

Driving Standards Agency

Strategy and Change Programme Engagement



What our client wanted

The Government Road Safety Strategy target is to reduce those killed or seriously injured by 40%, and the Driving Standards Agency (DSA) wanted to enhance its contribution to achieving that. To do this, DSA had to move beyond its traditional role of regulation and delivering driving tests, towards delivering its 'Safe Driving for Life' vision. DSA wanted support to achieve this transformational change.

What Frontline did

Over two years Frontline has become a valued partner in supporting the design and implementation of the Safe Driving for Life change. Through phased programmes, we have:

- carried out extensive stakeholder engagement and mapping, supported by a review of the driving test, that repositioned DSA to focus on driver behaviour
- facilitated board and executive team engagement in the strategy and change processes
- provided expert support to design, set up and implement the public consultation process comprising 15 public workshops across the UK
- used a scenario planning process to develop DSA's new strategy which is a significant departure from its previous role as a 'driving test factory', to an organisation using its technical expertise and partnerships with delivery organisation to change its role and make a step-change in safer driving and in reducing road deaths
- design and delivery of workshops with middle managers to introduce the strategy, gather views on change and implementation processes, and feedback to the board

What difference we made

Frontline's project support has been invaluable in providing the capacity and capability for DSA to progress the Safe Driving for Life change programme.

What our client said

"Frontline has provided a broad range of expertise to the Driving Standards Agency to support our Safe Driving for Life Change Programme, and has demonstrated a continuing ability to understand our needs and to provide focused and timely responses. While providing challenge and rigour to the programme, Frontline has also presented a professional and credible face to our stakeholders."

Nick Carter, Deputy Chief Executive and Director of Strategy and Performance, DSA