



**A Dorset & Wiltshire
Road Safety
presentation for Young Drivers**

What is Safe Drive, Stay Alive?

- Educating young and new drivers
- Refresher to corporate and military drivers

DON'T



LET THIS



BE YOU!

How does it work?

- Awareness of consequences
- 75 minute film
 - Hard hitting
 - Powerful accounts from all three services
 - True life incident evidence
 - It's Personal
 - Parents of young people
 - Those left disabled
 - Emergency Services personnel
 - It's Real-life
 - On stage, face to face - not on camera
 - It's Emotive
 - No emotion is hidden
- **All about choice!**
 - Impacting attitudes to driving



**BETTER FIVE MINUTES LATE
THAN BEING DEAD ON TIME**

The Roadshow

- Schools
 - Approx. 70 shows annually
- Audience 140,000+ to date
- SWINDON
 - Each year 12 shows are run to approx. 2800 local students
 - Two weeks every September
 - Empire Cinema, Greenbridge
- Transport arrangements and all costs are covered
 - FOC for any School, Academy or College

Why is this necessary?



**DYING TO READ
YOUR TEXT?**



**WATCH THE ROAD,
NOT YOUR MATES IN THE BACK**



DRINK
**CONSEQUENCES LAST LONGER
THAN YOUR HANGOVER**

Don't just take our word for it...

"An extremely professional and thought provoking presentation by some very brave individuals. I don't think this may save lives ... I know it will."

... people who took part in the show and I hope to here from you soon. Thank you

A very informative and influential

"Any students who were present on Wednesday have really thought about what they saw and if only one RTC is prevented it will have been worth it 10 times over. It is the most valuable piece of work I have ever seen."

Cost of Road Traffic Collisions

All 16-24 year olds since roadshow started

	2007	2017	% change
Swindon	305	110	-63%
Wiltshire	504	270	-46%
Total Casualties	809	380	-53%

Department for Transport cost of Casualties

£1.9 million per Fatal

£206,000 per Serious Injury

£16,000 per Slight Injury

Partnerships

- Arval
- Honda
- Dorset & Wiltshire Fire and Rescue Service
- Severn Major Trauma Network
- Swindon Borough Council
- Wiltshire Air Ambulance
- Wiltshire Council
- Wiltshire Police

Thank you

