



Name of scheme/initiative/individual:

Contact name:

Position:

Organisation:

Telephone number:

Email address:

50-word award entry synopsis:

Supporting logo (high resolution 300dpi) to be attached with entry:

This year, we are welcoming nominations for six categories; **New Scheme, Education and Training Initiative, Partnership Scheme, Young Driver Marketing Campaign** and **Private Sector Initiative**. Entries will be judged on the below criteria, with the judging panel placing the entry into the most relevant category.

The **Lifetime Achievement Award** - will be judged against different criteria to the above. We are looking for nominations for people who has 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.

Submissions are limited to 1,000 words, with a maximum of three single page supporting documents. Entries must be emailed to awards@firstcar.co.uk Each entry will be judged on the bullet points listed below on a scale of 0-5. No evidence scores zero, very strong evidence scores the maximum five points.

- 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

1,000-word submission: