

Introduction

This template is designed to provide clubs with the information they need to set up courses that will help nervous, rusty, lapsed or dangerous drivers get back behind the wheel with renewed confidence and competence.

The AA Charitable Trust has been funding such courses, delivered through the AA Driving School, since 2009. The FIA Road Safety Grant Programme has allowed the trust to continue funding courses for the last 12 months and has been used to develop this template.



Logistics

The AA courses are funded through the charitable trust and delivered through our franchised driving instructors in the AA Driving School. They are promoted by the instructors themselves and by the press office.

Clubs wishing to roll-out a similar initiative will need access to the following:

- A driving school or group of driving instructors signed up to deliver the courses.
- Systems for booking the courses.
- Funding for the courses if they are to be available for free.
- Means to promote the courses to encourage uptake.

Demand

Research amongst AA members showed that 45% believed they would benefit from refresher training. Asked which areas of training would be of most benefit to them, respondents named:

- speed awareness (16%)
- night driving (15%)
- road signs (14%)
- parking (13%)
- motorway driving (9%)

Clubs are recommended to carry out similar research to ascertain demand levels in their countries.

Course content

The AA Charitable Trust has carried out extensive customer research to form this template. The research showed:

- 84% found the workbook useful or very useful.
- 75% used their instructor's car.
- 55% took the course as one two-hour session.
- 83% purchased additional hours of tuition.
- 98% said they preferred the in-car format to the possibility of a classroom session.

Based on this customer research, we recommend clubs follow these guidelines for the course content:

- Each course should comprise two hours of tuition, offered either in one two-hour session or two one-hour sessions.
- A workbook should be provided ahead of the first lesson that provides a course overview, preparation work and gives the customer a clear idea of what to expect in their sessions.
- Provide the courses in a dual-controlled driving instruction vehicle.
- Allow participants to select the areas of driving they want to focus on (e.g night driving, roundabouts, general refresher, motorways).
- Applications for the courses should be made online and followed up by a call from the driving instructor to assess what areas of driving need attention and to arrange a date and time.
- Instructors who deliver the courses should be prepared to offer additional (paid-for) lessons to pupils.
- Classroom sessions are not recommended.

Ad-hoc feedback from customers also showed:

- Many customers requested more than 2 hours of training. If funds allow it, this would be welcomed.
- Instructors need to be encouraged to adapt their teaching style for nervous drivers.

The following points should also be taken into account when setting up courses

Guidelines

Participants should be encouraged to get the best out of the course by:

- Keeping an open mind.
- Keeping a positive mental attitude.
- Challenging themselves.
- Asking Questions.

Objectives

By the end of the course participants should be able to:

- Identify driving situations they previously found challenging.
- Identify the correct driving behaviour in relation to those situations.
- Demonstrate how to drive more safely and efficiently in those situations.
- Develop an action plan to identify how to continue to become a safer, more confident and aware driver.

Promotion

Promotion of the courses is vital to their successful roll-out. Our recommendations to clubs are as follows:

- Participating instructors should be clear enough on the course content to talk about the courses to their clients.
- Regular press releases to relevant media should be sent out to encourage editorial coverage of the courses.
- Real life examples of people who have been helped by the courses should be used in the media and promotion of the courses.
- Journalists should be invited to try the courses themselves.

The AA Charitable Trust customer research also looked at the customer demographics. This showed:

- 78% were female.
- The most likely age groups to take the courses are 31-to-40-year-olds and 61-to-70-year-olds.

Promotion of the courses should target media that aim to reach these demographics.

For more details about this initiative please email: publicaffairs@theAA.com

