



Driver & Vehicle
Licensing
Agency

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Issue 4 – June 2013

The quarterly update for stakeholders, commercial customers and suppliers



News from the Driver & Vehicle Licensing Agency

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Welcome to the June edition. This regular update aims to keep our stakeholders, commercial customers and suppliers informed on key developments and news from the Agency.

I have recently taken on the role of Interim Chief Executive following the departure of Simon Tse while the Department for Transport recruits a permanent Chief Executive. You can find out a bit more about my background and my thoughts on joining the Agency in the '[Five minutes with...](#)' article.

My focus will be to drive forward the Agency's strategic vision and the challenges that this will bring. DVLA's new vision published within the Business Plan for 2013-14 summarises a new direction for the Agency. You can find out more in '[DVLA's new vision](#)' article.

This edition's industry theme includes an [interview with Ian Gallagher](#), one of our key stakeholders with a huge experience in working with DVLA on the impact of licensing and registration matters for the road industry. Ian is the Freight Transport Association's Head of Policy for Wales and the Southwest.

Since our last issue, Road Safety Minister, Stephen Hammond announced changes, which come into force from 1 June 2013, to the [drink driving rules](#), which are being tightened to improve road safety. Dangerous drink drivers will now have to pass a medical before they are allowed back on the roads.

We have also seen the Department for Transport (DfT) [publish](#) a call for evidence on the balance of competence between the UK and the EU on transport. The influence of the EU on UK transport is extensive. It affects many different areas – from air and rail travel to the cars and lorries on our roads and shipping. As part of the wider cross-government balance of competences review, DfT is encouraging anyone with relevant knowledge, expertise and experience to [give their views](#) before 6 August 2013. If you have an enquiry about the review please email balanceofcompetences@dft.gsi.gov.uk

In the meantime, if you have any thoughts or feedback on this edition please email us at news@dvla.gsi.gov.uk

We will be pleased to hear from you.

Malcolm Dawson OBE
Interim Chief Executive





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Five minutes with... Malcolm Dawson

This month we see the arrival of an Interim Chief Executive for DVLA, Malcolm Dawson. Malcolm arrives at DVLA with a strong background in leading and managing government organisations. We asked Malcolm a bit about himself and what he plans to bring to his new role.

Where did you grow up?

I grew up in Harrogate, North Yorkshire and still think of that as home. My father was a county education adviser and my mother looked after the family home. I have one brother and two sisters.

Tell us about some of your previous jobs.

I have worked in six different departments and agencies prior to DVLA including the [Ministry of Defence](#), [HM Revenue and Customs](#), [Cabinet Office](#) and [Land Registry](#). These roles have given me experience of working directly with customers and stakeholders, for example, when I worked in HM Revenue and Customs I learned a lot about dealing with a wide range of customers from farmers to multinationals and handling some difficult conversations.



Interim Chief Executive Malcolm Dawson





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What is your impression of the DVLA?

A more complex organisation than might be obvious to the casual observer, delivering some really important public services really well. There's a very clear commitment to provide the best and most efficient service we can to the public and to business customers and good progress has been made in beginning to turn DVLA into a digital organisation. It's equally clear that there is a great deal of change going on and some very significant challenges to manage and that this will require great leadership and the continuing support and commitment of everyone in the organisation.

How do you feel about taking the role of Chief Executive?

I feel excited by the challenge and want to make sure that I do my very best to support and lead people through the changes we need to make over the next few months.



DVLA main site, Swansea





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What do you plan to bring to the role?

The mix of skills and experience I have acquired across all the various roles I have taken on over the last few years.

Perhaps most pertinent of all being my most recent experience with Land Registry, which has given me a strong background in the implementation of change within a government department. I ended up leading a radical re-structuring programme to deal with a 40 per cent reduction in fee income following the financial crisis of 2007/08. I was then appointed Chief Executive and focused my efforts and consolidating the changes, improving communications and engagement with people across the organisation and establishing a new relationship with customers which put them at the heart of service design and new digital services. I know a lot of this work is already underway at DVLA and will work with the organisation to build on this so that we are on track to deliver our target of high quality services to all our customers.

I also think I can use to good effect the knowledge I have of how to navigate the complexities of working across Whitehall.

What do you think will be your greatest challenges?

Quickly getting an understanding of what makes DVLA tick and how to get things done and then prioritising where best to focus my attention. Oh, and learning another set of acronyms!

What are you most looking forward to?

Meeting people, getting to know the organisation and its customers and, hopefully, finding some time to explore Swansea.





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DVLA's new vision

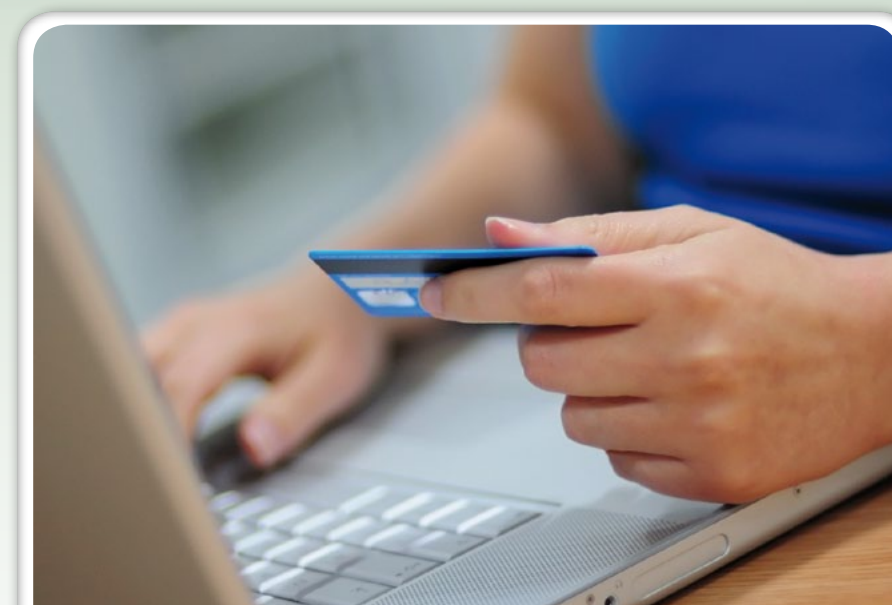
Since DVLA's first electronic transaction was introduced ten years ago the demand for digital services has continued to grow. We need to change to meet that demand.

Our new vision summarises where we are going, not where we are today: **'Customers are at the heart of our business and drive everything we do. Our digital services and our people exceed our customers' expectations.'**

To achieve this we need to become an organisation that is digital by default, with services so good that people want to use the digital one first. This involves:

- redesigning our business and processes around customer needs to cater for the digital world that we all now live in and keep up with changes in future technology
- developing our staff and managers so that we have the skills to deliver, know what we are working to achieve and can all apply this strategy in our day to day work
- changing our culture to become a responsive, agile and empowered organisation
- ensuring personal data is held safely, increasing accuracy and continuing to achieve high levels of motor tax compliance.

Further information on '[How the Agency is changing](#)' is contained within our Business Plan.





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DVLA's Business Plan 2013-14 sets out the Agency's plans for the coming year. It is updated throughout the year and gives you a clear picture of our performance by including monthly volumes of customer demand, how the Agency has performed against customer service standards, and any enforced changes to milestones.

The screenshot shows the 'Sustainability' section of the DVLA Business Plan 2013-14 website. It features a table with three main categories: Carbon Emissions, Waste, and Water, each with internal reporting details. A 'Site Tools' sidebar on the right includes links for 'Print page' and 'Feedback'. Below the table, there is a 'Download Centre' with links to various documents and a 'Related websites' section listing DVLA, Gov.uk, DVLA Personalised Registrations, DfT, Government Transparency Agenda, and DVLA.gov YouTube.

Category	Internal reporting
Carbon Emissions	<p>Reducing greenhouse gas emissions by 25% from the whole estate and business related transport by March 2015.</p> <p>maintain 2011-12 total carbon emissions levels during 2012-13.</p> <p>maintain 2012-13 CO2 equivalent emissions level from business travel during 2013-14.</p> <p>maintain the number of domestic business travel flights undertaken during 2013-14 at the levels undertaken in 2012-13.</p> <p>continue to reduce the CO2 emission levels of our fleet cars by replacing them with more efficient models.</p>
Waste	<p>Reducing waste generated by 25% by March 2015.</p> <p>reduce waste arising by 5 per cent annually, relative to 2009-10 levels (tonnes).</p>
Water	<p>Reducing water consumption in line with best practice benchmarks by March 2015.</p> <p>maintain water consumption to an average of less than 6m3 per person per year in our administrative estate (m3/FTE).</p> <p>reduce the overall consumption of water on our estates by 3 per cent from the 2011-12 outturn.</p>

The screenshot shows the 'Chief Executive's message' and 'Who we are and what we do' sections of the DVLA Business Plan 2013-14 website. The 'Chief Executive's message' section includes a photo of the Chief Executive and text about the challenges of 2013-14. The 'Who we are and what we do' section lists key responsibilities and achievements. A 'Download Centre' sidebar on the right provides links to various documents. Below these sections, there is a 'Supporting delivery of our plan' section with links to various services and a 'Site Tools' sidebar with 'Print page' and 'Feedback' links.

Chief Executive's message

2013-14 will be another challenging year for the Agency.

During 2013, after planning and public consultation, we will be implementing the transformation and modernisation of our network services.

We will pick up the pace on our IT contract let programme, working with a range of suppliers, we will take forward our contribution to the Government Digital Strategy.

Who we are and what we do

DVLA is an Executive Agency of the Department for Transport (DfT). Our main responsibilities are to:

- maintain over 44 million driver records and almost 37 million vehicle records
- collect over £5 billion a year in VED
- are responsible for limiting tax evasion to no more than 1 per cent per year
- since 1989 we have collected for the sale of personal registration over £1.8 billion on behalf of the Treasury
- DVLA also support the police and intelligence authorities in dealing with vehicle related crime.

Download Centre

- Business Plan 2013-14
- Chief Executive's message
- Who we are and what we do
- How the Agency is changing
- Our Plans
- Key performance measures
- Supporting delivery of our plan
- Sustainability
- Annexes

DVLA / GOV.UK
DVLA Personalised Registrations / DfT
Government Transparency Agenda

Supporting delivery of our plan

Digital services - Find out more
Data input - Find out more
Local services network - Find out more
Enforcement - Find out more
Output services - Find out more
Drivers accuracy - Find out more
Contact centre - Find out more
Casework - Find out more
Customer complaints - Find out more

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Team talk

DVLA's External Communications team met with Lianne Parkinson, Head of the Agency's Vehicle Policy Group (VPG) to discuss their role.

Thanks for meeting with us Lianne. What do you do/deliver at DVLA?

I oversee the policies that underpin the licensing and subsequent registration of vehicles in the business.

What services does your team deliver?

Primarily VPG is responsible for influencing the introduction of policy and overseeing its implementation. The team works closely with customers and DVLA operational and project colleagues to consider options and develop an evidence base to support recommendations. We also take the lead in introducing legislative changes, taking forward consultations and impact assessments. We work closely with Department for Transport lawyers and economists to achieve this. For example, we are currently working on legislative changes to deliver a number of Red Tape Challenge initiatives, including removing the insurance check at licensing and putting our vehicle services online.

How is your team structured to deliver your services?

The team is split into two areas, licensing and registration. Both offer advice and guidance on policy related matters, as well as taking forward the legislative changes needed to introduce new policies. For example, we could be conducting a review of vehicle inspection criteria one day and meeting with the Minister to discuss the administration of the Statutory Off Road Notification scheme the next day!



Lianne Parkinson





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Who are your main customers? How do you keep in touch with them to ensure they are up to speed with everything?

The policies under our remit impact on everyone who has an interest in motoring, so it's important that we keep in touch with our customers as much as possible. The team is in contact with the motor industry, law enforcement colleagues, businesses and members of the public on a daily basis. We answer any queries they may have through a number of channels. This includes organising and attending formal meetings where ideas and information are shared to benefit the registration and licensing processes.

What are the business benefits of working with customers?

Working closely with customers gives us a clear path to aim for; by keeping their interests close to hand we can make sure that everything we do is considered with the customer in mind. Customers appreciate early engagement on all matters that may impact on them, so we are naturally keen on nurturing and maintaining strong working relationships.



Vehicle Policy Group





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What are the biggest challenges of the role?

The need to retrieve information and justify policies and legislation at short notice keeps us on our toes and requires us to be organised in readiness for any situation. Fortunately for me, I have a dedicated team of managers and staff that ensure the team is always prepared when the Minister needs something. We also try to find the balance between what the European Commission may want to take forward against our own domestic priorities. We are represented at a number of European meetings to try and influence outcomes which are useful and proportionate for the UK.

What's on the horizon for VPG?

The big message for us is the Government's Digital by Default agenda. Policy will have a major role to play to enable the Agency to facilitate the digital agenda, both lawfully and in good time. The Agency is working on many initiatives that see the promotion and creation of digital services and we are heavily involved in each of them, changing the law and analysing the impact of initiatives to make transactions easier, quicker and cheaper.

Is there a particular message you would like to put across to customers?

We value the input of our customers and we are committed to working in an open and transparent way. We want to ensure that changes are developed with them in mind, and have a positive and beneficial outcome. We want to develop good policy and the best way to do this is to consult directly with those impacted by it, involving them in finding the best way forward.





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A bit about... Ian Gallagher

This month we met with Ian Gallagher, the [Freight Transport Associations \(FTA\)](#) Head of Policy for Wales and the Southwest.

Hello Ian. Can you tell me a bit about your role within FTA?

I work with FTA members on a daily basis to influence transport policy on a local, national and European level. An important part of this role is to ensure that all policy and development work behind delivering the driver licensing and vehicle registration product recognises any potential impact, not only to the logistics sector, but business as a whole.

The FTA is one of Britain's largest trade associations, and provides a voice for the whole of the UK's logistics sector. Its role, on behalf of over 14,000 members, is to enhance the safety, efficiency and sustainability of freight movement across the supply chain, regardless of transport mode. FTA members operate almost half of the UK fleet of heavy goods vehicles – and some 1 million liveried vans. In addition, they consign over 90 per cent of the freight moved by rail and over 70 per cent of sea and air freight.

Where does DVLA fit in as part of your role?

As a representative organisation, it's important we're close to all government departments and agencies that directly impact day to day operations of our members. It goes without saying that working closely with DVLA is essential and has been an important and ever increasing part of my policy activities. Conversely, it's also important to note that FTA's database of members provides a perfect opportunity for DVLA to communicate at very short notice to a specific sector of its customer base. This proved important at the beginning of 2012 when many vocational drivers experienced problems with malfunctioning digital tachograph cards. FTA was quick to act in ensuring that the impact on our members was mitigated and calls to the Agency were reduced.



Ian Gallagher





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What do you think are the benefits to FTA of the relationship with DVLA?

It's important for both organisations to fully understand the impact of any change within our respective areas of responsibility. For example, in 2004 the sector was experiencing a real shortage in drivers. In an attempt to mitigate this DVLA agreed with FTA that removing the cost for vocational licence transactions might remove any financial barrier to entering into the sector.

What's your favourite part of the role?

The diversity of the role keeps it interesting; acting as a mediator between the Agency and our members (its customers), results in what seems a weekly if not daily contact with individuals in Swansea. On a policy level, interaction over recent years has necessitated a close working relationship. Knowing the individuals responsible for a particular issue has, on the whole, aided in a common sense resolution where the interest of our sector have been realised. This interaction develops trust and understanding and humanises what can be viewed by many as a bureaucratic government organisation.



Freight Transport Association
Delivering safe, efficient, sustainable logistics





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And what do you find to be the most challenging aspect?

Bringing about change within government can be painfully slow. Obvious benefits to our members like transferring many services online are a message which we have been actively communicating to all government agencies for many years. Ensuring that FTA members are not adversely impacted by new legislation is an important aspect of my role, one that is not only challenging but also very rewarding.

Biography

After leaving the armed forces Ian obtained a degree in European History through the Open University.

Ian has worked in the logistics sector for his entire career, joining FTA in 2001 as an advisor in the Member Advice Centre before moving into Policy in 2003. This role involves strategic consulting, lobbying and liaising with government departments in Westminster and Cardiff, and all government agencies. Ian also liaises with the media, and provides FTA members with up-to-date information on issues and changes relevant to the day to day operation of their business.

Would you like to be featured in a future 'A bit about' slot? Contact DVLA External Communication team:

news@dvla.gsi.gov.uk





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This is a regular section which explains a term or process

What is... meant by 14 days of grace?

Current grace period for driving while waiting to receive a tax disc.

If you apply for a tax disc through a postal licensing service (using DVLA [online services](#), by phone or posting an application to a Post Office® or DVLA local office) there is an exemption for not displaying a tax disc if your application is made before the current tax disc or Statutory Off Road Notification expires. Currently, this exemption covers the first five working days of the month to allow time for the disc to arrive in the post. While you wait for your new disc to arrive you still need to display the current tax disc.

Plans to increase grace period to 14 days

In the 2012 Budget, legislative changes were introduced within the Finance Bill, extending the period of grace to 14 days. The changes will come into force in July when the Finance Bill receives Royal Assent.

These changes will reduce postage costs for existing vehicle owners, motor traders and the Agency. This will result in savings of at least £1.5 million a year for the taxpayer.



Any questions about this change?

Email: jason.donovan@dvla.gsi.gov.uk





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Introducing the new digital tachograph

DVLA have issued tachograph cards on behalf of the Department for Transport and Vehicle Operator Services Agency since 2005. Approximately 1.7 million have been produced to date.

From June commercial drivers in the UK will be issued with a new digital tachograph card (also known as a smart tachograph). Holders of valid cards will not need to replace their current card, they will receive the new style card upon renewal of their current card or if they need a replacement for any reason.

The new cards have been awarded Type Approval (TA) by the Vehicle Certification Agency which certifies that the cards will work with any type approved vehicle unit. Granting TA also ensures the cards conform to EU requirements and are mutually recognised by each EU member state.

New security features incorporated within the tachograph card, made by Gemalto (UK), include a new microchip and software application. These changes ensure the tachograph card remains one of the UK's most secure documents.

GOV.UK provides an [overview](#) on tachographs which includes the rules for drivers and operators.



New digital tachograph cards

There are four categories which include:

- Driver cards: used by drivers to record driving information.
- Company cards: used by operators to retrieve data regarding their employees from the vehicle unit or card.
- Control cards: used by law enforcement agencies to retrieve data from the vehicle unit or card.
- Workshop cards: used by authorised tachograph technicians to fit and calibrate tachograph vehicle units.





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Changes to eyesight and epilepsy standards for car, motorcycle, bus and lorry drivers

New legislation which came into force on [8 March](#) details the standards where a person with an eyesight condition or epilepsy can be licensed.

Eyesight changes

All drivers must be able to read a number plate ([post 1.9.2001 font](#)) from 20 metres and have a visual acuity of decimal 0.5 (6/12). Drivers won't have their eyesight tested as part of the group 1 application process, but must declare if advised they can't meet this standard.

Lorry and bus drivers must have a visual acuity of decimal 0.8 in the better eye, and decimal 0.1 in the worse eye. If glasses are worn, they mustn't have a power greater than +8 dioptries. When a doctor can't complete a vision assessment it can be completed by an optician.

Drivers who can't meet the above standards will not be licensed to drive.

Epilepsy changes

Drivers who have only ever suffered seizures while asleep may now be considered for a licence one year, from the date of their first seizure, instead of the current requirement of three years.

Additionally drivers who only ever have seizures which do not affect consciousness or their ability to act, and can show that they have set a pattern after one year, from the date of their first seizure, can be licensed even if they continue to have these seizures.

There are no changes for lorry and bus drivers with epilepsy.

GOV.UK provides quick answers to questions on [Epilepsy and driving](#) and [Driving eyesight rules](#).





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Engaging with customers

This section provides a snapshot of how we have engaged with, and gained valuable insight from, our customers in recent months.

'Empowering people to get online' was hosted by DVLA at the [Richard Ley Development Centre](#) earlier this month in partnership with the City and County of Swansea's 'Lifelong Learning Team' and local school Ysgol Maesydderwen. This is the third event hosted by the Agency and was designed to give people a taste of how to use computers and the internet.

For many attendees this was their first experience online. A lot of interest was shown in mobile devices, not for cutting edge technology, but for lightness and portability. Buying live chickens, purchasing golf clubs and researching family history are just some activities attendees spent time upon during their two hour taster session! These diverse subjects helped 'hook' interest and demonstrate the benefits of going online. Hopefully they will now be encouraged to tax their car or renew their driving licence online.

DVLA's Twitter account (@DVLAgovuk) has over 5200 followers and allows us to respond to simple 'how to' and 'where can I get info' questions from the public. We also use the channel to increase customer awareness of our products and services, reduce calls to the contact centre and inform customers of business critical announcements.



'Empowering people to get online' event





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DVLA's Customer Insight and Diversity Team ([February's edition](#) tells you more about their role) used twitter, on behalf of DVLA's Digital services team, to gain views of customers using Electronic Vehicle Licensing (EVL). The survey was designed to understand the barriers preventing users from applying for a tax disc or advising DVLA their vehicle is off the road, either online or by phone. The response rate was competitive by industry standards and the quality of responses gives us a snapshot of customer traits when using EVL. This will allow us to carry out more in-depth specific research in the future.

In February, local office customers recently took part in a survey set up on behalf of the Modernisation of Network Service project (MNS). The results highlighted a good level of awareness on the closure of the offices. Trends identified included the need to understand how transactions will be undertaken in the future, communication requirements and how the local office network is a crucial mechanism for delivering key messages to commercial customers yet to form a relationship with DVLA Swansea.

A second survey has now been published through twitter. Customers were asked if they used local offices, were aware of the closures and how they would like to be informed of the changes in the future. Detailed findings will help the Agency plug any gaps in communicating key messages about the closures to our customers.

A 'Transforming DVLA Services' workshop was held on the 10 May with key representatives of the motor industry in attendance. The event gave those who attended an opportunity to understand DVLA's latest position on the closure of the local office network, ask questions and find out how it would affect them.

Jamie Trollope from DVLA's Customer Insight team recently featured as guest blogger on the [Government Digital Services website](#). Jamie's blog sets out what has been discovered during some recent user testing.



DVLA Twitter feed





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Personalised Registration (PR) applications

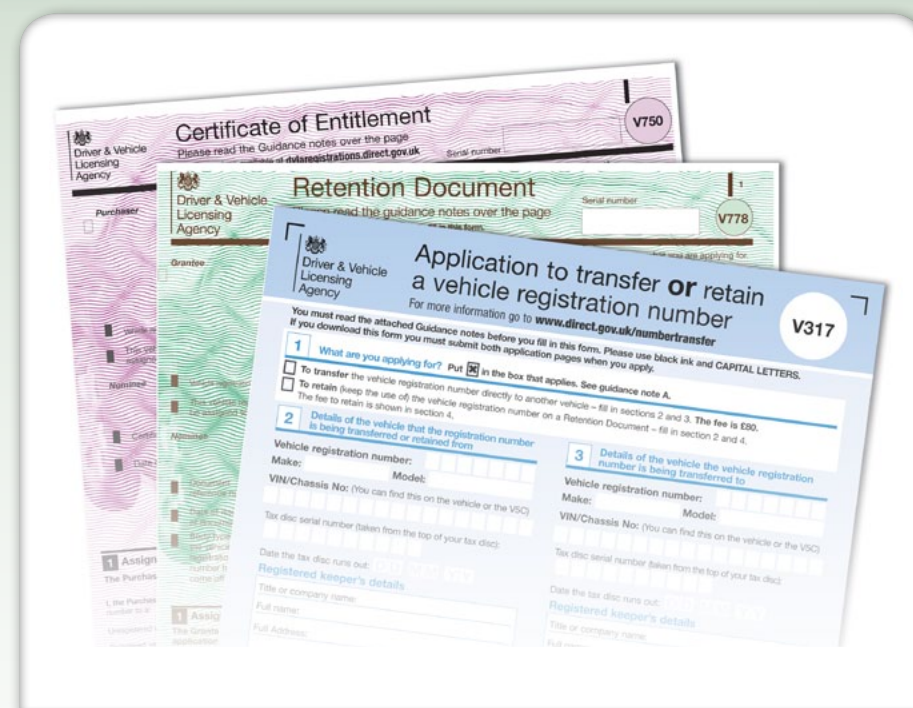
The majority of PR applications, for example, cherished transfers, are now being processed at DVLA Swansea ahead of the closure of all local offices at the end of this year.

A change in working practice will mean that applicants may receive their Vehicle Registration Certificate before the tax disc.

As part of centralisation, and to improve the accuracy of DVLA records, we will now update the vehicle record first and issue the tax disc once the record has updated. This is because in the past there have been issues with, for example, Automatic Number Plate Readers and PNC checks showing different details. This change should not impact on the achievement of turnaround targets for PR transactions moving forward.

If you have an enquiry about a PR application, please ring DVLA Swansea on 0300 790 6802.

DVLA's MNS Project team is fully aware of the implications of transitioning this service from the local office to a centralised process and has been working with customers to refine processes. If you have any enquiries please email: mns.project@dvla.gsi.gov.uk



More information on 'Transforming DVLA services' can be found at:

www.dft.gov.uk/dvla/transformation





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dvl@lert – Local office closure dates

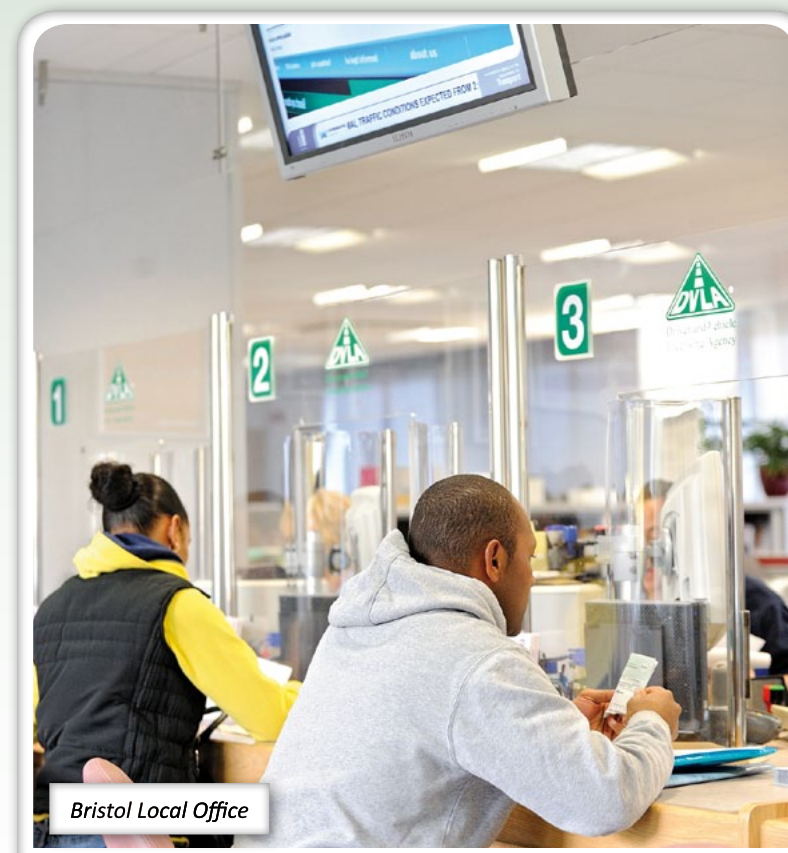
DVLA's local office network will close by the end of 2013. This will happen in a phased manner. Key dates are as follows:

October 25th	November 22nd	December 13th
Aberdeen	Bangor	Birmingham
Bournemouth	Beverley	Borehamwood
Brighton	Chester	Bristol
Carlisle	Dundee	Cardiff
Chelmsford	Exeter	Glasgow
Edinburgh	Inverness	Leeds
Ipswich	Maidstone	Manchester
Lincoln	Peterborough	Newcastle
Norwich	Sidcup	Northampton
Oxford	Theale	Nottingham
Sheffield	Truro	Portsmouth
Shrewsbury	Worcester	Preston
Stockton		Wimbledon
Swansea		

Local offices will close for essential staff training in the coming months.

To check the dates and times of closing for each office please visit
[GOV.UK](http://gov.uk)

Information on how our services will be delivered in the future is
available on our website: www.dft.gov.uk/dvla/transformation



Bristol Local Office

For more information please email:
mns.project@dvla.gsi.gov.uk





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and finally... **THINK! campaign**

THINK! launches a new summer drink drive campaign.

The THINK! summer campaign targets young male drivers to highlight the personal consequences of a drink drive conviction.

Research highlighted that this core audience believed it unlikely that they will crash when drink driving; yet they do worry about the personal consequences of a drink drive conviction, such as a fine of up to £5,000, a minimum 12-month driving ban and a criminal record.

Did you know 17-29 year-old males are consistently over-represented in drink drive casualty figures and are more likely to admit to driving over the legal limit?

The campaign is due to launch in June and will coincide with the Police drink and drug drive enforcement campaign.

You can support this and other THINK! campaigns by ordering free resources such as posters and leaflets from the [THINK! online catalogue](#). You can also follow them on [Twitter](#).





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