

Safe Drive, Stay Alive

2012/2013



Safe Drive, Stay Alive returned to Dorking Halls in November 2012 with a further 16 performances attended by nearly 10 000 young people, bringing the total audience since April 2005 to 79 000 and the number of performances to 136.



An additional performance, in February 2013, was filmed by the BBC, footage of which will be included in a 60 minute documentary about young drivers and road safety which will be broadcast on BBC 3. This performance, the 137th, brought attendance to just under 80 000.

Safe Drive, Stay Alive performances are made possible through Surrey Fire & Rescue Service working in partnership with Surrey Police, South East Coast Ambulance Service, Frimley Park Hospital NHS Trust, parents, drivers and Drive iQ. Thank-you to everyone involved.



Thank you to all supporters of *Safe Drive, Stay Alive* - Drive Smart, The Leader of Surrey County Council, ExxonMobil, esure, May Gurney, Toyota, Tutor Doctor, Yotors.com, Impact and Stay Safe Driving School - who provided the vital funds that underpinned performances in November 2012 and February 2013.



VIP Performance - November 8th 2012

Attendees, organisers and 'cast'

As part of the 2012 performances, the SDSA Facebook page and Twitter profile were promoted to the audience encouraging them to 'Like' the Facebook page and 'Tweet' their thoughts. With the chance to win an iPad mini the number of 'Likes' increased from just over 500 to over 1500 within two weeks. Thank you to esure for their contribution to this prize.

The lucky winner of the iPad mini was Dan Rashbrook from Godalming College - one of over 1000 students from his college that attended *Safe Drive, Stay Alive* in 2012. Dan was presented with his prize by Della Phillips & Assistant Chief Fire Officer Simon Moore.



Survey Monkey questionnaires

Teachers & booking contacts

Do you feel your students benefitted from attending?

Yes	100%
No	0%

Has charging had an impact on the numbers of students attending from your school/college?

Yes	20%
No	80%

Would you recommend Safe Drive, Stay Alive to other schools and colleges that do not attend?

Yes	100%
No	0%

Based on responses from 24 schools & colleges

I attended Safe Drive yesterday for the first time and would like to say that it was fantastic. It was hard hitting, but absolutely necessary and so professionally carried out. It should be part of the vehicle testing procedure for everyone to watch this.

Thank you

Sandra Maynard
Collingwood College

This is an absolutely fantastic initiative. It is such a shame that they now have to charge as this makes it much more difficult for our school to attend. Many parents are not willing to cover the extra costs and it means some students miss out.

Caroline Hewlett
Sir William Perkins's School

The attendance of something like this should be for all new drivers, an addition to the theory and practical test.

Lynne Regan
George Abbot School

Thank you for an absolutely brilliant session yesterday. I had heard it was really good but I found it excellent, pitched exactly right for the pupils and will probably make me a better driver too! Just please don't let government cut backs reduce or stop these sessions going ahead. Essential education for all teenagers. Thank-you so much for organising them.

Very best regards,

Janine Bruneau
St Teresas School

An excellent service that is very much appreciated by both staff & students.

Maryann Harris-Stewart
Rosebery School

Young people

Do you think attending the performance has positively affected your attitude to driving?

Yes	94%
No	6%

Yes. I never really understood the importance of car collisions, thinking it will never happen to me, but after this day it's opened my eyes to the reasons behind the collision and how easily I could be for it to happen to me or anyone I know.

The Safe drive stay alive performance has changed my attitude on driving in a very big way by that although there is much better and new hi-tech safety equipment now installed into cars, such as harder steel and safety bags the safe drive stay alive made me realise that even though this is now fitted into every car there still is a high risk attached to high speed/ reckless driving.

I am much more nervous to start driving lessons, but in a way that means when I do start I will be extremely safe. It has really affected my view on learning to drive and the impact it can have.

I understand how easy it is for that one distraction to cause such devastation. Both my friends and myself will be more cautious when driving and when passengers.

Significantly, as I was learning at the time it heightened my awareness of the power I had and how I had to be responsible for it

Would you recommend that all young people in Surrey should attend Safe Drive, Stay Alive?

Yes	97%
No	3%

I recommend that every school in Britain should get the chance to attend SDSA as it does leave an impact on everyone and it makes you change the way you think of life.

It would help reduce road accidents in young people that could have been prevented and give everyone the right attitude towards driving.

Definitely! I think before I attended the evening. I was very naive and narrow minded about the subject without meaning to be! After leaving, it definitely made me re-think and realise a lot.

It's a huge learning curve and everyone should have to see the realities of reckless driving.

Were there any particular parts of the performance that affected you more than others?

Film	32%
Police Officer	25%
Firefighter	24%
Paramedic	28%
A&E Nurse	27%
Parent	64%
Driver	44%
Short film about texting	20%
None in particular	11%

NB Option to select more than one answer

All results based on 265 responses

My sister is nearly the same age as the one who died

It is easier to understand someone you can relate to. Everyone has a close relative or friend, while not everyone can understand the experience of a professional (e.g. police/ paramedic). Also the films don't provide a real experience and so are easier to forget than the true life stories.

Could see the pain they were feeling

The speakers I chose gave vivid visual descriptions of the events which did affect me

I think it was the nurse that was talking about the young boy who died and I have a young brother so I saw it in a different perspective.

Twitter



Tweets to https://twitter.com/@sdsa_surrey

Show you how you can save your life and many lives of others around you. They've got a lot of courage walking up on that stage

Everyone should get the chance to see [#SafeDriveSurrey](#) one of the most amazing experiences ever. the people on stage were so brave today...

[#safedrivesurrey](#) thanks so much really changed my views have so much respect for the team

today's presentation was so inspiring i have an insane amount of respect for all of the people that spoke today

Such an eye opener to the world of driving, really amazing show with fantastic stories, thanks [#SafeDriveSurrey](#)

Buckled up tight on the coach for the journey home. Thanks so much for the talk. Truly touching. [#safedrivesurrey](#)

[#SafeDriveSurrey](#) really makes you reconsider your priorities. Maybe tell your family you love them - might never come home. Thanks to all x

[#SafeDriveSurrey](#) Woah that was some deep talk, so glad i went. Will definitely remember this for the future!

Thanks to everyone [@sdsa_surrey](#) - brave people with ordinary jobs who want to make a difference, thanks to everyone

[@sdsa_surrey](#) has to be one of the best things I've been to. Inspired me even more to be a firefighter and save lives

Just walked out of [#SafeDriveSurrey](#) .Impressed. Such a good presentation and affected me a lot. Thank you [@sdsa_surrey](#)

Took group of Guildford College students last week. Such a fantastic experience that all young drivers should do. Thank you!!!

Just brought our overconfident boys in. Perhaps this will sober them up. [#safedrivesurrey](#)

As a teacher-refreshing to see such authenticity onstage. Brilliant example of integrated social media too.

[#safedrivesurrey](#) gave me serious food for thought. Gonna be careful when I've learnt to drive. And everyone who can already drive, stay safe

Great talk with the students at [#safedrivesurrey](#). Hardhitting! As soon as 17 year olds pass their tests, it should be compulsory to attend!

So emotional at SDSA, if it saves one life then it's all worth it! Thanks to the people doing speeches, very hard hitting!

They Hype you all up and make you seem like you're gonna have a good times then BAM devastation strikes [#safedrivesstayalive](#)

That was too intense, serious emotions and tears! Has seriously changed my opinion!
[#SafeDriveSurrey](#)

Plans & events for 2013

- Safe Drive, Stay Alive inclusion in BBC documentary - Broadcast date - 18 April
- Launch of Safe Drive, Stay Alive App, donated by esure
- Development & launch of new Safe Drive, Stay Alive website
- Up to 19 more performances in November 2013
- 10 000 - 12000 more attendees
- Milestone of 90 000 attendees reached
- Milestone of 150th performance

Dates for November 2013

November 5th, 6th, 7th, 8th - including a VIP performance on 7th at 10.30am

November 11th, 12th, 13th, 14th, 15th - with an evening performance on 13th at 7.30pm

Social media & websites

www.safedrivesurrey.org

www.facebook.com/SDSA.Surrey

www.twitter.com/sdsa_surrey

www.surrey-fire.gov.uk/safedrive

Contacts

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