8. What other stumbling blocks can you envisage with introducing a qualification into the work place?
9. What would help you overcome these stumbling blocks?
10. What sort of support would help you introduce the qualification to your younger drivers?
11. How could it help if insurance companies recognised the qualification?
12. From what you have seen at work - what are the differences in driving behaviour or attitudes between new and experienced drivers?
13. If more help is needed for your younger drivers, what would you find useful, other than a qualification?
14. What makes a work place safety messages credible with young workers?
15. Have you run any safety schemes that have achieved a good level of engagement from younger workers?

5) Moderators Guide – Closing Statement

(Thank you) Thanking the participants for their time
(Confidentiality) Re-assuring them that their responses will be kept anonymous and could not be used to identify organisations in the final report.
(Interviewer gives summary of employer's views)