

DSA ezine for road safety professionals

CPD to remain voluntary for ADIs

The DSA will keep promoting continuing professional development (CPD) for driving instructors but doesn't plan to make it compulsory at the moment

The DSA has announced that it won't make CPD a mandatory requirement for approved driving instructors (ADIs) for the time being. The agency has been working with the industry to look at how it can increase CPD take-up, including the possibility of a mandatory scheme. But it has decided not to make CPD compulsory at this stage because it doesn't want to increase the burden on ADIs.

DSA Chief Executive, Rosemary Thew, said:

“The DSA strongly supports CPD as a way for ADIs to demonstrate they are maintaining and developing their professional competence.

“We've worked closely with the industry to explore options for increasing CPD take-up, including voluntary and mandatory schemes.



One of the main challenges to introducing a mandatory scheme is the additional burden it would create, at a time when the government wants to reduce the burden on small businesses.”

“A mandatory scheme would incur enforcement costs for DSA, which would ultimately have to be recovered through ADI registration fees. In addition, the check test process already exists to ensure ADIs are maintaining their standards of instruction.”

“Any attempt to take an ADI off the register because they had failed to undertake mandatory CPD would be hard to justify without them failing a check test - and it's on that basis that we're keeping the scheme voluntary.

“I know that many in the industry will be disappointed, but the regulatory environment has changed significantly since the mandatory scheme was first raised. We will be working to ensure that the check test process remains an effective test of ADI competence.”

Marketing you and your business online

How to make the most of your website and stay legal

Do you have a website marketing your business online - or are you considering setting one up? Then it's vital that you understand the important role that usability plays in website design if you want a website to sell you and your business' services.

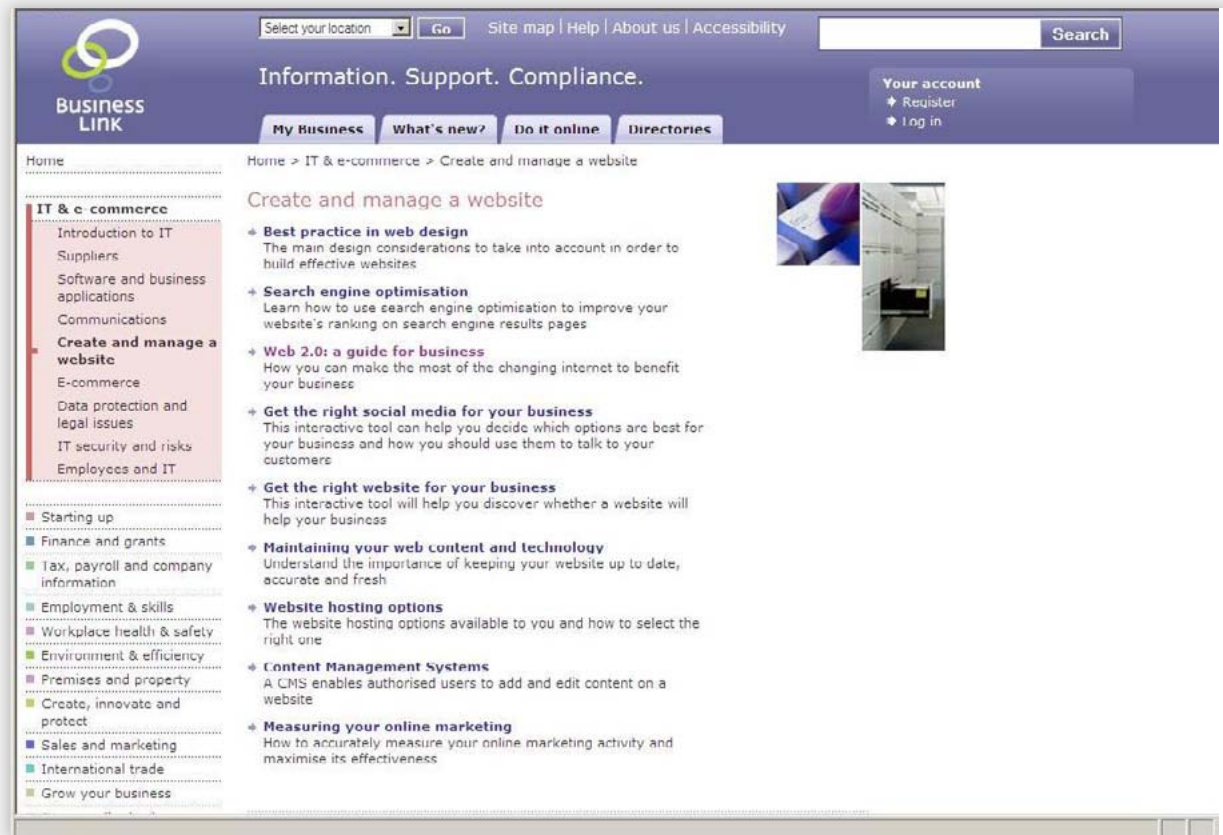
Visitors to your website should be able to access the information they need quickly and easily. Legal issues should be considered in the design of the website - such as ensuring compliance with the Equality Act 2010.

Getting to the top of search engines

Improving your website's rankings on search engines is called 'search engine optimisation (SEO)'. There are lots of ways you can do this for free.

You can also use 'pay per click' advertising to promote your website.

For practical advice on creating and managing a website, improving usability, search engine optimisation and 'pay per click' advertising, go to <http://bit.ly/DSA-2012-005>.



The screenshot shows the Business Link website interface. At the top, there is a navigation bar with a search box, a 'Go' button, and links for 'Site map', 'Help', 'About us', and 'Accessibility'. The main header features the Business Link logo and the tagline 'Information. Support. Compliance.' Below this, there are tabs for 'My Business', 'What's new?', 'Do it online', and 'Directories'. The main content area is titled 'Create and manage a website' and lists several articles:

- Best practice in web design**: The main design considerations to take into account in order to build effective websites.
- Search engine optimisation**: Learn how to use search engine optimisation to improve your website's ranking on search engine results pages.
- Web 2.0: a guide for business**: How you can make the most of the changing internet to benefit your business.
- Get the right social media for your business**: This interactive tool can help you decide which options are best for your business and how you should use them to talk to your customers.
- Get the right website for your business**: This interactive tool will help you discover whether a website will help your business.
- Maintaining your web content and technology**: Understand the importance of keeping your website up to date, accurate and fresh.
- Website hosting options**: The website hosting options available to you and how to select the right one.
- Content Management Systems**: A CMS enables authorised users to add and edit content on a website.
- Measuring your online marketing**: How to accurately measure your online marketing activity and maximise its effectiveness.

On the left side of the screenshot, there is a vertical navigation menu with categories such as 'IT & e-commerce', 'Starting up', 'Finance and grants', 'Tax, payroll and company information', 'Employment & skills', 'Workplace health & safety', 'Environment & efficiency', 'Premises and property', 'Create, innovate and protect', 'Sales and marketing', 'International trade', and 'Grow your business'.

Advertising standards

There are various rules you must follow when advertising your services online.

As long as your advertisement is legal, decent, truthful and honest, you shouldn't have any problems.

For practical advice on how to avoid breaching any regulations and what happens if your advertising is the subject of a complaint, visit <http://bit.ly/dsa-2012-003>.

New logo for the DSA

Royal Coat of Arms to be used across government

In common with many other Government departments, the DSA is getting new logos, introducing a more consistent, unified approach to identities and branding.

This means that the old DSA logo will be phased out.

All the new identities have three parts:

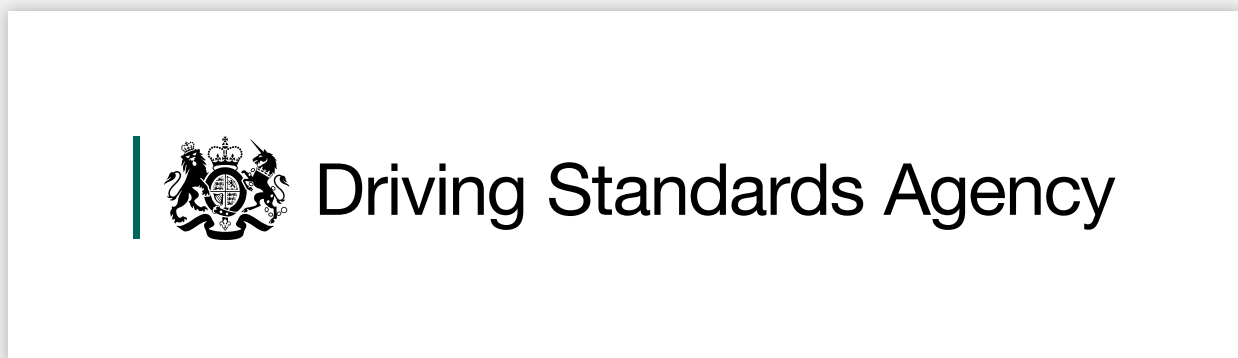
- a colour line (representing the 'parent' Department)
- a symbol (normally the Royal Coat of Arms)
- the Department name

Transition to the new logo will be gradual to minimise cost to the agency or businesses.

If you're already using the old DSA logo, you won't need to change over to the new logo immediately. Use up stocks of any materials and make any digital logo switchover when convenient.



As with the old logo, there are strict rules about using the new branding.



Those permitted by the DSA to use the logo must not alter the logo look or layout and **should only use it on their:**

- website, as a link to www.dft.gov.uk/dsa
- letterhead paper
- formal business emails - not sent in bulk
- compliment slips
- entries in classified directories, such as Yellow Pages

and **should not use it on:**

- vehicles or clothing
- business cards
- promotional material

If you're requesting a DSA logo for the first time, or already have permission to use the old logo and want to get the new one, then contact the DSA intellectual property team at crowncopyright@dsa.gsi.gov.uk. They will process your request and get back to you.

A number of formats are available, including for digital use and for use with Apple Macs.

CPC training benefits bus and coach industry

With just one year to go for many bus and coach drivers to complete their first block of 35 hours periodic training, the industry is already seeing the benefits that training can bring. These are some of the comments the DSA has received about Driver CPC training.

“It’s been a positive experience. We integrated Driver CPC into our in-house continuing professional development - linking our business needs to the Driver CPC syllabus. We’ve been able to further improve on service to our customers and assist in saving the lives of at least 2 customers after drivers undertook our ‘First Assistance’ module.”

Guy Gibson

Head of Training, trent barton

“I’m able to say that as a result of the training on fuel saving techniques, and drivers putting those into practice, we’ve cut the fuel costs across the fleet by 8% which to us amounts to £3,360 per month and over £40k a year - and I believe we can improve on that.”

Michael Morris

Director, Tanat Valley Coaches

“As a Driver CPC trainer, I’m commonly faced with candidates starting a course with a negative impression and lack of understanding of what Driver CPC is all about... At the end of each course I’m often approached by drivers who were pleasantly surprised by the level of raised awareness; resulting in a better understanding of their profession.”

Daniel Stephenson

Training Manager, Tanat Valley Coaches

“I’m so glad I’d done my Driver CPC - I just wouldn’t have known what to do – the training took over and I could do CPR and this helped to keep him going until help arrived.”

Dave Matthews

trent barton driver

To find periodic training go to <http://bit.ly/DSA-2012-001>

See the press release at <http://bit.ly/QcGtso> for more information.

Setting standards for bus and lorry drivers

New national driving standards set out the knowledge and skills expected of bus and lorry drivers

New frameworks setting out the competencies expected of lorry, bus and coach drivers have been published by the Driving Standards Agency (DSA). The standards define the skills, knowledge and understanding required to drive these vehicles safely and responsibly.

The DSA worked with the haulage and passenger transport industries to develop the standards. They address specific issues such as the use of tachographs and the dangers of continuous driving.

The standards build on the **National Driving Standard Category B™** that defines safe and responsible driving for car and light van drivers. They're based on evidence, are open to challenge and will be regularly reviewed to ensure they remain relevant and up to date.

The standards should help shape training for bus and lorry drivers - both the training that drivers complete to drive professionally (Driver CPC) and training for those who don't drive for a living.

The publication of the standards fulfils the commitment made in the government's **Strategic Framework for Road Safety** to extend the standards framework to cover categories C and D.

The National Driving Standard Category C™ (lorry) and National Driving Standard Category D™ (bus and coach) outline what drivers need to know, understand and be able to do in areas such as:

- preparing a vehicle and its occupants for a journey
- guiding and controlling a vehicle
- using the road in accordance with the Highway Code
- driving safely and responsibly in the traffic system
- reviewing and adjusting driver behaviour over a lifetime.



A round up of this month's news

Reporting motorcycle incidents

Approved training bodies (ATBs) should report any incident that occurs during a motorcycle training session to the DSA. Details of all incidents should be recorded on the [online incident reporting form](#) and emailed to CBT@dsa.gsi.gov.uk.

Any serious incident (where an ambulance, paramedic or a doctor has been called) must be reported by telephone straight away to the DSA duty officer on **0115 936 6362** (a message must be left if outside office hours).

New service for finding a lost theory test pass certificate number

Candidates who have mislaid their theory test pass certificate and confirmation letter can now retrieve their theory test pass certificate number online. They'll need this number when booking a practical test.

The service is free and takes about 2 minutes. Candidates simply need to do go to <http://bit.ly/DSA-2012-002> with their valid driving licence number and date of birth.

GOV.UK to replace Directgov and Business Link

From 17 October, GOV.UK will be the best place to find government services and information. GOV.UK will replace Directgov and Business Link making it simpler, clearer and faster to find what you need from government. To get an idea of how GOV.UK will work, you can use and give feedback on a trial, or 'beta', version of the website now at www.gov.uk/tour.

If you usually search using services like Google to get to Directgov or Business Link, you'll simply find GOV.UK results instead. If someone has bookmarked a page on Directgov and Business Link then this link will redirect to a page on GOV.UK.

Driving tests in Welsh

The DSA offers theory and practical driving tests in Welsh. Candidates who want to take their test in Welsh should specify that option when booking.

Get in touch

For the latest DSA news and information visit dft.gov.uk/dsa

Information and services for candidates: direct.gov.uk/drivingtest

Information and services for driver and rider trainers: businesslink.gov.uk/adi

Contact details for DSA: dft.gov.uk/dsa/about/contact

What do you think of this issue of Despatch ezine? Email your comments to pressoffice@dsa.gsi.gov.uk



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