

Road Safety - Wheels, Skills and Thrills

Project details

Full project title: Road safety - Wheels, Skills and Thrills

Sponsor: The Department of Transport, Bristol Road Safety Partnership and University of the West of England

BSMC team: [Alan Tapp](#)

Project summary

Background

Young men between ages 17-24 are particularly prone to anti-social driving and have a high chance of being victims themselves of road traffic collisions. We know that 'fear appeals', commonly used in the government's Think! Campaign, do not work well with this audience. Can other social marketing approaches work more effectively?

The research

The Bristol Social Marketing Centre has spent two years working with partners on a pilot project to address driving skills among hard to reach young men. The project, funded by The Department of Transport, Bristol Road Safety Partnership and University of the West of England, has been very successful in reducing aggressive driving.

Co-funded by the Bristol Social Marketing Centre, West of England Road Safety Partnership and the Department for Transport, "Wheelskills and Thrills" is a behaviour change platform designed to improve the driving skills of young men from a low-income area of the city of Bristol.

Our partners include social marketers, road safety specialists, advanced driving instructors and in-vehicle monitoring experts who have brought a range of perspectives, culminating in the design of a multi-faceted intervention. We have noted that driving is a cumulative product of cognition, emotion and habit. The social marketing programme has been designed to address these three mechanisms of behaviour using an understanding of the lives of these young men.

Results

Through ongoing engagement and co-creation activities with key figures in the area, we have accessed a network of young males for who cars and driving feature highly in everyday life. The pilot has grown organically to now include forty young men, demonstrating the highly social group nature of behaviour in this context.

Publications

[UWE Press Release 04/03/09](#)

A link for the in-depth final report can be accessed from here: [Wheels, Skills and Thrills](#)

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