

Safe Drive Stay Alive

November 2013 performances

Summary report



www.safedrivesurrey.org



Safe Drive, Stay Alive returned for its 9th year and 10th run of performances at Dorking Halls in November 2013 with a further 18 performances attended by 12 300 young people, bringing the total audience since April 2005 to 92 000 and the total number of performances to 155.



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 our supporters: Drive Smart, The Leader of Surrey County Council, ExxonMobil, esure, Kier Services, ingenie, The Office of the Police & Crime Commissioner, Toyota (GB) PLC, Tutor Doctor, The Public & Community Safety Board, Wates Giving, AVM Impact and Mole Valley District Council - who provided the vital funds that underpinned performances in November 2013.



**Damon Hill OBE and Gary Lineker speaking at the
VIP event
Dorking Halls, November 7th 2013**



As part of the 2013 performances, the SDSA Facebook page and Twitter profile were once again 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 2000 to over 4500 within two weeks. Thank you to esure for providing this prize.

The lucky winner of the iPad mini was Will Knight from Godalming College - one of over 1000 students from his college that attended *Safe Drive, Stay Alive* in 2013. Dan was presented with his prize on the 12 February 2014 by Assistant Chief Fire Officer Simon Moore.



Feedback

I wanted to write to you to thank you for the brilliant Safe Drive, Stay Alive performance we attended on Wednesday. While I only have positive things to say about it, the performance was obviously traumatic and emotional, in a way that was appropriate and effective, but most of all relevant to the pupils I brought. They were able to relate to many of the different scenarios and relationships which were explored. It had a profound effect, on most of them, if not on all.

The feedback I have had within school, from boarding staff, pupils and parents has demonstrated how touched so many of them were by the show. It was extremely age appropriate and carried a message which will stick with them as they become young drivers and passengers of other young drivers. My sincerest thanks to all within the organisation and all those who make it possible.

Amy Hoek
Charterhouse School

Thank you for inviting me to the VIP day yesterday. I have been to many Safe Drive Stay Alive events over the years across UK including one some ten years ago in Northern Ireland. Yours was as impressive as others but delivered with a higher level of slickness and professionalism – well done all of you.

I know how much organisational effort goes into these events and to have a load of guests such as us is an additional burden. Please thank all who looked after us and of course thank to presenters who were magnificent.

Adrian Walsh
Director
Roadsafe

I would like to thank you for inviting me yesterday to the 2013 VIP performance of Safe Drive, Stay Alive. It was a very impressive event and all involved are to be congratulated for their personal and professional commitment. Nobody could have felt unmoved by it and it is impressive that you have been able to deliver it to so many young people in Surrey. I would be interested in details of any evaluation that has been undertaken. The number and range of “VIPs” that you assembled range was also impressive and it was a useful networking opportunity for many people.

David G Davies
Executive Director
Parliamentary Advisory Council for Transport Safety (PACTS)

Twitter

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



After a presentation of [#safedrivesurrey](#) I can say I'm proud of them all. I've learnt a lot and I will remember them all.

A brilliant insight by [@sdsa_surrey](#) today, (Dorking)...raw, emotional, thought provoking...a real eye opener for all drivers, young or old.

Every teen should see the show. Innovative in its portrayal yet simplistically traditional in its underlying message. [#safedrivesurrey](#)

[#safedrivesurrey](#) [#safedrivesstayalive](#) really hits home. Can't even explain how much this evening made me cry



Safe drive stay alive was amazing, such an eye opener, thank you! [@safedrivetv](#)
[#safedrivesstayalive](#) [#safedrivesurrey](#)

After hearing this talk today I will make sure to follow each of the steps. A huge thank you to [@sdsa_surrey](#) for making this a memorable day.

[@sdsa_surrey](#) I will:) it was so effective - thank you very much for the input!

[@sdsa_surrey](#) incredible show! So glad we went, so moving ☐

The bravery of those speakers earlier was phenomenal [#safedrivesurrey](#)

andy mitchell @AndyMitchellRED Nov 14

Went to @sdsa_surrey today. Very moving and a very powerful. road safety message. Thanks to @ingenie for the invitation

MattP Driver Trainer @mpdrivertrainer Nov 13

Lots of my students have been talking about the #SafeDriveSurrey @sdsa_surrey campaign!

Gavin Stephens @ACCStephens Nov 7

At @DorkingHalls for #safedrivesurrey - the most powerful & emotional road safety presentation for young people - follow @sdsa_surrey



Andy @999Trainer Nov 7

@sdsa_surrey this is the one lesson no driving instructor can ever teach. Highly effective

Peter Holland @PeterHollandCBE_Nov 7

@sdsa_surrey Major players supporting Surrey FRS Gary Lineker Damon Hill ExxonMobil Esure Kier All 3 Emg Svcs working brilliantly together

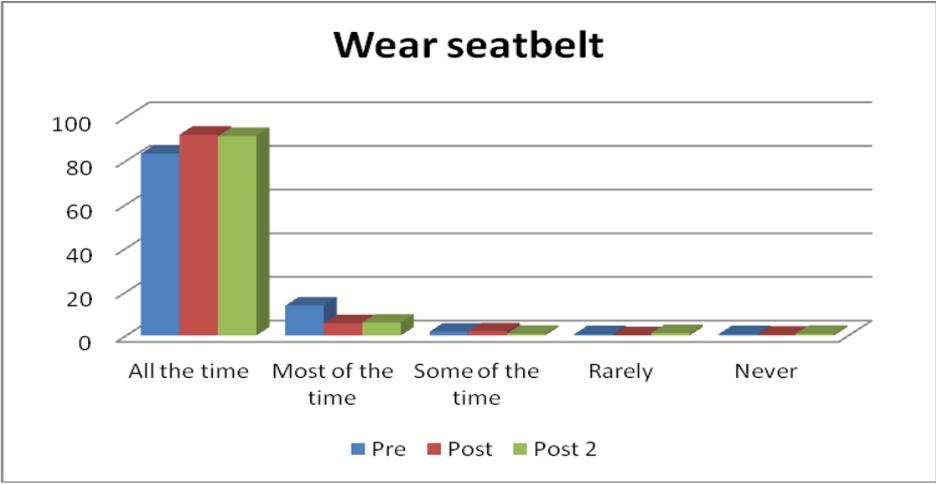
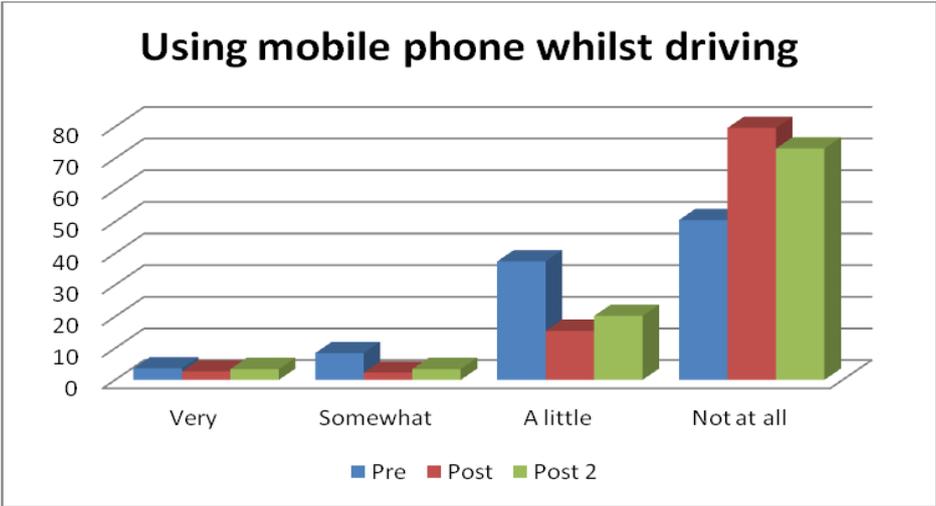
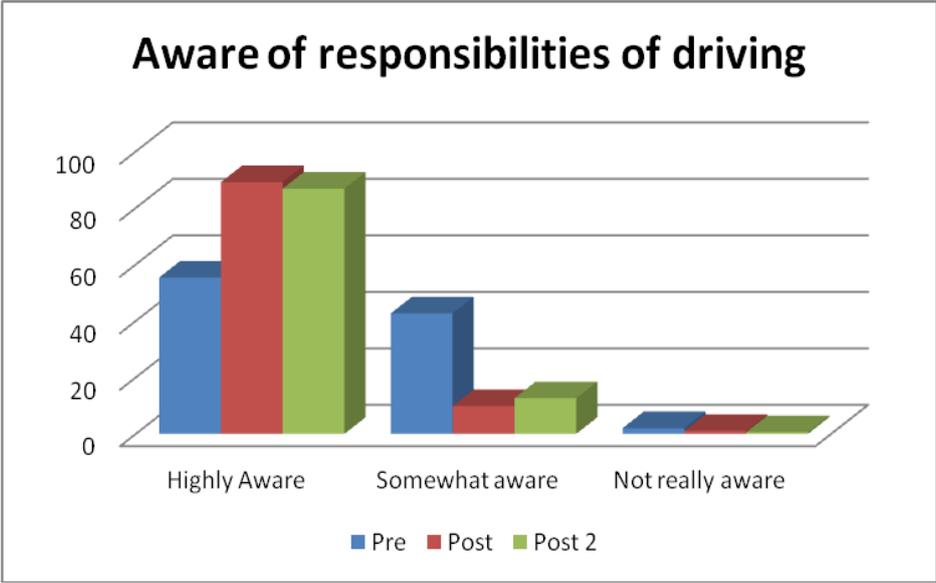
HSSurrey2013 @HSSurrey2013_Nov 7

#safedrivesurrey more powerful & moving than I imagined; congratulations to all @sdsa_surrey for amazing team effort, deserves support

Kim Robson @eagleradiokim Nov 12

Wearing my two most important wristbands today @sdsa_surrey @ParkinsonsUK @ParkinsonsWorm pic.twitter.com/QYj47oMEpz

Evaluation (example responses)



Percentages shown are based on 995 responses pre attendance, 569 two weeks post attendance and 367 three months post attendance

Plans, events and milestones for 2014

- 19 more performances in November 2014
- 174 performances since 2005
- 12 000 new attendees
- 104 000 total attendees
- 10th year of performances
- First public showing of new films

Dates for November 2014

November 4th, 5th, 6th, 7th - including a VIP performance on Thursday 6th at 10.30am

November 10th, 11th, 12th, 13th, 14th - with an evening performance on 12th 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



SDSA

Drive OFF App



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