

Driving Standards Agency

Business Case for Safe Driving for Life



What our client wanted

The Driving Standards Agency (DSA) is moving beyond its traditional role of delivering driving tests and toward an organisation with a vision of delivering *Safe Driving for Life*. As part of this transformational change programme the DSA needed to understand the economic impact to the UK that reducing the numbers of people killed and seriously injured in road incidents might have. Understanding the wider costs and benefits impact across the public sector would support their business case.

What Frontline did

Frontline reviewed the analysis of road accident casualties and the Department for Transport (DfT) methodology on the valuation of benefits of prevention of road accidents. We developed a hypothesis to test the benefits resulting from costs incurred, directly or indirectly as a result of road incidents, that are not included within current methodology, and the opportunity benefits that might be realised if assets, currently used as a result of road incidents, were to 'come free' as a result of safer driving. We then tested this with public and commercial sectors, collected data and provided an outline cost and benefit analysis across the UK for improving driver safety.

What difference we made

The DSA was able to use this methodology to support their business case for *Safe Driving for Life*, estimating not only the actual cost, but benefits to the wider public sector, in terms of financial savings and increased efficiency and effectiveness. The report also made recommendations for further investigation into current methods of reporting casualties and measuring the valuation of road accidents. The results of this work have fed into the Strategic Outline Business Case for *Safe Driving for Life* submitted to the DfT.