



Gloucestershire

**OLDER
DRIVERS
FORUM**



Community Awareness Toolkit

www.olderdriversforum.com/Gloucestershire



ODFGloucestershire



@odfglos

Supported by
Gloucestershire Road Safety Partnership

“...car driver fatalities amongst the 70-79 age group are forecast to increase by 40% over the next 20 years, while the number of car driver fatalities amongst the 80+age group is forecast to increase by more than a quarter.

Similar increases would be expected in the number of serious injuries amongst these age groups.”

**Department of Transport, Older Driver Task Force
report ‘Supporting Safe Driving Into Old Age’
November 2021**



FOREWORD

The National Older Driver Task Force identified mature driver safety as a public health timebomb which requires urgent action **now**.

This toolkit responds to this call-to-action and has been designed to create more awareness about ageing driver safety in Gloucestershire communities.

It also directs communities to advice for mature drivers on how keep driving safely for longer, and how to prepare to retire from driving. This includes support for families, friends and carers who are concerned about an ageing driver.

Mature drivers are a vitally important sector of our population.

They are the powerhouse of the voluntary sector. Age UK estimate grandparent childcare is worth a staggering £2.2 billion to the economy. Also, with the age of retirement being extended and the impact of the cost-of-living crisis, more pensioners are continuing to drive for work.

Driving is also important for mental health and in retaining a sense of independence.

For further assistance contact our Gloucestershire team at odfglos@gmail.com

I hope this toolkit is helpful and thank you for your support.



Rob Heard
Chair and Founder,
Older Drivers Forum
Member of National
Older Driver
Task Force



Working together for safer roads

ASSETS AVAILABLE

AWARENESS LEAFLET

Introduces the help the Forum provides with email and social media contact information.

WHO WE ARE AND WHAT WE DO LEAFLET

Summary information about the Older Driver Forum and its activities.

DRIVING SAFELY, FOR LONGER BOOKLET

A summary of driving advice with seasonal tips.

REACTION TESTER

An engagement tool.

DRIVING RETIREMENT PLANNING BOOKLET

For drivers planning to retire from driving this provides an overview of alternative transport and travel concessions in the county.

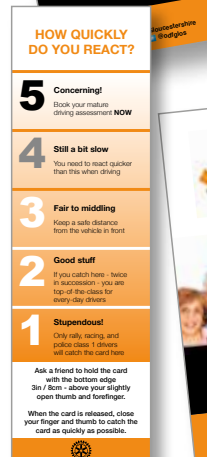
OLDER DRIVERS TASK FORCE REPORT

Provides detailed information and statistics regarding ageing driver vulnerabilities for those involved in the awareness campaign planning.

Safe driving into old age
RoadSafetyFoundation.org

To download the latest versions of our print collateral, go to

www.olderdriversforum.com/gloucestershire



WEBSITE

Provides a wealth of information relating to mature driver safety, including webinar recordings featuring subject matter experts.

www.olderdriversforum.com

SOCIAL MEDIA

Our Facebook and Twitter posts provide regular updates on the latest issues and advice relating to ageing drivers.



[www.facebook.olderdriversforum/ODFGloucestershire](https://www.facebook.com/olderdriversforum/ODFGloucestershire)



@odfglos

COMMUNITY ZOOM WEBINARS

These take place most months at 10:00am usually on a Saturday. They are free-of-charge, of one hour duration with plenty of time for question and answers.

These webinars have seasonal driving advice themes. We also run a webinar specifically for family, friends and carers concerned about an ageing driver.

SPECIAL INTEREST GROUPS WEBINARS/PRESENTATIONS

We offer customised presentations for groups such as Rotary, Probus, the WI, and retirement homes.

EVENT PRESENCE

We can provide a comprehensive event presence staffed by members of our team and partners to give one-to-one advice and support.

TRAINING

Road Safety GB offer two fee-paying online training courses relating to mature road users:

Introduction to the needs of the Older Road Users

This introductory course is for road safety practitioners who are new to working with ageing road users, or for those seeking to refresh their knowledge and understanding.

The Ageing Driver

This is intended for Approved Driving Instructors (ADI) and Potential Driving Instructors (PDI) who have limited experience of mature drivers and want to learn how to better support them.

To book either of these courses and to see the Road Safety GB Academy programme of training courses please go to <https://rsgbacademy.org.uk>

CAMPAIGN CHECKLIST

| Asset | Action | Achieved |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| A5 and DL Awareness leaflets | <ul style="list-style-type: none"> ○ Download a digital version of the A5 leaflet from our website and post on relevant websites and in social media ○ For print collateral for placement on community noticeboards and distribution to relevant organisations either desktop publish or request free leaflets by emailing odfglos@gmail.com | |
| A5 'Driving Safely, for Longer' booklet A5 'Driving Retirement Planning' booklet | <ul style="list-style-type: none"> ○ Digital versions can be downloaded from our website ○ For print collateral email odfglos@gmail.com ○ We request a donation to cover our print and delivery costs | |
| Reaction tester engagement tool | <ul style="list-style-type: none"> ○ This can only be provided as a print item ○ Email odfglos@gmail.com with your requirements ○ We request a donation to cover our print and delivery costs | |
| Older Drivers Task Force report | <ul style="list-style-type: none"> ○ Share our website address with those requiring more detailed information and statistics regarding ageing driver safety | |
| Older Drivers Forum website | <ul style="list-style-type: none"> ○ Publicise this rich resource through your channels ○ Follow to receive updates | |
| Older Drivers Forum social media | <ul style="list-style-type: none"> ○ Follow us and share or re-tweet our posts to ensure you and your community receive the latest information and advice | |
| Community Zoom webinars | <ul style="list-style-type: none"> ○ The dates for these popular webinars are published on our website and in social media. The dates are also broadcast via Neighbourhood Watch alerts ○ Email odfglos@gmail.com for a webinar link ○ Publicise this activity through your channels | |
| Special interest groups webinars/presentations | <ul style="list-style-type: none"> ○ Introduce us to relevant groups ○ We appreciate a donation and cover of travel costs, if required | |
| Event presence | <ul style="list-style-type: none"> ○ Introduce or invite us to suitable events ○ Consider holding an annual road safety day in support of Project Edward www.projectedward.org | |
| Road Safety GB Training | <ul style="list-style-type: none"> ○ Publicise these courses to whom they might be relevant | |

USEFUL CONTACTS



Older Drivers Forum for Gloucestershire

Please contact us to discuss how we can support your local campaign.

Co-Leads

Alexandra Lloyd-Jones

odfglos@gmail.com

Nigel Lloyd-Jones

nigel@idrisconsultancy.com

AGE UK Gloucestershire

This independent charity has the ambition to make Gloucestershire the best county in the country in which to grow old.

www.ageuk.org.uk/gloucestershire

Tel: 01452 422 660

(10:00am to 15:00pm)

Mondays to Fridays)

Enquiries@ageukgloucestershire.org.uk

Driving Mobility

Provides DVLA accredited driving assessments for those with cognitive or mobility issues. They also provide a government funded service for ageing drivers planning to retire from driving and who require assistance on developing an alternative mobility plan.

To book a fee-paying assessment or request support go to

www.drivingmobility.org.uk

or call 0800 559 3636

GAPTC – Gloucestershire Association of Parish and Town Councils

Is a not-for-profit membership organisation, representing, training, advising, and supporting councils.

www.gaptc.org.uk

Tel: 01452 883 388

Email: info@gaptc.org.uk

GOPA – Gloucestershire Older Peoples Association

Promotes dignity, care, health, and independent living by providing a voice for those aged over 50.

www.gopa.org.uk

Tel: 07392 501 047

Email: gopa4672@hotmail.co.uk

GRCC – Gloucestershire Rural Community Council

Is an independent charity that works within Gloucestershire's communities to inspire, enable and deliver community action.

www.grcc.org.uk

Tel: 01452 528 492 / 01242 227 737

Email: info@grcc.org.uk

IAM RoadSmart

Provides fee-paying, confidence building, mature driver assessments. These take one hour, use the driver's own car, and take place on roads familiar to them.

To book an assessment go to

www.iamroadsmart.com/courses/mature-driver-review

Project Edward

This is the biggest platform for showcasing good practice in road safety in the UK.

www.projectedward.org

Twitter: @ProjectEdward

