

Refresher Driver Training

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Road Safety

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Introduction

Only a very small proportion of the driving population takes any further driver training after gaining a full driving licence. Once the driving test has been passed, the driver is licensed, virtually for life, with no requirement, and very little incentive, to develop his/her driving skills any further. TRl's Cohort Study found that only 3% of drivers had taken any further driving instruction after passing their test.

Drivers can voluntarily take further training, for example Pass Plus, refresher courses offered by ADIs or courses offered by driver training organisations, but there is little incentive for individual drivers to do so.

The only drivers who are required to take any further training after having passed their driving test are ones who have been ordered to do so by the Courts, or ones whose employer requires it as part of the terms and conditions of employment.

Until recently there has been little national focus on how to promote refresher driver training. The recently completed Review of the Road Safety Strategy identifies the need to:

'Encourage more drivers to value driving as a life skill.'

'Promote more strongly the message that driving is an important life long skill.'

'Investigate what motivates drivers to broaden, advance and refresh their driving skills having passed the initial practical test; publicise the options available and encourage their take up.'

In July 2004, RoSPA received funding from the Department for Transport's Road Safety Challenge Fund to conduct a project to promote voluntary refresher driver training (not Pass Plus, Driver Improvement, Speed Awareness or Drink Drive Rehabilitation courses, nor fleet driver training).

This report describes the results of surveys conducted with drivers and with training providers to assess awareness and views about refresher driver training.

Driver Survey

Active Research were commissioned to conduct qualitative and quantitative research:

- To assess awareness of further driver training available
- To assess the reasons why some drivers choose to undertake further training
- To identify deterrents to undertaking further training
- To identify potential incentives to encourage people to take further driver training.

Methodology

Phase One

To assess awareness of further driver training, it was necessary to interview a large sample in order to be representative of the population. A number of questions were, therefore, placed on the BMRB Access Telephone Omnibus Survey which interviews 1,000 people over the age of 16. However, only those over the age of 17 were asked the RoSPA questions, taking the sample size down to 970. Of those, 82% held a full or provisional driving licence.

Phase Two

In order to gain an understanding of the motivations for undertaking further driver training and the potential incentives that would encourage people to do so, face-to-face qualitative interviews were conducted with 20 people, evenly between those who had undertaken further driver training and those who had not. A qualitative approach was taken to give the opportunity to probe more deeply into people's views and to enable a greater depth of understanding than would be gained through quantitative research.

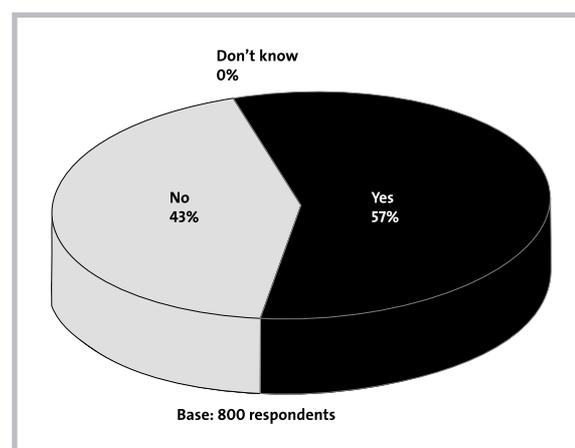
Telephone omnibus survey

Of the 970 people interviewed who were over the age of 17, 82% (800 people) held either a full or provisional driving licence.

Awareness of voluntary further driver training

Of those who held a full or provisional licence, only a little more than half (57%) said they were aware that further voluntary driver training is available after they have passed their initial driving test.

Awareness of availability of voluntary further driver training – respondents with a full or provisional licence



Respondents who were aware that further driver training is available were asked which training providers they were aware of. The most frequently mentioned was the Automobile Association (AA) followed by the British School of Motoring. The Institute of Advanced Motorists (IAM) was the best known of the advanced driving organisations, with 10% of respondents aware of them. Only 2% were aware of RoSPA. Respondents were more likely to be aware of the RAC, the police or local driving instructors.

Driver Survey

The high number of people who could not name an organisation that offers voluntary further driver training indicates that although aware that training is available, more than half of respondents would not know where to go if they wanted to have such training.

Awareness of Providers of Further Driver Training	
	%
AA	13%
British School of Motoring	11%
IAM	10%
RAC	6%
Police	5%
Local driving instructors	3%
RoSPA	2%
Driving schools	2%
Local authorities/councils	2%
Other	6%
Don't know	54%

NB. Some respondents gave multiple answers

Base: 457 respondents who have a full or provisional licence and are aware that further driver training is available

In-depth interviews – advanced drivers

Those who had received further driver training, referred to as 'advanced drivers' in this report, had taken either a RoSPA or IAM Advanced Driving Test, or both:

- Four RoSPA only
- Three IAM only
- Two IAM followed by RoSPA
- One RoSPA followed by IAM.

All of the advanced drivers have held a full driving licence for over 15 years and six have held a licence for over 30 years. Their annual mileage varied, with three respondents driving less than 10,000 miles a year, five between 10,000 and 20,000 miles a year and two driving more than 20,000 miles a year. Only one of the advanced drivers was a woman. None of the advanced drivers place any restrictions on where or when they drive due to lack of confidence or ability. However, a few do avoid busy periods such as bank holidays or in London if possible, and one, for safety reasons, will not drive more than 200 miles in a day.

Reasons for undertaking further driver training

Four of the advanced drivers passed their Advanced Driving Test between seven and ten years ago, five of them passed it four or five years ago and one had passed it only in the last year.

Most decided to undertake further driver training for a variety of reasons. One of the key reasons for most respondents was that they wanted to become better or safer drivers. They felt that their driving had deteriorated and that they had developed bad habits.

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"I thought I was an accident waiting to happen."

Interestingly, one respondent commented that he would not have gone back to a driving instructor for lessons but by doing 'advanced driving' he felt that he was progressing rather than admitting that his driving might not have been as good as he would have liked.

Several respondents were attracted by the challenge of taking an Advanced Driving Test and wanted to prove that they were good drivers. Most of these respondents thought they were already good drivers although all now think that they are better drivers after having had the training.

Several respondents had also always had an interest in driving and saw driver training as an extension of that interest. One had experienced a road fatality in his family which raised his interest in improving his own driving.

Source of awareness of further driver training

The majority of respondents became aware of further driver training through what might be described as passive means. This generally involved RoSPA or the IAM having been invited by an organisation or employer to provide a demonstration session, which sparked the respondent's interest. In some cases, it involved seeing local advertising or picking up a leaflet at an exhibition, or finding out through word of mouth from a police driver or the local road safety unit.

A small number of respondents took a more active approach to seeking appropriate training, having decided already that they wanted to pursue further training. These either contacted the IAM head office for details of local groups or they searched in the Yellow Pages or on the internet. All of these were

already aware of the IAM but could not remember how they first became aware of it.

None felt they had any barriers to overcome in order to find suitable training.

Choice of driver training provider

Most of the training undertaken by the respondents was provided by local RoSPA or IAM groups. However, there are a few exceptions. One respondent had training provided by IAM Fleet Training as this was made available, on a voluntary basis, to staff where he worked. Another used a qualified driving instructor and another had an initial session with the local road safety officer.

In most cases, the reason for choosing the initial training provider was that they were, at that stage, only aware of one advanced driving organisation.

Format and content of training

Some of those who undertook training had one or more classroom or theory sessions before moving on to in-car training. One respondent had to attend an eight-week classroom-based course. One respondent had a series of theory sessions with his local road safety unit. Many, regardless of whether they had had theory sessions, were issued with the 'Roadcraft' manual and the Highway Code. One also received the 'Roadcraft' video. However, two did not have any theory sessions.

Respondents were evenly split between those who had five to seven practical sessions and those who had 12 or more.

Almost all agreed that the main things they learnt during their training were better observation and better anticipation. Most said that they are now

Driver Survey

much more aware of potential hazards and what is happening around them and that they look much further ahead on the road than they did before having the training. Several also commented that they have improved their positioning on the road.

Other specific points covered in training include:

- Leaving a suitable gap when stopped in traffic ('tarmac and tyres')
- Cockpit drill
- Better use of gears
- Smoother braking
- Better steering wheel hold
- Greater awareness of the camber in the road
- Better driving on country lanes
- Better appreciation of speed and distance.

All respondents were very happy with the training they had received and very few were able to suggest any improvements to it. A couple suggested that a theory or classroom session would be useful before any on-the-road training and a couple suggested including skidpan training as a way of introducing a fun element to the training.

Benefits of further driver training

All respondents agreed that their driving improved as a result of the training. Many said that they are more observant and more aware of the situation around them. As such they feel more in control of situations and better able to cope with the mistakes of others. Several also commented that they are safer drivers now and a few reported that they no longer break rules or speed limits.

"I feel more comfortable that I can keep my family safe."

Only one person has seen a financial reward, in the form of a 15% discount on his insurance premium. Many others have enquired if they are eligible for a discount but their insurers do not offer this. A few respondents were aware that some insurance companies do offer discounts but perceived these to be the more expensive insurers.

Individual respondents have noticed reduced fuel consumption, less tyre wear and less wear and tear generally on the car since having further driver training. Most respondents have also noticed less tangible, but nonetheless important, benefits:

- Driving is now more enjoyable
- They are more relaxed drivers
- They are safer drivers.

Several respondents reported that they have had a passenger comment on the smoothness of their driving or the improvement in their driving since passing their Advanced Driving Test.

One respondent said that she is a more confident driver now and another respondent said that he finds driving more satisfying.

Ways to encourage others to undertake further driver training

Advanced drivers suggested a number of ways of encouraging others to undertake further driver training. Many felt that the emphasis should be on safety and making people safer drivers, using shock tactics, showing images of people injured in accidents or stressing road accident statistics.

"If you learn one thing that saves your life, it's worth it."

"What gives you the right to risk everyone else's life?"

Driver Survey

Many also felt that more people would take training if they believed they would get a reduction on their car insurance premium. They felt that training organisations should work harder to influence insurance companies and persuade them to offer discounts to advanced drivers. They felt that insurance companies do not understand what advanced driving involves and the benefits it offers.

Some respondents felt that others should be challenged to prove that they are good drivers. Several gave this as one reason for having further training and taking their Advanced Driving Test.

A number of other suggestions were also made for specific benefits to focus on including:

- It makes you more confident
- It makes you more relaxed
- It makes you a better driver
- It makes you more observant
- It makes driving more enjoyable.

Ways to promote further driver training

Although several advanced drivers felt that training providers do not have a high enough profile generally, the majority were realistic about the way further driver training should be promoted. Only one suggested a national advertising campaign.

Several suggested making better use of local newspapers via advertising or events listings. A couple of respondents have negotiated deals with their local newspaper to run RoADA advertisements free of charge when they have space to fill. One respondent suggested inviting the local motoring correspondent to have training with a view to their writing an article on it. However, another said that his group had already done this and had no response at all after the article appeared.

Several respondents felt that any link with insurance should be highlighted and that details of further driver training could be included with insurance renewal notices.

A number of respondents felt that certain groups should be targeted. Several suggested targeting older drivers who have developed bad habits and who have slower reaction times. A couple suggested targeting young people, perhaps a couple of years after they have passed their initial test. One also suggested targeting mothers who have to carry other people's children in their cars.

Other suggestions included:

- Giving talks to students in schools or colleges before they start learning to drive
- Encouraging driving schools to promote further or advanced driver training
- Putting leaflets in libraries
- Making information on advanced driving easier to find on the internet.

Comments about local advanced driving groups

Several respondents spontaneously made comments about their local group. A few have found their local group, both IAM and RoSPA, to be rather stuffy and cliquy, so they do not attend the meetings or involve themselves in group activities. However, one respondent reported that his local group is very active and all members are involved.

Several respondents also commented on how inexpensive it is to be a member of RoSPA. These reported paying £10 or less per year for their membership.

Driver Survey

In-depth interviews – drivers with no further training

Amongst this group, one has held a full driving licence for only five years, three for between ten and 20 years, five for between 20 and 30 years and one has had a licence for over 30 years. Half of this group were male and half female.

The annual mileage driven by this group, was broadly the same as the advanced driver group with three driving less than 10,000 miles a year, five between 10,000 and 20,000 miles a year and two driving more than 20,000 miles a year. Most of the non-advanced drivers place no restrictions on where or when they drive. However, one avoids motorways altogether and two admit being nervous in certain situations such as when they have someone else in the car with them or in unfamiliar surroundings.

Reasons for considering further driver training

Four of the ten drivers had previously considered taking further driver training but had not pursued it. Two of these were interested specifically in specialist motorway training because they wished to gain more confidence on motorways. One of these does not currently drive on motorways at all.

One respondent had considered further training for health and safety reasons because of the amount of business mileage he was doing. The other respondent was interested in finding out if he was as good a driver as he thought.

The main reason for not actually having further driver training, despite having considered it, is that respondents did not know where to go to find suitable training. The respondent who drives mainly

for business felt that his employer should facilitate the training. He thought it would be expensive and that his employer should pay for it.

Reasons for not considering further driver training

The main reason given for never having considered further driver training is that respondents felt that they are good or safe drivers and, therefore, had no need for further training.

"I think I'm a safe driver."

Another key reason given was that respondents do not know what sort of further training is available.

Other reasons given by individual respondents included:

- Already a confident driver
- Do not do enough mileage to make it worthwhile having further training
- Does not want to have his driving criticised.

Perceptions of what further driver training involves

Respondents were asked what they believed would be involved in further or advanced driver training. A very wide range of responses were given. The main responses, each given by several respondents, included:

- Better anticipation
- Better observation and awareness of other road users

Driver Survey

- Driving in difficult weather conditions
- Correct steering wheel hold
- Motorway driving.

Other responses, each given by a couple of respondents, included:

- Night driving
- Better road positioning
- Observation of speed limits
- Better gear selection
- Skid control
- Refreshing or honing skills already possessed
- Sorting out bad habits
- Better technical driving or improved competence at handling the car.

A range of other individual responses were given including:

- Reaction times
- Accident avoidance
- Driving round a circuit
- Slalom courses
- Emergency stops
- Driving at speed
- An update on the Highway Code
- Lane discipline in busy towns
- Basic car maintenance
- Avoiding distractions
- Learning to tow a caravan.

Perceived benefits of undertaking further driver training

For several respondents, mostly female, the main benefit of taking further driver training is that it would make them more confident, meaning they would be able to drive anywhere, on any type of road, at any time with confidence. The other main benefit perceived by a few respondents is that they would be brought up to date with the Highway Code.

A number of other benefits were mentioned, each by one person, including:

- They would be safer
- They would be more relaxed
- They would brush up their skills
- They would be more aware of the traffic around them.

Several, however, saw no benefits at all of further training.

Experience of advanced drivers and advanced driving organisations

Only four respondents knew of someone who is a member of an advanced driving organisation. Two knew someone who is a member of RoADA and two knew a member of the IAM.

Not one respondent would currently consider joining such an organisation either because they do not know enough about them, cannot see any benefits from doing so or because they have negative perceptions of such organisations.

Driver Survey

Whilst a couple of respondents did not have any perception of what type of people would be attracted to advanced driving organisations, most did have some perception. There was an even split between those who see advanced drivers as rather dull types and those who see them as car or driving enthusiasts. The former felt that members of advanced driving organisations would tend to be older males, who drive slowly and cautiously, are clean and tidy, and wash the car every Sunday.

“You think of people in flat caps and driving gloves.”

The latter thought that members of advanced driving organisations would be more dynamic people who love driving, are interested in cars, want to drive fast cars and want the kudos of having passed their Advanced Driving Test.

“They want to be the best at everything.”

Ways to encourage people to undertake further driver training

A key deterrent to having further driver training is cost. Many respondents assumed that the training would be expensive but some would be interested if it was free or the cost was low. Some respondents could also be encouraged to have further training if it would result in a lower insurance premium. Others simply need more information on what the training involves, where is it available and how it would benefit them.

The main benefits that respondents would stress are:

- Lower insurance premiums
- More confident driving
- Proof that you are a good driver.

Sadly, there are a few respondents who would never consider further training, regardless of the strength of the case made in favour of it. This is either because they feel they are good drivers, fear being criticised or feel they do too little mileage to benefit from it.

Ways to promote further driver training

These drivers agreed with some of the means of promotion suggested by the advanced drivers.

A number suggested including details with insurance renewal notices and several suggested advertising in local newspapers. A couple also suggested using direct mail, and a range of other places where information could be made available including:

- Doctors' surgeries
- In colleges, for young drivers
- In schools, to be passed on to parents
- In hospitals, in psychiatric or compulsive behaviour therapy units
- In libraries
- On parish notice boards or in parish newsletters.

Email and the internet were also suggested as means of obtaining information. A couple of respondents suggested either television advertising or having driver training mentioned in driving-related programmes.

Training Provider Survey

A separate survey of driver training organisations was conducted by RoSPA staff. 100 driving schools that advertised refresher driver training courses were randomly identified from internet searches. Each was sent a short questionnaire. 19 completed questionnaires were returned. The findings are outlined below.

Q1 What training courses do you provide?

The respondents provided 18 different types of training. The three most common were Refresher Training (nine providers), Advanced Driver Training (seven providers) and Motorway Training (three providers). Two respondents offered 'Preparation for Advanced Driver Training', 'Instructor Training', and 'Defensive Driving'.

The following courses were offered by one of the respondents:

- Preparation for high performance course
- Fleet and company training
- Specialist anxiety service (with psychologist)
- Learning to use adaptations after disability
- Familiarisation
- Car parks
- City centre
- Towing courses
- Residential courses
- Intensive courses
- Cardington driving test
- Older driver assessment.

Many respondents offered more than one type of course.

Q2 Are the courses aimed at all drivers or specific groups?

The respondents aimed their courses at all drivers although three specifically mentioned that they aimed their courses at older drivers. There were three specialist courses aimed at three different groups: anxious and phobic drivers; people seeking ADI qualification and DSA examiner employment; and disabled drivers.

Q3 Are you an ADI, Advanced Trainer or other Specialist Trainer?

Many of the respondents belonged to several organisations.

18 (95%) of the respondents were ADIs, six (32%) were RoSPA or IAM Advanced Trainers, two were trainers with another (unspecified) advanced driver organisation. Individual respondents also mentioned that they did the following courses or driver training: RoSPA Gold, DIA Special Test, Driver Improvement, Corporate Driver, Fire Service, and an Independent Driver Education Consultant.

Q4: Approximately how many drivers enquire and take refresher training with you every year?

There was a wide range variation in the proportion of drivers who enquire about taking further training and then go on to actually take it (although the actual numbers are very small in many cases). The majority (all except one) had 25 or fewer enquiries per year (around 183 in total between them) and an uptake of 47%. However, one respondent accounted for 100 of the 183 enquiries – this respondent had an uptake of 30%.

Training Provider Survey

Training Provider	No. of Enquiries Received	No. of Drivers Trained	% Take Up
1	100	30	30%
2	20	20	100%
3	2	2	100%
4	12	12	100%
5* ¹	4	4	100%
6	20	18	90%
7	20	10	50%
8	10	3	30%
9	15	3	20%
10	3	2	66%
11* ²	5	5	100%
12	5	3	60%
13	10	8	80%
14	25	20	80%
15	5	5	100%
16	0	0	
17	2	2	100%
18	Quite a lot	10 - 15	
All * ³	183	134 - 139	

*¹ This was a new business for the respondent.

*² This respondent also ran a specialist towing course for which he had received 98 enquiries and 95 people taking the course, possibly indicating that if a specific skill can be identified the take up is higher.

*³ One respondent did not answer this question, but stated that they conducted 200 driver assessments for older drivers each year.

Q5: In your experience, what prompts people to voluntarily take driver training?

The respondents offered 13 reasons as to why people are prompted to take refresher driver training. The most common were that the enquirer:

- Had not driven for a long time (seven)
- Was a nervous driver (four)
- Had the desire to improve their skills (four)
- Had recently had an incident (three)
- Had been charged with a motoring offence (two)
- Job required better standards (eg. emergency services) (two)
- Disabled driver needing training to drive adapted vehicles (two).

The following reasons were also cited once:

- About to buy a new car
- A widow needing to drive after a bereavement
- Moving to different surroundings (eg. bigger city)
- The need to improve a skill (eg. parking)
- Elderly drivers wanting to check their safety.

Q6: In your experience, what stops people who have enquired about taking refresher training, actually taking it?

The majority of the respondents (nine) mentioned cost as the main reason why people do not take the course after initially enquiring about it.

Two respondents said that some enquirers (rightly or wrongly) decided that the course wouldn't improve their skills, there was not enough time to do the training, or that they did not have the confidence to book it.

Training Provider Survey

Q7: In your opinion, why do most drivers not consider taking further training?

There was considerable agreement between the respondents upon this issue, eight respondents said that most people thought that their skills were good enough and five respondents elaborated upon this by saying that people considered their skills to be at the legal minimum requirement and, therefore, good enough.

Other major issues cited by the respondents were the cost of the courses (four) and a lack of time in which to take them (three).

Several issues were mentioned by one respondent each:

- That there was no incentive to take them
- People generally had little knowledge of them
- Pride
- Not considering it important
- Misconception that failing, would mean losing their licence.

Q8: General comments

Respondents were invited to make any additional comments they wished, and the results are summarised below:

- Few people take further training unless they are forced to do so to retain their driving licence
- The people who take further training are the 'converted' who are not the ones in need of extra training
- The people who never go are the ones who need training

- Many older or disabled drivers need training to adapt to new controls
- Drivers are reluctant to pay without an incentive
- During the course 40% – 50% have general driving queries
- People want feedback on their driving standards
- People will take the least amount of training they can
- At this driving school, we have even tried to give free motorway lessons to successful L test candidates. The public grudges paying for lessons and will take the minimum they can. Many are price motivated and few are interested in quality of instruction
- The term advanced might give the wrong impression
- CPD should/must be considered for all drivers at all levels
- Compulsory re-training is the only answer and way forward
- Safe and good driving is all down to attitude. The TV and media all glamourise bad macho driving. Young drivers are influenced by car adverts that glamourise crazy drivers going up and down stone steps, cutting through tiny gaps, breaking all the laws of the road. Why isn't good driving rewarded, and portrayed by the power of the media?

Conclusion

Only a very small proportion of the driving population takes any further driver training after gaining a full driving licence. Drivers can voluntarily take further training, for example Pass Plus, refresher courses offered by ADIs or courses offered by driver training providers such as RoSPA, IAM, GEM and others, but there is little incentive for individual drivers to do so.

There has been little national focus on how to promote refresher driver training. However, the recently completed Review of the Road Safety Strategy identifies the need to encourage more drivers to broaden, advance or refresh their skills and to value driving as a life skill.

RoSPA, with funding from the Department for Transport, conducted a project to promote voluntary refresher driver training. The project included a telephone omnibus survey of 1,000 people to assess awareness of the availability of refresher training, in-depth interviews with drivers who had taken advanced driver training and drivers who had not done so, and a survey of a selection of driving schools that offer some form of refresher training.

Awareness of voluntary further driver training

The survey of driver training providers showed that a wide range of professional driving instructors offer refresher driver training to people who already have a full driving licence, along with a wide range of courses for specific purposes, such as training for people who are returning to driving. Some providers of advanced driver training have national networks of local groups that provide advanced driver training.

Despite this, awareness of voluntary further driver training is relatively low, with only 57% of those with

a full or provisional driving licence being aware that such training is available. Awareness of providers of further training is even lower with only 46% of those aware that such training is available, able to name a possible provider. As such, awareness of further driver training needs to be raised considerably.

Although the general perception of what is involved in further driver training is accurate, there is a need to clarify some aspects of the training. As there is a strong perception amongst non-advanced drivers that further driver training must be expensive, it is important to ensure that the true cost is highlighted.

Motivating people to undertake further driver training

Almost all drivers believe they are safe drivers and, therefore, a case needs to be made to them for further training. The lack of a perceived need for training is the major deterrent to undertaking further training.

According to the driving schools who responded to the survey, the main reasons given by those who take the training are:

- Had not driven for a long time
- Was a nervous driver
- Had the desire to improve their skills
- Had recently had an incident
- Had been charged with a motoring offence
- Job required better standards (eg. emergency services)
- Disabled driver needing training to drive adapted vehicles.

In the experience of these driving schools, the main reasons why people who enquire about taking further training, but then decide not to do so, is cost.

Conclusion

Some enquirers (rightly or wrongly) decide that the course would not improve their skills, they did not have enough time to do the training, or that they did not have the confidence to take the training.

From the driver surveys, there appears to be a difference between the sexes on the issue of how to motivate them to undertake further driver training. Males seem more motivated by the concept of proving themselves to be the good drivers they believe they are. Females, on the other hand, seem more interested in becoming more confident drivers.

Other supporting messages to encourage participation in further driver training should include:

- Driving carries significant risks and further training will make you a safer driver
- Training will make you a more relaxed driver
- Driving will become more enjoyable.

Obtaining a discount on their car insurance premium could work as a motivator for some people to have further training. Organisations that provide refresher training could work more closely with insurers to ensure that insurance companies see the benefits to them of drivers having further training.

Promoting further driver training

Almost all respondents to the driver surveys agreed that the best means of promoting further driver training is through local media such as local newspapers or other local facilities such as schools, surgeries, hospitals etc. Information on further driver training could also be included with insurance renewal notices, along with details of any discount offered.

Recommendations

General awareness among the driving population about the availability of refresher driver training, and the different types of courses and providers, needs to be raised. This requires national and local promotion.

The lack of a perceived need for training is the major deterrent to undertaking further training, therefore, a case needs to be made to drivers for further training.

The promotion of refresher driver training should recognise key messages. Males seem more motivated by the concept of proving themselves to be the good drivers they believe they are. Females seem more interested in becoming more confident drivers.

Training providers should consider offering and actively promoting specialist courses, such as towing courses, motorway driving or courses for nervous drivers, in addition to general refresher training.

As there is a strong perception that further driver training must be expensive, it is important to ensure that the true cost is highlighted.

Other supporting messages should include:

- Driving carries significant risks and further training will make you a safer driver
- Training will make you a more relaxed driver
- Driving will become more enjoyable.

Obtaining a discount on their car insurance premium could work as a motivator for some people to have further training. Training providers and others should work more closely with insurers to ensure that insurance companies see the benefits to them of drivers having further training.

Research into the effectiveness of the various forms of refresher driver training, including advanced driver training, is needed.



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The Royal Society for the Prevention of Accidents
Edgbaston Park, 353 Bristol Road, Birmingham B5 7ST
Telephone: 0870 777 2171/0121 248 2000
Fax: 0870 777 2199/0121 248 2001

Registered Charity No. 207823
VAT Registration No. 655 1316 49

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