

RoSPA Scotland Evaluation of the Destination Drive Programme for Older Drivers

**Draft report
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1. Introduction and method

About this report

- 1.1 This report provides an independent analysis of the outcomes of programme activity for Destination Drive. It explores what has worked well and what could be improved for future delivery.

About Destination Drive

- 1.2 Destination Drive is a pilot programme targeting drivers over the age of 65. It was delivered by RoSPA Scotland (RoSPA) between April 2018 and March 2019.
- 1.3 The project aims to raise awareness of the need to review driver ability amongst older drivers. It also aims to provide information, advice and guidance for older drivers, supporting them to continue driving safely for as long as possible, and to make appropriate driving choices.
- 1.4 Destination Drive activities are designed to contribute towards the following commitments from Scotland's Road Safety Framework:
 - RSF 83 - Promote initiatives to raise awareness amongst older drivers of their vulnerability and ways in which they can address this.
 - RSF 95 – Investigate ways to promote and facilitate initiatives relating to further training for older drivers including consideration of incentivisation to do this.
- 1.5 The key objectives of Destination Drive activities were to:
 - Encourage older drivers to review their current driver ability and relevant health issues, such as eyesight and cognitive skills to ensure their driving ability is safe for all road users.
 - Develop individual skills and life patterns to ensure older drivers are fit to drive safely, for as long as possible.
 - Help those older drivers who may no longer be safe to continue to drive, understand their legal and moral responsibilities and provide pathways to services or strategies they can utilise to maintain their independence, mobility and wellbeing without their car.
 - Provide advice/guidance on accredited older drivers training.
 - Through partner agencies, provide advice/guidance and direct assistance where necessary for older people to continue to use our roads.
 - Highlight the implications associated with restrictive medical conditions and the requirements to consult medical practitioners and the Driver and Vehicle Standards Agency.

Method

- 1.6 This evaluation has gathered evidence through:
- a survey conducted with older drivers taking part in the programme;
 - discussions with staff delivering the programme; and
 - a review of data gathered by RoSPA.
- 1.7 Research Scotland initially designed a survey for all event participants to complete. After the first event, RoSPA staff found that participants who had attended but not taken part in any practical activities were reluctant to complete the survey. Research Scotland then designed a shorter survey for anyone attending an event, and it was agreed that the more detailed survey would be offered to participants undertaking an assessed drive. Both surveys were designed to be completed within ten minutes.
- 1.8 The surveys were completed on paper at events. Participants were supported by RoSPA staff where required. RoSPA staff were an important element of the evaluation, and invested time to ensure that surveys were completed by as many participants as possible. Staff also used the survey as an opportunity to continue their conversations with participants, and to provide another opportunity for questions. Surveys were collated and processed by RoSPA, and analysed by Research Scotland.
- 1.9 In total, 65 surveys were completed. The majority (42) were from participants that attended an event, and 23 responses were from participants who attended and also completed an assessed drive.

2. Delivery

Introduction

2.1 This section outlines the delivery and outputs from April 2018 to February 2019. It is based on monitoring data gathered by RoSPA and a discussion with key RoSPA staff. It will cover:

- programme activity;
- project planning;
- programme reach;
- partnership work;
- what worked well; and
- areas for improvement.

Programme activity

2.2 Destination Drive was designed to reassure older drivers of their fitness to drive, and to provide them with sufficient information if they were considering making a life changing decision around driving. The programme was delivered as nine standalone events across Scotland. The events were free and no pre-booking was required. Eight of the nine events took place in garden centres, with one taking place at the Gyle shopping centre in Edinburgh, as part of a wider road safety event.

2.3 Each event offered participants a range of activities, workshops and information including:

- an assessed drive
- an eye test
- a cost calculator
- a brake simulator
- a reaction time check
- Theory tests
- Hazard perception tests
- a range of written information to take home
- information and advice from partner organisations
- advice from RoSPA staff and Police Scotland.

2.4 Eyesight tests were conducted for all drivers undertaking an assessment along with 10 others participating over the whole delivery. Approximately 40 individuals participated in a brake reaction test/simulator, 20 completed a cost calculator and 15 did the online hazard perception/highway code tests. Significant numbers of our audience chose simply to 'watch' others participate in these elements which gave ample opportunity to engage directly with them on other themes.

- 2.5 The assessed drives (equating to RoSPA Experienced Driver Assessment) were delivered by qualified RoSPA assessors. The aim of the drive was to assess older drivers' abilities and any gaps in their skills. The drives also helped to reassure drivers of their own ability and provide them with enough information to make appropriate driving choices.
- 2.6 After the drive, the assessor conducted an informal debrief with the driver and provided a written report and certificate to acknowledge their involvement.
- 2.7 RoSPA is not legally obliged to inform any authorities of participants' driving ability. All participants undertaking an assessed drive were required to pass an eye test first. The eye tests were used as a general indication of visual acuity, but were not designed to test whether or not participants met the minimum legal requirement for driving. RoSPA staff provided a range of advice, depending on the level of driver ability.

Project planning

- 2.8 After consultation with partners delivering similar events in other parts of Scotland, RoSPA decided that the best method of engaging older drivers would be through direct engagement at familiar locations. The events were planned in close partnership with Dobbies & Co garden centres.
- 2.9 In order to maximise engagement, RoSPA also worked with a creative marketing organisation to design clear, consistent and engaging communication materials.
- 2.10 RoSPA worked closely with each local garden centre as well as local partners, to publicise the events and to encourage drivers to pre-book an assessed drive.

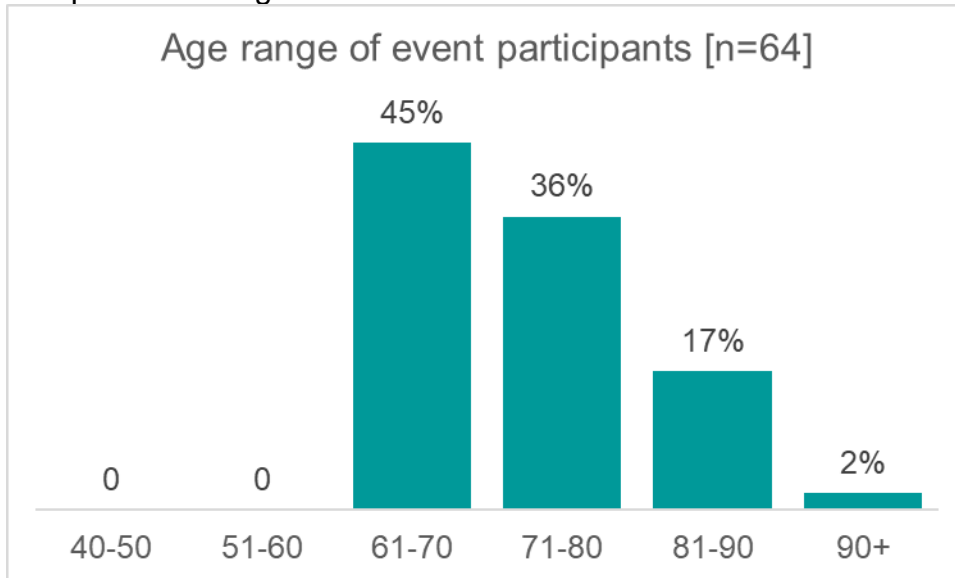
Reach of the programme

- 2.11 RoSPA planned nine events in locations across Scotland. All planned events were delivered. The events were held in Edinburgh (2), Perth, Dundee, Stirling, Aberdeen, Fife, South Lanarkshire, Perth and Kinross. A further event was scheduled on two occasions but cancelled due to issues with the proposed venue and partners availability. The opportunity was taken to jointly host a tenth event jointly with Fife Council at Dumfermline although facilities did not permit the assessed drive facility to be offered.
- 2.12 Footfall at most events was good. In total, 57 participants undertook an assessed drive.
- 2.13 Due to the open access location of garden centres, it was challenging to gauge the exact number of people that engaged with each event. However, staff

running the events felt that there was good engagement at most events. Demographic data of participants was gathered through the survey.

2.14 Of the survey respondents, participation was split almost equally between males (49%) and females (51%).

2.15 The age range of participants ranged between 61 to over 90 years old. Most participants were aged between 61 and 80.



Partnership work

2.16 Destination Drive was delivered in close partnership with:

- Dobbies & Co garden centres;
- Police Scotland;
- Age Scotland;
- local authorities; and
- local newspapers.

2.17 One of the key delivery partners was Dobbies & Co garden centres. Seven of the nine events took place within a Dobbies & Co garden centre. As well as providing a venue for the event, some garden centres supported Destination Drive by publicising the event and the opportunity to book an assessed drive.

2.18 Representatives from Police Scotland attended five of the nine events. Police Scotland officers were available to provide information, resources and advice on road safety regulations and requirements. At some events, Police Scotland engaged participants using brake simulators and reaction time devices.

2.19 Age Scotland was a key partner for publicity and delivery. Through its local networks and representatives, Age Scotland supported RoSPA to raise awareness of the events and to encourage participants to pre-book an assessed drive. Representatives from Age Scotland attended four events.

They supported RoSPA to facilitate the event and provided their own resources and information.

2.20 In addition to national partners, RoSPA worked closely with local partners as much as possible. These included local authority partners involved in supporting older people in the community and local media outlets. Local authority officers attended events where possible, providing relevant local information, resources and signposting.

2.21 In some locations, local newspapers helped to publicise the events and one newspaper reported on the event in the following days newspaper. The national road safety event at the Gyle in Edinburgh was covered by national media and featured in the evening news.

2.22 Overall, RoSPA staff reported that partnership working was an important element of the programme and that it had worked well. They noted that where partners were more engaged, events were well attended and successful.

What works well

2.23 Overall, participants spoke positively about the events. They felt that the events and activities were worthwhile and informative. They also commented that the events were well organised and that staff were friendly, knowledgeable and helpful.

Venues

2.24 The event venues, which were all garden centres worked very well to engage the target group. Staff reported that the relaxed, informal and familiar environment was a suitable location to offer this type of intervention. After delivering the first event, it became clear that the garden centres were busy almost from the opening time. The event times were then changed to start at 10am, rather than the planned 11am, to capture as many potential participants as possible.

Publicity and communication

2.25 The consistent marketing materials, including logos and graphics worked well to publicise the events. The materials were used by all partners involved and ensured that when participants arrived at the garden centre, they could easily find Destination Drive activities.

2.26 Where partners publicised the event, staff found that more people pre-booked an assessed drive, and that overall, the turnout and engagement was better.

2.27 Liaison with local press also helped to publicise events. In two locations local press attended the event and on one occasion, published a follow up article.

2.28 During the planning and delivery phases of the intervention, staff felt that communication with older drivers or their families was important. They noted

that utilising contacts and platforms available through partners and age-related organisations worked well and facilitated greater interest and attendance at individual events.

Range and flexibility of activities

2.29 Participants reported that they liked the range of different activities available. In particular, staff found that the practical activities (brake simulator, assessed drive) encouraged engagement effectively.

2.30 Staff also reported that participants appreciated the flexibility of the event. It was not a requirement to pre-book attendance, or to pre-book an assessed drive, as there were assessors available at most events. This flexibility, between getting advice, trying some practical activities and taking an assessed drive was felt to be useful, and allowed participants to engage at their own level.

Informal approach

2.31 Participants liked that the events were informal, relaxed and offered the opportunity for them to ask any questions.

“Good chance to speak to people about my driving without being too formal.”

“Good opportunity to talk to people direct and without hassle.”

Assessed drives

2.32 Participants reported that they enjoyed and benefited from the assessed drives. Some commented that they appreciated that they were able to use their own vehicles, and that the assessment took place on roads that they were familiar with. This was in contrast to the more formal driving assessment that some older drivers had taken (for health reasons), which took place in an unfamiliar town.

Learning and areas for improvement

Logistics

2.33 The location of the event within the garden centre was found to be an important element for consideration. Central locations, between the entrance and restaurant allowed for the most engagement. Where the only available location was beyond the formal exit of the garden centre, engagement was significantly poorer.

2.34 Staff also noted that one garden centre was located within an area where there were a number of similar establishments. At such a location they felt that it may have been more suitable to select a garden centre with a more prominent

café/restaurant, or to have aligned with store discounts or offers, to maximise the audience potential.

2.35 The volume of participants varied across each region. More participants took part at events which took place on days when the weather was better. Staff reported that there was better participation in rural areas compared to urban areas. Staff also noticed that participants attending events in more urban areas were not as keen to engage in activities, as those in rural areas.

Partnership work

2.36 Partnership working was key to many elements of the events. In areas which did not have a local representative to publicise events, engagement was poorer. In areas where partners were engaged and enthusiastic, participation was more successful.

2.37 RoSPA had requested garden centres to set up post-boxes within the garden centre, to allow participants to pre-book an assessed drive. This system would have allowed RoSPA staff to plan for the number of assessed drives (and therefore the required number of assessors) in advance. However, in practice the post boxes were not well publicised within the garden centres and were not well used. Most assessed drives were booked via telephone or email, or delivered ad hoc on the day.

2.38 The lack of clarity over how many assessed drives would take place at each event posed a challenge in planning events, as it was not always clear if one or two assessors would be required to meet the demand.

2.39 On a few occasions, input from partners with their own priorities was greater than expected, and it may not always have been clear to participants that it was a RoSPA Older Drivers event.

3. Outcomes

Introduction

3.1 This section will discuss the outcomes achieved through Destination Drive events from April 2018 to February 2019. It is based on surveys completed by event participants, and discussions with RoSPA staff. It will focus on the following outcomes as agreed with RoSPA.

- Increase awareness amongst attendees of existing driving skills and potential limitations which may impact on their future driving.
- Highlight health or other barriers, which require consideration in their future use of the roads.
- Provide an opportunity for those attending to be supported in making potentially life-altering decisions guided by road safety professionals, recognised instructors and key partners in attendance.
- Direct older drivers to further training to improve their skills to drive safely on Scotland's roads.

Outcomes achieved

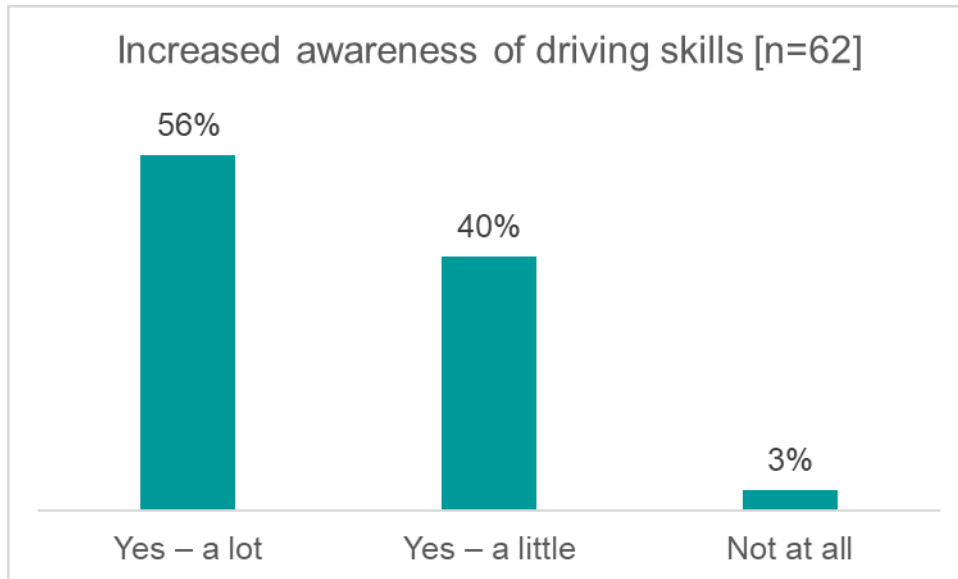
3.2 Outcomes for participants were measured primarily through an exit survey. Participants that had completed an assessed drive were asked to complete a slightly longer survey than those who had not. Responses from all surveyed participants were collated and input by RoSPA staff, and analysed by Research Scotland.

Increase awareness amongst attendees of existing driving skills and potential limitations which may impact on their future driving.

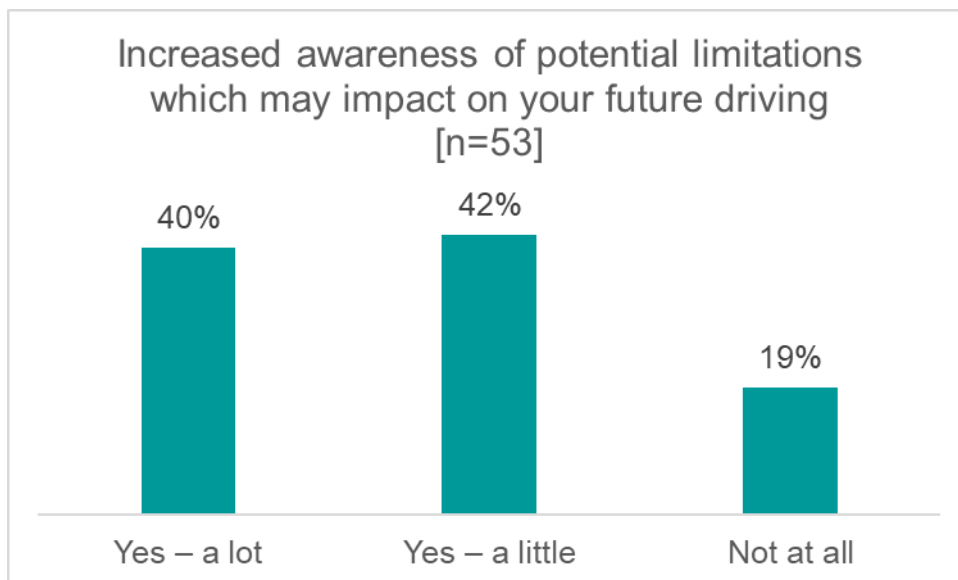
3.3 Most participants reported that they felt they knew more about their driving skills, potential limitations and their responsibilities on the road.

3.4 Most participants said that they felt 'a lot' more aware of their own driving skills after attending the event, or having completed an assessed drive with an authorised assessor.

“Before this event I thought I drove well...I would not have known that I had bad habits.”



3.5 Most participants also felt that they knew more about what might potentially limit their future driving abilities, after attending the event. Although around a fifth of participants said that this was not something that they had become more aware of.



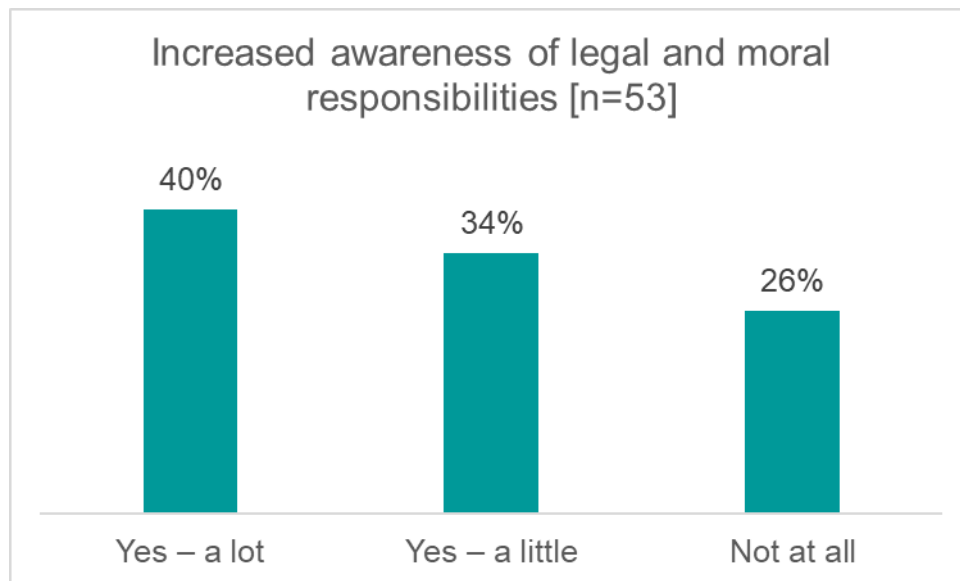
3.6 Participants were asked what had changed for them since attending the event and were prompted with the line 'If it wasn't for this event, I wouldn't have known that...'. Participants completing the survey reported a range of things that had changed, some of which were specific issues, and others which were more general.

“If it wasn't for this event, I wouldn't have known that I'm likely to knock a cyclist off his bike when turning left.”

“If it wasn't for this event, I wouldn't have known that I need some practice at my age.”

“It is wasn't for this event, I wouldn't have known some of my habits I had adopted.”

3.7 Around three quarters of participants felt that the event had helped to increase their awareness of their legal and moral responsibilities around driving.



3.8 Overall, participants felt that they benefited from the advice and guidance on offer at the events, with some reporting that they did not feel this information was available anywhere else.

3.9 All participants completing the survey felt that the advice and guidance was 'good' or 'excellent', with the majority rating it as 'excellent'.



3.10 Participants undertaking an assessed drive were asked if they felt differently about their driving ability. Most reported that their driving ability had changed in some way, since attending the event, with almost all saying they felt 'a lot' or 'a little' more confident. A small number felt that there had been no significant change for them.

“Because of this event, I will change how I drive.”

3.11 When asked what they had learned from attending the event, participants reported a range of different things.

3.12 Some participants commented that they learned more about road awareness, using mirrors and the need to be alert to others on the road. A few people commented on the need to monitor speed, and to use brakes carefully. And a few others reported that they learned more about how to approach junctions and roundabouts.

3.13 Some participants did not provide specific areas of learning, but felt that they had picked up a number of useful tips that would help them feel safer on the road.

“Just small changes that will keep me up to the standards of the road.”

3.14 A few participants commented that attending the event had made them aware of how much road and driving had changed since they first began driving. They felt that it was useful to have opportunities like this event, to become better informed and to raise their awareness.

“My driving is not what it used to be and I need to think of assessing what I can and cannot do well.”

“Thinking about the difference in my driving now to when I passed my test 50 years ago.”

3.15 For some participants, the event had helped them to feel reassured about their own ability as a safe driver, and they were confident that their driving skills were “good enough”.

“Having not had a driving assessment since the early 60's it was comforting to know that I am not a liability on the road.”

Highlight health or other barriers, which require consideration in their future use of the roads.

3.16 At all events, RoSPA provided information on which conditions should be reported to the DVLA, and participants were advised that if they had any concerns, they should consult their GP.

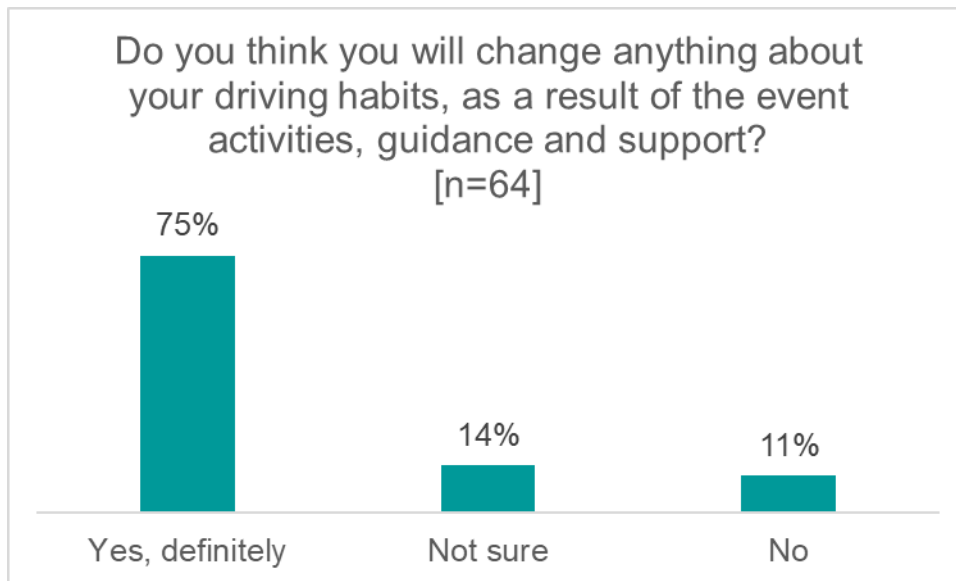
3.17 All participants wishing to undertake an assessed drive were required to pass an eyesight test. Some participants reported that they had not been aware of

the deterioration to their eyesight, and were now more aware of the importance of getting their eyes tested.

3.18 In addition, RoSPA was able to provide general advice around the use of prescription drugs when driving, and where to go for further support and information.

Provide an opportunity for those attending to be supported in making potentially life-altering decisions guided by road safety professionals, recognised instructors and key partners in attendance.

3.19 Most participants reported that they would change something about their driving habits, or seek further guidance as a result of attending the event.



3.20 Participants reported a wide range of different things that they would like to change about their driving habits. These included taking greater consideration around:

- acceleration and deceleration;
- the space between vehicles;
- awareness of road signs and markings;
- using mirrors and indicators; and
- parking.

3.21 The assessed drives provided a useful opportunity for drivers to discuss sensitive and important issues with an authorised assessor. The opportunity for an assessed drive was offered to all participants, and was taken up by 57 participants.

3.22 After completing an assessed drive, almost all participants reported that they felt more confident about how to make changes to their driving habits, and that they had received support at the event to make changes to their driving habits.

“The advice given during our chat made me aware I need to be more alert when driving.”

“Made me think about how I use the car, do I need to drive at night or on busy roads. Do I need the car?”

“I was a bit afraid on the road. If it was not for the event, I would not have known that I can get help and think about what I can and cannot do confidently. Because of this event, I will think about using other public transport for travel to busy towns.”

3.23 Generally, participants commented positively on the support that they had received. They liked that the support was reassuring and that it gave them confidence about their abilities. Some drivers appreciated the opportunity to gain advice and to keep learning.

“One is never too old to learn, I am 83.”

“I found the support reassuring.”

“Support was wonderful and very informative.”

Direct older drivers to further training to improve their skills to drive safely on Scotland’s roads.

3.24 The events were supported by key partners from Police Scotland, Age Scotland and local authorities. At some events, these partners delivered their own information and shared relevant resources. In addition, RoSPA staff provided signposting to relevant services wherever possible.

3.25 Over half (59%) of participants reported that the event had helped them to hear about other services that could help them make changes to their driving habits.

“Before I thought nothing of my driving habits, I would not have known I can get help and because of this event, I will think more about my driving.”

“Because of this event I will get training to drive on the roads I am unfamiliar with.”

“I would not have known that I could get tuition at my age, I thought instructors were just for learning.”

3.26 A third of participants reported that they would be seeking further support or training to improve their skills. They planned to do this through:

- DVSA assessments;
- advanced driving lessons;
- advanced driving tests; and
- using the RoSPA Advanced Drivers and Riders website.

“Will consider the roads I use and see if I feel confident driving on them. I now know I can get help.”

“I will be looking at the options offered on the ROADAR website.”

Outcomes for RoSPA

- 3.27 In addition to outcomes for participants, Destination Drive has delivered outcomes for RoSPA. The events have allowed RoSPA to identify the key areas of support for older drivers and how best to reach and raise awareness amongst older drivers.
- 3.28 As well as identifying the key driving issues for older people (use of mirrors, lane positioning, negotiating junctions), RoSPA staff were also able to identify the gaps in knowledge and awareness, which can be developed for future delivery. For example, the events were attended by older people, but also by other family members who were concerned about the driving ability of a relative. Attending the event, and completing an assessed drive not only reassured the driver, but also reassured concerned family members and gave them confidence.
- 3.29 Unexpectedly, RoSPA staff found that they were required to take on more of an advocacy role than had previously been anticipated. In some areas, participants attended with letters or paperwork from other organisations, that they were unable to interpret. RoSPA staff were able to go through the paperwork and help these drivers understand what changes or restrictions had been made to their driving.

4. Conclusions

Introduction

4.1 This chapter will summarise the progress made towards the agreed objectives, and will highlight the key issues for consideration going forward.

Progress towards objectives

4.2 Overall, evidence indicates that RoSPA is meeting its key objectives to:

- Encourage older drivers to review their current driving ability and relevant health issues, such as eyesight and cognitive skills to ensure their driving ability is safe for all road users.
- Develop individual skills and life patterns to ensure older drivers are fit to drive safely, for as long as possible.
- Help those older drivers who, may no longer be safe to continue to drive, understand their legal and moral responsibilities and provide pathways to services or strategies they can utilise to maintain their independence, mobility and wellbeing without their car.
- Provide advice/guidance on accredited older drivers training.
- Through partner agencies, provide advice/guidance and direct assistance where necessary for older people to continue to use our roads.

4.3 RoSPA successfully delivered nine Destination Drive events across Scotland, within the funded activity period. Across these events, it delivered 57 assessed drives to older people.

4.4 In terms of outcomes, RoSPA has demonstrated clear progress towards each of the following outcomes:

- Increase awareness amongst attendees of existing driving skills and potential limitations which may impact on their future driving.
- Highlight health or other barriers, which require consideration in their future use of the roads.
- Provide an opportunity for those attending to be supported in making potentially life-altering decisions guided by road safety professionals, recognised instructors and key partners in attendance.
- Direct older drivers to further training to improve their skills to drive safely on Scotland's roads.

4.5 Most participants reported that prior to the event their knowledge and confidence in their driving ability was low, or that they had not thought about their driving skills. Attending the event increased their awareness and understanding of road safety issues, and relevant health issues, which gave them reassurance and confidence in their abilities.

- 4.6 Participants were clear that the event had provided useful information and support, as well as signposting for further training. Some participants reported that they would be pursuing further assessments, training or support to improve their driving skills and ensure that they continued to be safe drivers.
- 4.7 Primarily, participants felt that they benefited from the event because the event was flexible and accessible, and because they learned something new about road safety or their own driving skills.
- 4.8 Importantly, a number of participants reported that because of the event, they would be changing something about their driving habits, in order to become safer road users.

Future development

- 4.9 Going forward RoSPA would like to develop certain elements of the Destination Drive programme, in order to make it clearer and more sustainable.
- 4.10 During the past year of funded activity, it has become clear that securing appropriate venues and locations are key to engaging potential participants. Going out to familiar, informal venues, such as garden centres, has worked well and is an approach that can be carried forward in the future. RoSPA will be carefully considering all venues and ensuring that the event location within the venue is optimal.
- 4.11 In terms of programme delivery, most activities were well received, with more interest shown towards the practical activities. RoSPA may also wish to consider expanding on, or formalising the wider role that was adopted at events around advocacy and support by working with an experienced advocacy partner.
- 4.12 For the most part, partnership working was successful. RoSPA may wish to consider developing partnerships further, particularly with local community organisations, local authorities and local media outlets.
- 4.13 For future programming it will be important to ensure that all partners are committed to supporting the events, and are focused on the same messages around road safety.
- 4.14 There may also be scope for RoSPA to undertake further research to understand the best ways of communicating with older drivers. This would help maximise engagement at events and the impact of key messages on the target group.