



Department for Transport

50 years of campaigning against drink driving

This year is the 50th anniversary of the first drink drive ad and on 7 November a new campaign will send out a clear message that despite the significant reductions in deaths, (from 1,640 in 1967 to 230 in 2012), there is still a long way to go.

New research from THINK! shows how much attitudes have changed to drink driving in the last half century. The shift in attitudes is a stark contrast to the first drink drive public information film in 1964, which was set in an office Christmas party. The advert politely reminded people that “four single whiskeys and the risk of accident can be twice as great...if he’s been drinking don’t let him drive”.

The new campaign features a film which recognises the achievements made so far in reducing the number of drink-driving related deaths while highlighting that there are still too many.

THINK! social media channels are being used to create a conversation around the campaign. A new online video uses shocking images and upbeat celebratory music to encourage people not to drink drive. There is also supporting content from the Department’s large archive of historic campaign advertising and a toolkit with advice and information for stakeholders to run their own campaigns.

The campaign will continue through November and December - coinciding with the Christmas party season and the Association of Chief Police Officer’s enforcement campaign.

Reported Road Casualties

[Reported road casualties in Great Britain provisional estimates: Apr to Jun 2014](#)

The results are summarised below:

In reported road traffic accidents for the year ending June 2014:

- road deaths increased by 3% compared to the year ending June 2013, to 1,760
- there were 24,580 killed or seriously injured (KSI) casualties, a 4% increase compared with the previous year
- there were 193,290 reported road casualties of all severities, 4% higher than the 185,738 for the year ending June 2013
- motor traffic levels rose by 1.7% compared with the 12 month period ending June 2013. The overall casualty rate per vehicle mile increased by 2% for the same period

Between April and June 2014:

- there were 440 road deaths, unchanged from the same quarter in 2013
- KSIs and slightly injured casualties increased by 7% and 9% respectively

Cycling Delivery Plan

As part of the Prime Minister's cycling announcement in August 2013, he committed DfT to the publication of a Cycling Delivery Plan. The Cycling Delivery Plan was published in draft on 16 October for a four week informal consultation on its content. The draft Plan sets out how the Prime Minister's ambition to achieve a cycling revolution is to be delivered and addresses the All-Party Parliamentary Cycling Group's recommendations in their 'Get Britain Cycling' report as well as some of the recommendations in the All Party Commission on Physical Activity report, 'Tackling Physical Inactivity: A Coordinated Approach'.

The Plan covers a 10 year period and includes targets as well as a number of actions for central and local government, stakeholders and other delivery partners. The Plan also sets out how cycling will contribute to the Government's work to ensure a physical activity legacy from the Olympic and Paralympic Games. The Plan is published in draft to allow further discussion and comment prior to the publication of a final Delivery Plan later this year.

A copy of the draft Cycling Delivery Plan can be downloaded from here:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/364791/141015_Cycling_Delivery_Plan.pdf

Details of our engagement events can be found here:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/365985/cycle-delivery-engagement-event.pdf

Details of the web chat with DfT on 12 November can be found here:
<http://assets.dft.gov.uk/web-chats/cycling-delivery-plan.html>

Mobile Phone research surveys

Transport Research Laboratory are currently undertaking mobile phone and seatbelt surveys of drivers on roads in England and Scotland. The surveys are exploring the prevalence of illegal mobile phone use while driving as well as the degree to which seatbelts are worn. The research, commissioned jointly by DfT and Transport Scotland, is expected to conclude early November with the findings published shortly afterwards.

From this data the DfT and Transport Scotland will gain a greater understanding of who is using mobile phones while driving and for what purpose (talking, texting etc) which will provide evidence to support future policy development.

Careless Driving - Fixed Penalty Notice Research

DfT is in the process of commissioning an evaluation of careless driving enforcement. The method of enforcing the offence of careless, or inconsiderate, driving changed in August 2013. Prior to this date an individual committing the offence would either be offered driver re-training (minor offences) or prosecuted for more serious offences, or those involving an accident.

The new method of enforcement allows the Police to issue a 'Fixed Penalty Notice' at the roadside. This was expected to reduce reliance on the courts and remove much of the bureaucracy involved in processing individuals.

The purpose of the latest research is to evaluate the impact of the change in enforcement on law enforcement agencies as well as the views of the general driver population and offenders. The research contract is expected to be awarded late November, with the successful contractor mobilising early December.

New Drug Driving Offence

The Crime and Courts Act received Royal Assent in April 2013 and section 56 inserts a new section 5A into the Road Traffic Act 1988, which makes it an offence to drive a motor vehicle if you have certain controlled drugs in your body in excess of the limits set for them.

The new drug driving offence will improve the law available for tackling the problem of drug driving, which presents a significant road safety risk. The new offence contains a statutory defence for those drivers who have taken medicines containing specified controlled drugs in accordance with medical advice. The Government has taken a zero tolerance approach to 8 drugs most associated with illegal use and a road safety risk based approach to 8 drugs most associated with medical use, which was supported in a public consultation. The regulations specifying the drugs and their limits were approved by Parliament on 13 October and will come into force on 2 March 2015. A *THINK!* campaign will accompany the introduction of the new offence.

The Government aims to re-consult on a limit for amphetamine by the end of 2014 following earlier concerns about the previous proposed limit and will include the new limit in further regulations at a subsequent date.

A related issue is the availability of drug screening devices, both mobile and in police stations. These devices would act as “preliminary” screeners, giving an indication of whether a drug is present in a driver’s body above a certain concentration. A blood test would still be required in order to provide evidence for a conviction. A positive result from a preliminary drug test obviates the requirement to obtain a doctor’s opinion that the person has a condition which might be due to some drug before a requirement to provide a blood sample can be made. Therefore screeners would simplify the process of dealing with suspects under both the existing impairment offence and for the new specified limit drug driving offence.

The Home Office has now type approved a station screening device and the DfT has made available funding earlier in 2014 for police forces to purchase these devices, and 12 police forces have started using these devices to aid in the prosecution of drug drivers. For mobile screening devices, the guide to type approval was issued by the Home Office on 5 September 2013 and type approval is expected to be at about the same time as the commencement of the new offence.

The Department is also making a consequential amendment to the Crime and Courts Act 2013 relating to the Road Traffic Offenders Act so the particulars or penalty points can be endorsed on the offender’s driving record, which for drink and drug driving offences should be 11 years.

If you would like to be added to, or deleted from, the email list for this publication, please contact jeff.gilmore@dft.gsi.gov.uk