



Gloucestershire  
**OLDER  
DRIVERS  
FORUM**



# Older Driver Safety Community Awareness Toolkit

[www.olderdriversforum.com/Gloucestershire](http://www.olderdriversforum.com/Gloucestershire)

[www.facebook.com/ODFGloucestershire](https://www.facebook.com/ODFGloucestershire)

Twitter: @odfglos

*“...car driver fatalities amongst the 70-79 age group are forecast to increase by 40% over the next 20 years, while the number of car driver fatalities amongst the 80+age group is forecast to increase by more than a quarter.*

*Similar increases would be expected in the number of serious injuries amongst these age groups.”*

**Department of Transport, Older Driver Task Force  
report ‘Supporting Safe Driving Into Old Age’  
November 2021**

## FOREWORD

---

The National Older Driver Task Force identified older driver safety as a public health timebomb which requires urgent action **now**.

This toolkit responds to this call-to-action and has been designed to create more awareness about older driver safety in Gloucestershire communities.

It also directs communities to advice for older drivers on how keep driving safely for longer, and how to prepare to retire from driving. This includes support for families who are concerned about an older driver.

Older drivers are a vitally important sector of our population.

They are the powerhouse of the voluntary sector. Age UK estimate grandparent childcare is worth a staggering £2.2 billion to the economy. Also, with the age of retirement being extended and the impact of the cost-of-living crisis, more older drivers are continuing to drive for work.

Driving is also important for mental health and in retaining a sense of independence.

For further assistance contact our Gloucestershire team at [odfglos@gmail.com](mailto:odfglos@gmail.com)

I hope this toolkit is helpful and thank you for your support.



**Rob Heard**  
**Chair and Founder,**  
**Older Drivers Forum**  
**Member of National**  
**Older Driver**  
**Task Force**

## ASSETS AVAILABLE

### AWARENESS LEAFLET

Introduces the help the Forum provides with email and social media contact information.

<https://olderdriversforum.files.wordpress.com/2022/09/older-driver-a5-2022-print2-1.pdf>

### FREQUENTLY ASKED QUESTIONS BOOKLET

A summary of advice on how to keep driving safely for longer, and how to plan to retire from driving. It also includes information for family members who are concerned about an older driver.

<https://olderdriversforum.files.wordpress.com/2022/09/older-driver-faq-a5-2022-prf5130622.pdf>

### REACTION TESTER

An engagement tool with driving ability advice.

### LIVING WITHOUT A CAR BOOKLET

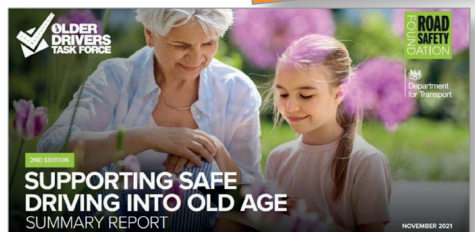
For drivers planning to retire from driving this provides an overview of alternative transport and travel concessions in the county.

<https://olderdriversforum.files.wordpress.com/2022/09/older-driver-lwc-a5-2022-prf6130622.pdf>

### OLDER DRIVERS TASK FORCE REPORT

Provides detailed information and statistics regarding older driver vulnerabilities for those involved in the awareness campaign planning.

<https://olderdriversforum.com/research/>



## WEBSITE

Provides a wealth of information relating to older driver safety, including webinar recordings featuring subject matter experts.

<https://olderdriversforum.com>

## SOCIAL MEDIA

Our Facebook and Twitter posts provide regular updates on the latest issues and advice relating to older drivers.



[www.facebook.com/  
ODFGloucestershire](https://www.facebook.com/ODFGloucestershire)



[@odfglos](https://twitter.com/odfglos)

## COMMUNITY ZOOM WEBINARS

These take place most months at 10:00am usually on a Saturday. They are free-of-charge, of one hour duration with plenty of time for question and answers.

## SPECIAL INTEREST GROUPS WEBINARS/PRESENTATIONS

We offer customised presentations for groups such as Rotary, Probus, the WI, and retirement homes.

## EVENT PRESENCE

We can provide a comprehensive event presence staffed by members of our team and partners to give one-to-one advice and support.

## TRAINING

Road Safety GB offer two fee-paying online training courses relating to older road users:

### ***Introduction to the needs of the Older Road Users***

This introductory course is for road safety practitioners who are new to working with older road users, or for those seeking to refresh their knowledge and understanding.

### ***The Ageing Driver***

This is intended for Approved Driving Instructors (ADI) and Potential Driving Instructors (PDI) who have limited experience of older drivers and want to learn how to better support them.

To book either of these courses and to see the Road Safety GB Academy programme of training courses please go to <https://rsgbacademy.org.uk>

## CAMPAIGN CHECKLIST

Asset	Action	Achieved
A5 Awareness leaflet	<ul style="list-style-type: none"> <li>○ Download a digital version on the link provided and post on relevant websites and in social media</li> <li>○ For print collateral for placement on community noticeboards and distribution to relevant organisations either desktop publish or request free leaflets by emailing <a href="mailto:odfglos@gmail.com">odfglos@gmail.com</a></li> </ul>	
A5 'Frequently Asked Questions' booklet	<ul style="list-style-type: none"> <li>○ Digital versions can be downloaded using the link provided</li> <li>○ For print collateral email <a href="mailto:odfglos@gmail.com">odfglos@gmail.com</a></li> </ul>	
A5 'Living without a car' booklet	<ul style="list-style-type: none"> <li>○ We request a donation to cover our print and delivery costs</li> </ul>	
Reaction tester engagement tool	<ul style="list-style-type: none"> <li>○ This can <b>only</b> be provided as a print item</li> <li>○ Email <a href="mailto:odfglos@gmail.com">odfglos@gmail.com</a> with your requirements</li> <li>○ We request a donation to cover our print and delivery costs</li> </ul>	
Older Drivers Task Force report	<ul style="list-style-type: none"> <li>○ Share the link provided with those requiring more detailed information and statistics regarding older driver safety</li> </ul>	
Older Drivers Forum website	<ul style="list-style-type: none"> <li>○ Publicise this rich resource through your channels</li> <li>○ Follow to receive updates</li> </ul>	
Older Drivers Forum social media	<ul style="list-style-type: none"> <li>○ Follow us and share or re-tweet our posts to ensure you and your community receive the latest information and advice</li> </ul>	
Community Zoom webinars	<ul style="list-style-type: none"> <li>○ The dates for these popular webinars are published on our website and in social media. The dates are also broadcast via Neighbourhood Watch alerts</li> <li>○ Email <a href="mailto:odfglos@gmail.com">odfglos@gmail.com</a> for a webinar link</li> <li>○ Publicise this activity through your channels</li> </ul>	
Special interest groups webinars/presentations	<ul style="list-style-type: none"> <li>○ Introduce us to relevant groups</li> <li>○ We appreciate a donation and cover of travel costs, if required</li> </ul>	
Event presence	<ul style="list-style-type: none"> <li>○ Introduce or invite us to suitable events</li> <li>○ Consider holding an annual road safety day in support of Project Edward <a href="http://www.projectedward.org">www.projectedward.org</a></li> </ul>	
Road Safety GB Training	<ul style="list-style-type: none"> <li>○ Publicise these courses to whom they might be relevant</li> </ul>	

## USEFUL CONTACTS

---



### Older Drivers Forum for Gloucestershire

Please contact us to discuss how we can support your local campaign.

Co-Leads

Alexandra Lloyd-Jones

odfglos@gmail.com

Nigel Lloyd-Jones

nigel@idrisconsultancy.com

### AGE UK Gloucestershire

This independent charity has the ambition to make Gloucestershire the best county in the country in which to grow old.

[www.ageuk.org.uk/gloucestershire](http://www.ageuk.org.uk/gloucestershire)

Tel: 01452 422 660

(10:00am to 15:00pm)

Mondays to Fridays)

Email:

helpteam@ageukgloucestershire.org.uk

### Driving Mobility

Provides DVLA accredited driving assessments for those with cognitive or mobility issues. They also provide a government funded service for older drivers planning to retire from driving and who require assistance on developing an alternative mobility plan.

To book a fee-paying assessment or request support go to

[www.drivingmobility.org.uk](http://www.drivingmobility.org.uk)

or call 0800 559 3636

### GOPA – Gloucestershire Older Peoples Association

Promotes dignity, care, health, and independent living by providing a voice for those aged over 50.

[www.gopa.org.uk](http://www.gopa.org.uk)

Email: [gopa4672@hotmail.co.uk](mailto:gopa4672@hotmail.co.uk)

### IAM RoadSmart

Provides fee-paying, confidence building, mature driver assessments. These take one hour, use the driver's own car, and take place on roads familiar to them.

To book an assessment go to

[www.iamroadsmart.com/courses/mature-driver-review](http://www.iamroadsmart.com/courses/mature-driver-review)

### Project Edward

This is the biggest platform for showcasing good practice in road safety in the UK.

[www.projectedward.org](http://www.projectedward.org)

Twitter: @ProjectEdward



