



FIRSTCAR YOUNG DRIVER ROAD SAFETY AWARDS CATEGORIES 2020

1. **New Scheme of the Year 2020** - for schemes launched within the period January 2019 – December 2019, showing high potential in the future
2. **Education and Training Initiative of the Year 2020** - a scheme that provides education or training directly, either within a classroom setting, in or on a vehicle, in a simulator or real-world setting
3. **Partnership Scheme of the Year 2020** - incorporates a wider community involvement, with special emphasis on collaborative working with different partners from different sectors
4. **Young Driver Marketing Campaign of the Year 2020** – shows excellent engagement and positive results from the well planned and executed campaign.
5. **Private Sector Initiative of the Year 2020** – open to those private sector companies who have made a positive difference to young drivers and their driver behaviour
6. **Lifetime Achievement Award 2020** - judged against different criteria to the below. Nominations encouraged for people who have gone above and beyond the call of duty to help improve young driver safety. Someone who has worked tirelessly, unselfishly, often unnoticed, over the years to make a real positive difference. Impressive commitment, leadership, skill, personality, empathy... the vision to make a difference... an unnerving desire to positively influence when others may throw in the towel.

Entries for the first five categories will be judged on the below judging criteria. The judging panel will place the entries into the most relevant category.

The awards are free to enter and entry forms can be downloaded via youngdriverfocus.org.uk

firstcar.co.uk/events, and are limited to 1,000 words, with a maximum of three single page supporting documents.

JUDGING CRITERIA

- is clearly and specifically targeting the young driver
- has set clear and measurable aims and objectives
- has been pre-tested through a pilot scheme (not applicable for New Scheme)
- shows innovation
- evidence that it is based on a sound conceptual framework (theory of behaviour change) or established schemes that have demonstrated success based upon a data-driven evidence of need and where relevant uses behavioral change techniques to positively influence young drivers
- has been properly evaluated, be that preliminary, current and/or historical evaluation to measure effectiveness with evidence of follow up work having been conducted
- used a control group to benchmark results against
- has made a real difference, with supporting evidence, to improving young driver behaviour.

ENTRY GUIDANCE NOTES

- Entries are limited to 1,000 words
- The awards are free to enter
- Online entry forms can be downloaded via youngdriverfocus.org.uk
- Entries must be emailed to awards@firstcar.co.uk
- When submitting your entry, please assume judges have no prior knowledge of the scheme
- Three single page supporting documents can support the entry supplied as a single PDF no larger than 5MB. The supporting statement may include text, images and graphs.

SCORING SYSTEM

- The judges will determine which category each award entry will be entered into
- Each entry will be judged on the bullet points listed above on a scale of 0-5. No evidence scores zero, very strong evidence scores the maximum five points
- The entry with the highest total score, taking in to account all judges scores, will be adjudged the winner
- In the event of tie, the judges will make a collective decision
- Where a judge is precluded from offering a score due to a vested interest, an average score is taken from the other scoring judges and added to the overall total.
- A 'Winner' and 'Highly Commended' award(s) will be awarded per category.
- If the award entry is a national scheme, run by several different partners, please just enter as one entry.
- When entering the awards, you will need to submit a 50-word synopsis with a supporting logo to be used in the pre-marketing of the awards
- Sending in your entry with the entrant's name confirms your agreement with our terms and conditions.
- A carefully selected panel of judges with extensive industry experience, who agree to strict impartiality and confidentiality, judges the FirstCar Young Driver Road Safety Awards.
- No member of the panel will judge a category that their organisation has entered or assisted in any way.
- No judge is permitted to speak to entrants about their entry before or during the event, but entrants can ask for feedback post event to help improve moving forwards.

TIMINGS

- The awards period cover campaigns, which have run 1st January 2020 - 31st December 2020
- All entries must be received by 19th Feb 2020
- The shortlist will be announced w/c 19th March 2020
- The awards will be presented at Young Driver Focus, Royal Automobile Club, Pall Mall, London, 19th May 2020

TERMS AND CONDITIONS

- All entries must be emailed through to awards@firstcar.co.uk. Please do not send entries by post they will not be considered.
- The organisation and the person named on the entry form as THE ENTRANT will be the names used for any award presented at the Awards event.
- By entering you agree to the information in your entry being shared (in absolute confidence) with our judges, solely for the purposes of the FirstCar Young Driver Road Safety Awards.
- A member of our team or one of our judges may contact you, if they require any further information or clarification.
- The judges' decisions are final and no correspondence will be entered in to.
- Winners and Highly Commended entries will have their schemes showcased via the RSGB website and newsfeed. Confidential information will not be published and the award entrant will approve the article(s) prior to publication.
- If you are shortlisted for an award you are expected to attend the event. Please do not enter if you are not prepared to attend.

GLOSSARY OF TERMS

- **Definition of young driver:** the definition typically refers to the 17-25 year old age group. It is important to bear in mind that behavioural, attitude and experience differences will be found between the youngest young (17-19) and the older young (20-25). Young driver safety may also benefit from early, evidenced based interventions which may include seeking to influence the attitudes and behaviours of young people themselves, as well as their peers and parents/guardians before the onset of driving.
- **Setting aims and objectives:** At the outset of intervention design, it is vital to set specific aims (general statements concerning overall goals) and objectives (individual steps and stages taken to meet aims). You might like to refer to [Blooms Taxonomy](#) to help you use clear and appropriate language to set your aims and objectives.
- **Pilot scheme:** A pilot scheme is used to test an idea before deciding to introduce it on a larger scale. Taking this approach ensures value for money and that the final scheme developed is fit for purpose. Piloting ahead of full roll out is considered best-practice.
- **Data-driven evidence of need:** It is vital that interventions developed are driven by both available data (e.g. collision data) and research evidence (e.g. statement of problems, or effective approaches). Taking this approach allows programmes to building on the best available evidence.
- **Behavioral change techniques:** is a theory-based method for changing one or several psychological determinants of behaviour such as a person's attitude or self-efficacy (one's belief in one's ability to succeed in specific situations or accomplish a task). For an overview of behaviour change techniques (BCTs) and their application in other areas of public health see [Sullman \(2017\)](#). For a how-to guide for developing interventions using BCTs see [Fylan \(2017\)](#).
- **Evaluation:** is an essential component for intervention design and should be designed in from the start. The primary purpose of evaluation should be to establish intervention effect, enable reflection and assist in the identification of necessary future change. See [Fylan \(2017\)](#) section 4 (p.33) for an introduction to evaluation questions and designs. The [ROSPA evaluation tool kit](#) also provides advice and guidance on effective scheme evaluation.
- **Control group:** use in study design allows for judgements to be made about the effectiveness of a given programme. A control group is defined as the group in an experiment or study that does not receive treatment by researchers and is then used as a benchmark to measure how the other tested subjects do. The use of control groups is also covered in section 4 of [Fylan \(2017\)](#). Control groups need not be large (30 may do in some instances) and there need not be ethical issues associated with not giving one group the "treatment" (if an intervention is expected to be beneficial, the control group can receive the intervention delayed).