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**YOUNG DRIVER ROAD SAFETY AWARDS CATEGORIES 2019**

1. **New Scheme of the Year 2019** - for schemes launched within the period January 2018 – December 2018
2. **Education and Training Initiative of the Year 2019** - a scheme that provides education or training directly, either within a classroom setting, in or on a vehicle, in a simulator or real-world setting
3. **Partnership Scheme of the Year 2019** - incorporates a wider community involvement, with special emphasis on collaborative working with different partners from different sectors
4. **Young Driver Marketing Campaign of the Year 2019**
5. **Best Private Sector Initiative of the Year 2019**
6. **Lifetime Achievement Award**

This year, we are welcoming nominations for the above six categories. For the **New Scheme**, **Education and Training Initiative,** **Partnership Scheme, Young Driver Marketing Campaign** and **Private Sector Initiative** entries will be judged on the below criteria, with the judging panel placing the entry into the most relevant category.

The awards are free to enter via **firstcarmedia.co.uk**, and are limited to 1,000 words, with a maximum of three single page supporting documents. Each entry will be judged on the bullet points listed below on a scale of 0-10. No evidence scores zero, very strong evidence scores the maximum ten points.

**JUDGING CRITERIA**

* has a data-driven evidence of need
* evidence that it is based on a sound conceptual framework (theory of behaviour change) or established schemes that have demonstrated success
* has been pre-tested through a pilot scheme
* is clearly and specifically targeting the young driver
* has clear and measurable aims and objectives
* shows innovation
* properly evaluated, be that preliminary, current and/or historical evaluation
* has made a real difference, with supporting evidence, to improving young driver behaviour
* overall feel of initiative, including take up with target market

The **Lifetime Achievement Award -** will be judged against different criteria to the above. We are looking for nominations for people who has gone above and beyond the call of duty to help improve young driver safety. Someone who has worked tirelessly, selfishly, often unnoticed, over the years to make a real positive difference. Impressive commitment, leadership, skill, personality, empathy… the vision to make a difference… an unnerving desire to positively influence when others may throw in the towel. Tell us about the nominee – their name, company, position and career details as far as you know and your connection to the nominee.

**HOW TO ENTER ENTRY GUIDANCE NOTES**

* Entries are online via the online entry form at [**www.firstcarmedia.co.uk**](http://www.firstcarmedia.co.uk)and are emailed through to [awards@firstcar.co.uk](mailto:awards@firstcar.co.uk)
* The awards are free to enter
* Entries are limited to 1,000 words
* When submitting your entry, please assume judges have no prior knowledge of the scheme
* Three single page supporting documents can support the entry, supplied as a single PDF, no larger than 5MB. The supporting statement may include text, images and graphs.
* **Scoring system**
  + The judges will determine which category the award entry will be entered into
  + Each entry will be judged on the bullet points listed above on a scale of 0-10. No evidence scores zero, very strong evidence scores the maximum ten points
  + The entry with the highest total score, taking in to account all judges scores, will be adjudged the winner
  + In the event of tie, the judges will make a collective decision
  + Where a judge is precluded from offering a score due to a vested interest, an average score is taken from the other scoring judges and added to the overall total.
* A ‘Winner’ and ‘Highly Commended’ award(s) will be awarded per category.
* If the award entry is a national scheme, run by several different partners, please just enter as one entry.
* When entering the awards online, you need to submit a 25-word synopsis with a supporting logo to be used in the pre-markeing of the awards
* Sending in your entry with the entrant’s name confirms your agreement with our terms and conditions.
* A carefully selected panel of judges with extensive industry experience, who agree to strict impartiality and confidentiality, judges the Young Driver Road Safety Awards.
* No member of the panel will judge a category that their organisation has entered or assisted in any way.
* No judge is permitted to speak to entrants about their entry before or during the event, but entrants can ask for feedback post event to help improve moving forwards.

**TIMINGS**

* The awards period cover campaigns, which have run 1st January 2018 - 31st December 2018
* All entries must be received by 11th Feb 2019
* The shortlist will be announced w/c 4th March 2019
* The awards will be presented at Young Driver Focus, Royal Automobile Club, Pall Mall, London, 1st May 2019.

**TERMS AND CONDITIONS**

* All entries must be emailed hrogh to [awards@firstcar.co.uk](mailto:awards@firstcar.co.uk). Please do not send entries by post, as they will not be considered.
* The organisation and the person named on the entry form as THE ENTRANT will be the names used for any award presented at the Awards event.
* By entering you agree to the information in your entry being shared (in absolute confidence) with our judges, solely for the purposes of the Young Driver Road Safety Awards.
* A member of our team or one of our judges may contact you, if they require any further information or clarification.
* The judges’ decisions are final and no correspondence will be entered in to.
* If requested, shorlisted entrants must be prepared to present their initiative at the Young Driver Focus 2019 conference, via a 10-15 minute presentation.
* Winners and highly commended entries will have their schemes showcased via the RSGB website and newsfeed. Confidential information will not be published and the award entrant will apporove the article(s) prior to publication.
* If you are shortlisted for an award you are expected to attend Young Driver Focus. Please do not enter if you are not prepared to attend.