

**READY TO PASS?**

# ADI communication toolkit



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**READY TO PASS?**

# 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](http://www.gov.uk/ready-to-pass)



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# 'Ready to Pass?' Instagram

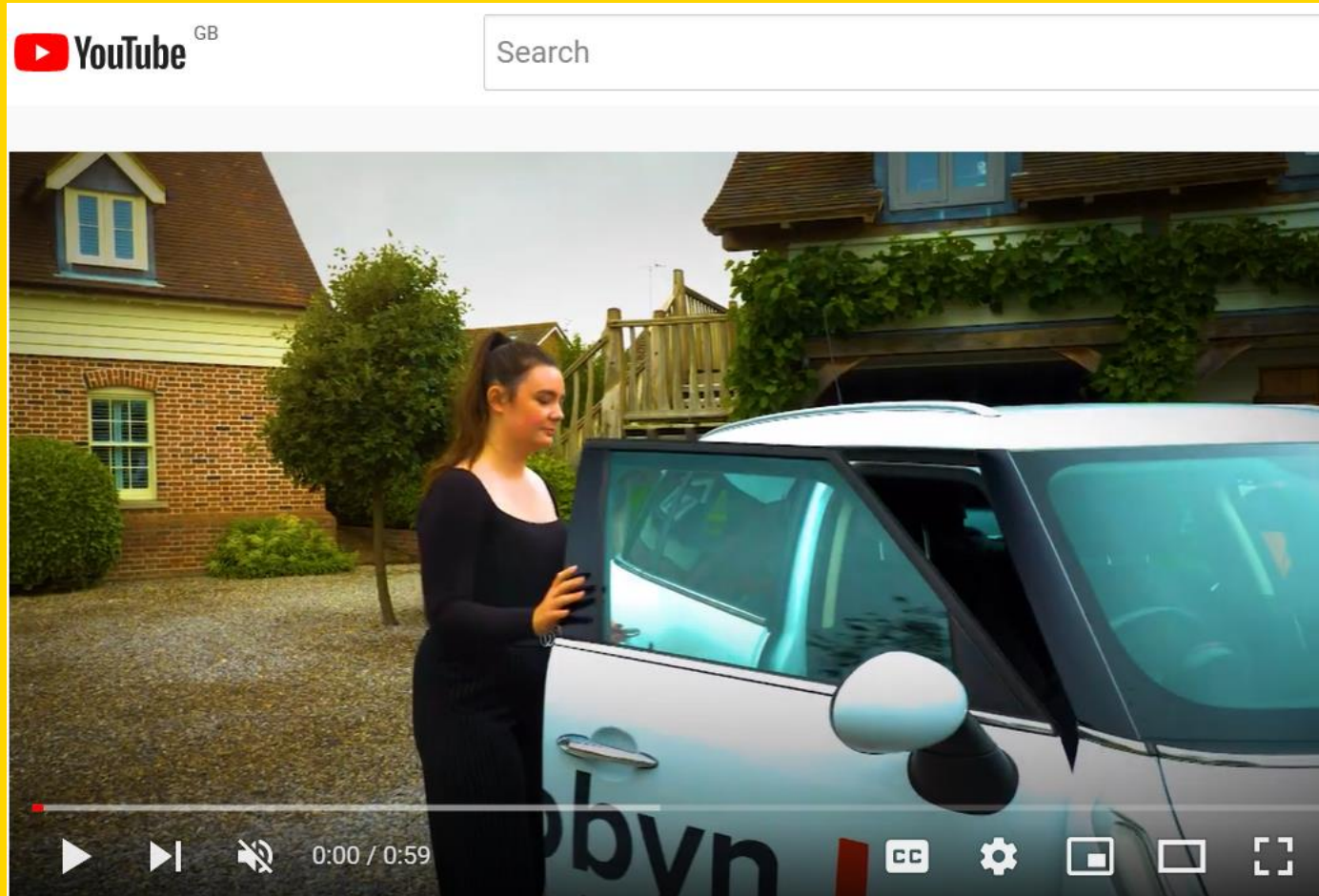
- The DVSA's Instagram channel has been relaunched for the 'Ready to Pass?' campaign
- The account will have engaging content with expert advice, best practice and tips to help learners on their journey to passing their test
- Follow the account and encourage your pupils to as well: @dvsagovuk



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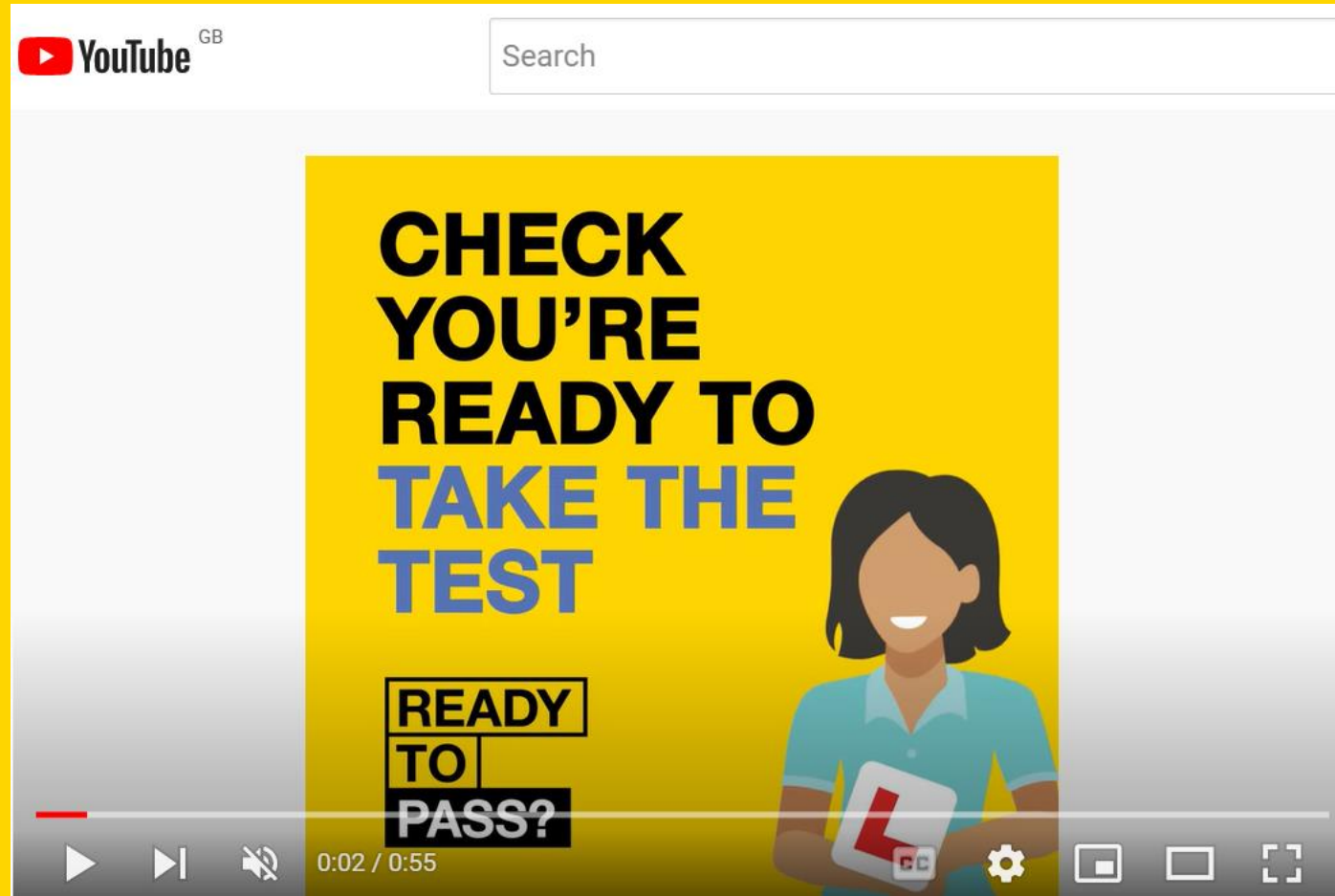
# 'Ready to Pass' video



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

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# Checklist video



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

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# Checklist to print

We have printable versions of the 'Ready to Pass?' checklist that you can download and print out to use with your pupils.

They're available to download from the page where you downloaded this toolkit.

['Ready to Pass?' campaign toolkit for driving instructors](#)

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## Check you're ready to take the driving test

- ✚ You do not need prompts from your driving instructor**  
You need to be dealing with every part of driving consistently, confidently and independently – without any prompting from your driving instructor.
- ✚ You do not make silly mistakes when you're driving**  
If you're making silly mistakes that are dangerous or potentially dangerous during your driving lessons, you're not ready.
- ✚ You pass mock driving tests**  
Taking and passing mock tests with your driving instructor will help you understand if you're ready to pass.
- ✚ You can control your nerves**  
Controlling your nerves is a really important skill for driving safely. Make sure you've got a plan in place to manage your nerves.
- ✚ Your driving instructor agrees you're ready**  
If your driving instructor says you're not ready to take your driving test, listen to them. They're road safety experts who know what it takes to pass the driving test.

Move your driving test back if you're not ready. It can give you vital time to brush up on your skills and make sure you're ready to pass.

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

 Driver & Vehicle Standards Agency



# 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



# Graphics for social media and web

You can find these graphics, animations and more on the [webpage](#) where you downloaded this toolkit

**LEARNING TO DRIVE?**  
For tips and great advice to help you get ready to pass your driving test visit [www.gov.uk/ready-to-pass](http://www.gov.uk/ready-to-pass)

**READY TO PASS?**



**TAKING A DRIVING TEST?**  
Check to see if you're ready with DVSA's simple checklist [www.gov.uk/ready-to-pass](http://www.gov.uk/ready-to-pass)

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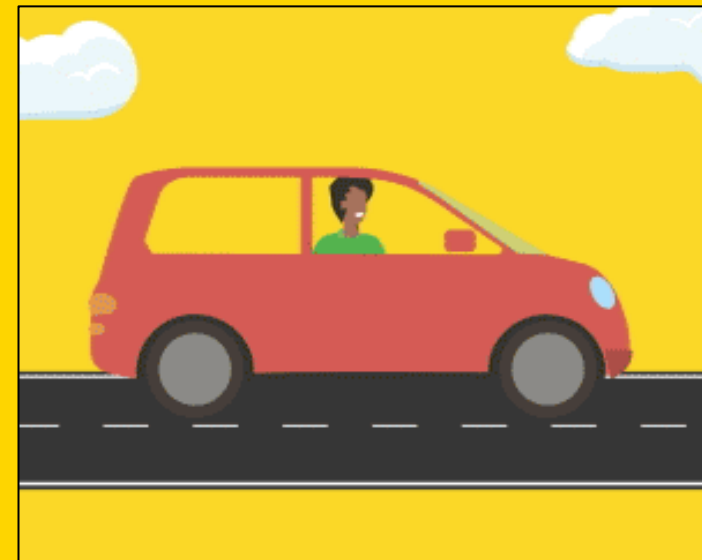
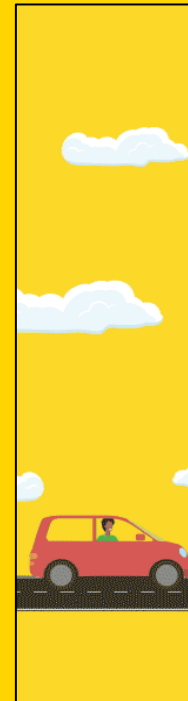


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## Thank you for your support

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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