

**READY TO PASS?**

# ADI communication toolkit



Driver & Vehicle Standards Agency



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# Introduction

The 'Ready to Pass?' campaign launched on 18 July 2022.

The campaign's aim is to improve your pupil's understanding of what it means to be test ready and how they can assess their readiness. If they are not ready, they will be encouraged to delay their test. It also aims to help reduce the number of tests that are wasted.

We know 89% of learners and 70% of parents say that you are the biggest influence over pupils when it comes to them assessing their test readiness.

With that in mind, we have created this communications toolkit to help you communicate with your pupils and their parents about the campaign's messages and aims, and the 'Ready to Pass?' resources. It can also help you with challenging conversations with your pupils and their parents about whether they are ready to take their driving test or not.

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# What we know from our research

- Only 53% of learners say they felt 'completely prepared' for their first driving test
- Only 35% of learners strongly agree that they would only ever take their driving test if they felt completely safe to drive on their own
- 1 in 10 of people who failed their test say that the reason they failed their test was because they were nervous
- 1 in 5 of people who failed their test say that the reason they failed their test was because they made a silly mistake
- 1 in 5 of people who failed their test say that the reason they failed their test was because they were marked too harshly
- 71% of parents would like more information on the knowledge, skills, and practice needed to be a good driver
- 67% of parents feel the learning to drive process is more difficult than when they learnt to drive

# Campaign communication objectives

We used our research and data to identify 3 main communications objectives for the 'Ready to Pass?' campaign.

These are:

1. To educate on what it means to be ready for a driving test and how to check
2. To educate on the costs of taking a test too soon
3. To educate on making sure learners' driving tests go ahead

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# Campaign resources

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# Campaign website

The 'Ready to Pass?' campaign website has resources and information to support your pupils and their parents with:

- the process of learning to drive
- how to monitor and check progress of their driving lessons and private practice
- when to take a mock test
- how to manage your test day nerves

It also includes a checklist that has all the things that your pupil should do before taking their driving test.

Find out more here: [www.gov.uk/ready-to-pass](https://www.gov.uk/ready-to-pass)



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# ‘Ready to Pass?’ Instagram

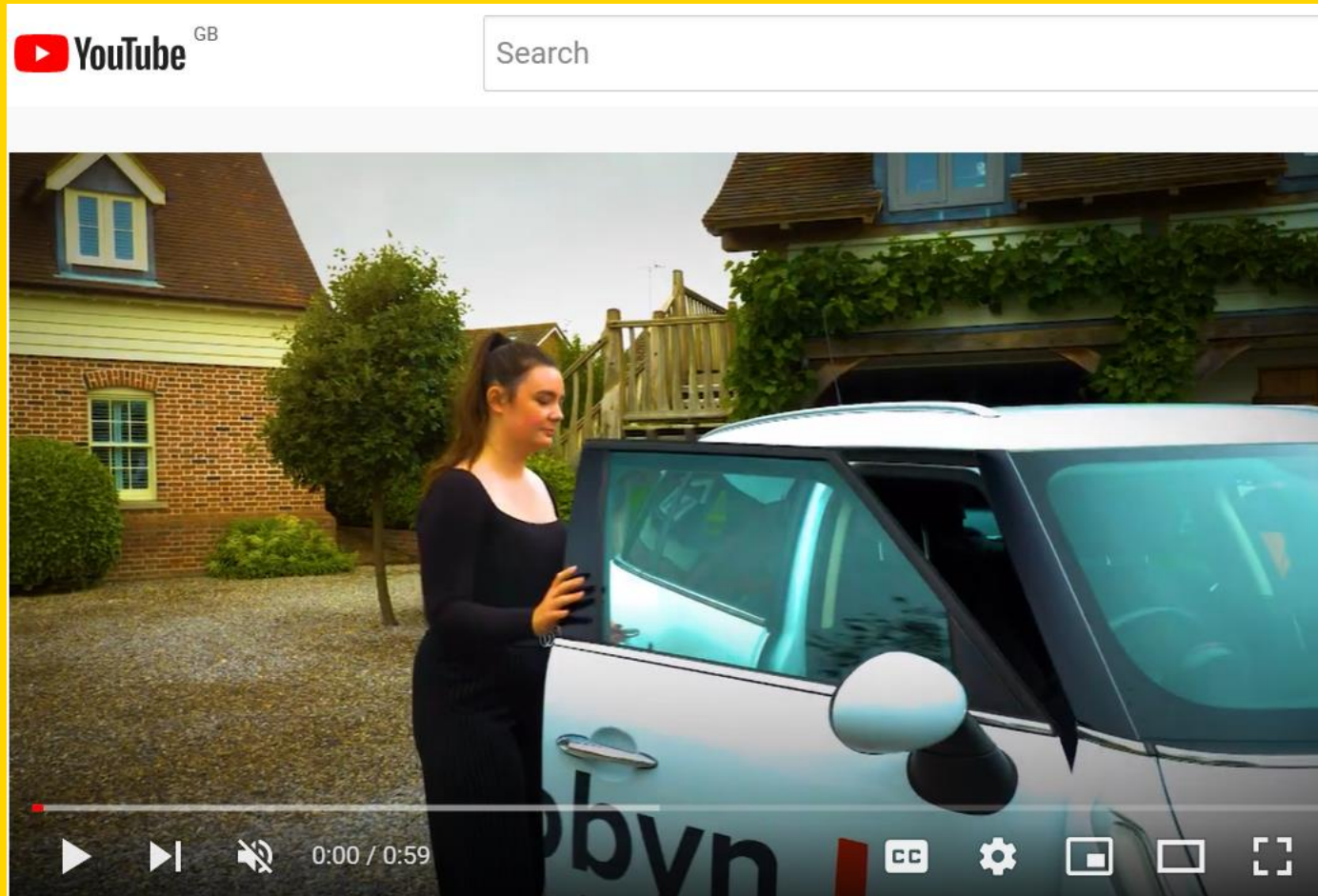
- The DVSA’s Instagram channel has been relaunched for the ‘Ready to Pass?’ campaign
- The account will have engaging content with expert advice, best practice and tips to help learners on their journey to passing their test
- Follow the account and encourage your pupils to as well: @dvsagovuk



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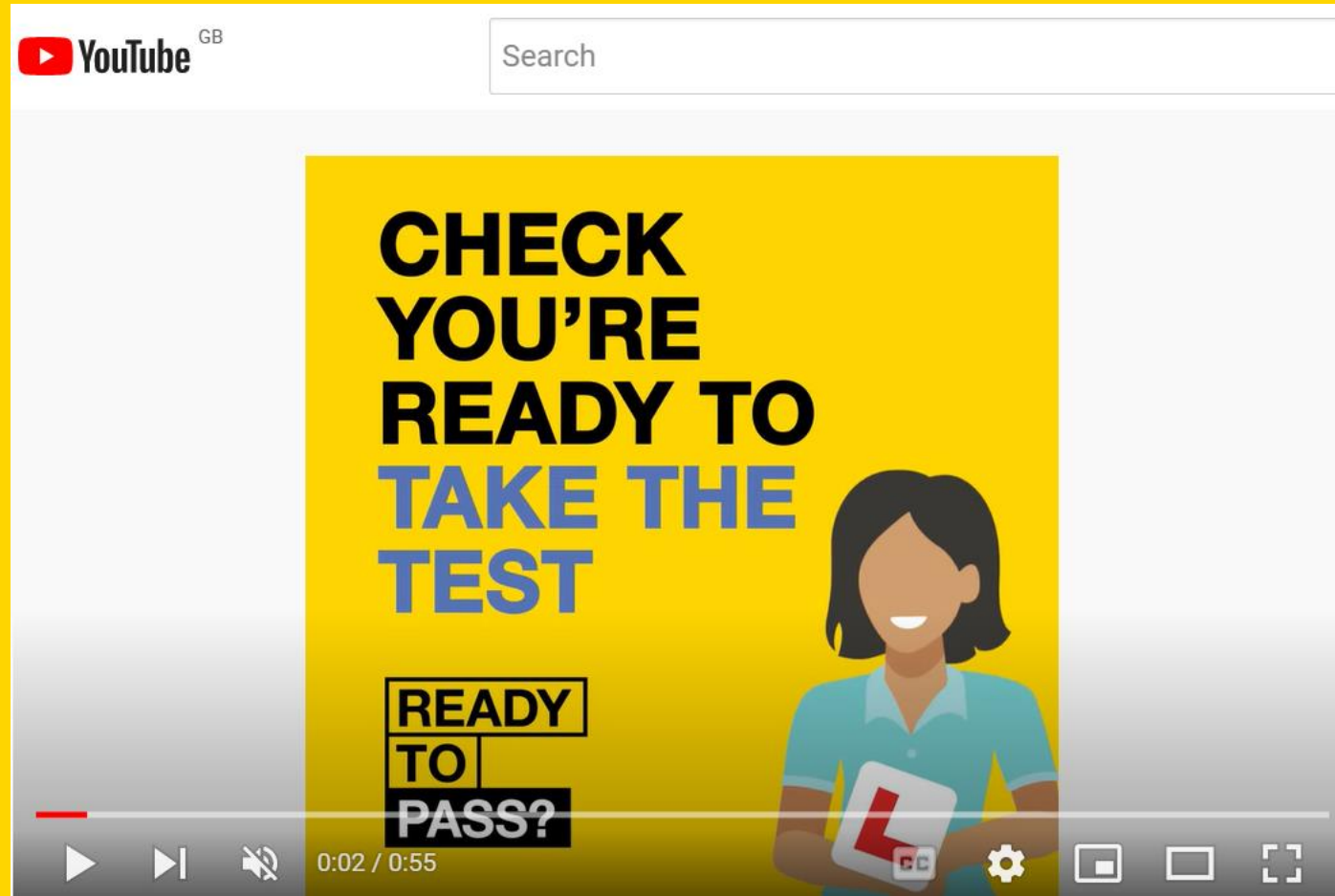
# ‘Ready to Pass’ video



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[Link: Ready to Pass? Campaign Launch video - YouTube](#)

# Checklist video



[Link: Ready to Pass? Checklist - YouTube](#)

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# Brand guidelines

When using the campaign name in written form in headings or the text body, always use first letter capitals for Ready and Pass, plus quotation marks and the question mark:

**‘Ready to Pass?’**

The campaign uses these two colours from the DVSA palette >>

## **DVSA Yellow**

PMS 115C  
C/0 M/15 Y/100 K/0  
R/255 G/213 B/0  
HEX FF D6 00

## **DVSA Grey**

PMS Cool Grey 10C  
C/60 M/44 Y/42 K/29  
R/98 G/106 B/110  
HEX 62 6A 6E

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# Using the 'Ready to Pass?' logo

To show your support for the campaign you could include the 'Ready to Pass?' logo in your communications to your pupils and their parents or on your website and social media.

These logo images are available on the [webpage](#) you downloaded this toolkit from.



Logo stacked left



Logo stacked right



Logo in line





# Digital assets for social media and your website

These images, along with animated versions, are available on the [webpage](#) where you downloaded this toolkit



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# Campaign email template

We've already emailed all learner drivers with a theory test or driving booking to let them know about the 'Ready to Pass?' campaign. If you want to email your pupils about the campaign, here is a draft template you could use

[\*SALUTATION\*]

DVSA has launched a new campaign called 'Ready to Pass?'.

Did you know that around half of all people who take their driving test fail it the first time and need to retake it?

This is often because they have taken their test too soon before they are ready.

At [\*YOUR DRIVING SCHOOL NAME\*] we know how important passing your driving test is and are committed to making sure that you are properly prepared before you take your test.

The 'Ready to Pass?' campaign has lots of helpful tips and advice on the campaign website so we recommend taking a look and having a chat about it with your instructor at your next lesson. The address is [www.gov.uk/ready-to-pass](http://www.gov.uk/ready-to-pass)

'Ready to Pass?' also has a really great Instagram channel which we recommend you follow as well - @DVSAGOVUK.

[\*SIGN OFF\*]

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## Thank you for your support

Find us here

Web: [www.gov.uk/ready-to-pass](https://www.gov.uk/ready-to-pass)

Insta: @dvsagovuk

Enquiries: [ready.to.pass@dvs.gov.uk](mailto:ready.to.pass@dvs.gov.uk)



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