

CIPR Pride Awards 2010

Region: North East

Category 19: Best Website or Microsite

Name of Entry: Roadwise – Road Safety from the Electronic Highway

Agency: DTW

Client: 95 Alive York and North Yorkshire Road Safety Partnership

Background information

Road safety is a key priority for local authorities and emergency services. In North Yorkshire, there were over 700 people killed or seriously injured on roads during 2007 and 536 in 2008. The average cost to the economy of a fatal road traffic collision is £1.6 million and the average cost of a serious road traffic collision is £185,000*.

Through education, training, publicity and enforcement these deaths/injuries can be prevented.

A campaign, comprising of several sub-campaigns, launched by the 95 Alive York and North Yorkshire Road Safety Partnership (a partnership of local authorities, emergency services and other North Yorkshire agencies) was launched to raise awareness of road safety to the target audience of young drivers, older drivers, adults and children.

A key element of this campaign was a dedicated road safety website. The motorcycle section of the website launched at the end of May 2009 and the remainder launched in July 2009. The campaign website is still live.

The aim of the website

The aim of the campaign website was to act as a central hub of information to support the overall campaign.

Objectives were:

- Assist the campaign in:
 - o Reducing KSI road casualties by 40% by the end of 2010
 - o Saving 95 lives
- Promote the campaign messages:
 - o Always wear a seat belt
 - o Don't be distracted when driving
 - o Don't speed
 - o Never use a mobile phone whilst driving
 - o Don't drink-drive
 - o Don't drug-drive
 - o Ride safely (motorcyclists)
- Provide a central point of road safety information for different user groups
- Raise awareness of the 95 Alive Partnership
- Enable road safety officers to direct people to the website for information
- Build a database of email contacts for permission-based marketing
- Gather market research

How the website meets the requirements of our target audiences

- Single point of information for different audiences, split by user group so people can find information quickly and easily (Appendix 1).
- Specific menu for each audience relating directly to information relevant to them (Appendix 2).
- Central source of information without re-directing to other sites.
- Contains tips and advice for using roads safely, as well as factual and legal information and details of upcoming events.
- Road safety officers (RSOs) can direct people to the website.
- Information is broken up into easily digestible sections.
- Enables learning through play for children and young people.
- Integration of video and audio appeals to young people.
- Information is kept up-to-date and relevant due to North Yorkshire County Council (NYCC) staff training in using the content management system.
- Text only version of content is available in large format.
- Competitions can be entered and 95 Alive can be contacted easily via online forms.
- Very visual to engage the audience.

Design and creativity – what makes this website stand out?

- Interactivity with children (Appendix 3) and young people (Appendix 4) through online games such as puzzles, quizzes, crosswords, etc. – all following the road safety theme.
- Interactivity with young people through a radio advert competition whereby school and college students developed road safety radio commercials – shortlisted and posted on the website for people to vote for their favourite.
- Interactivity with target audiences through video footage, etc.
- The eye-catching campaign imagery in the wider communications mix used throughout the website (Appendix 5).
- Use of characters – the children's section featured the Seat Belt Sheriff and Hugo leading children through the site (Appendix 6).
- Ideas for how Junior RSOs in schools can help spread road safety messages (Appendix 7).
- Inclusion of 'report a hazardous road' function.
- Inclusion of a teachers' area, providing key road safety resources.
- Partnership working – links on the websites of partner organisations.
- Evaluation – offline campaign success measured by directing people to website to complete online surveys.
- Interactivity through online competitions – enabling us to collect contact details for future marketing, plus visitor knowledge due to people answering road safety questions.
- Interactivity with motorcyclists through facebook and google pay-per-click adverts directing to the site.

Evaluation and measurement

During the period 01 July 2009 to 13 July 2010 there were:

- 1,767,080 hits
- 36,516 visitors
- 250,165 page views
- 877 visitors to games section
- Games played 4,472 times
- An average of five games played per visitor to games pages

- 40,589 votes for college radio advert competition
- 3,977 votes for school radio advert competition
- 320 entries for motorcycle jacket competition

Consequently:

- Including design, artwork, build and population of the website, the cost per visitor is 54p. This will reduce as visitors log on throughout the year.
- Including the cost of copywriting for the site, plus design and build of games, the cost per visitor is £1.02 (will reduce as visitors increase).
- So far, 91 lives have been saved** and the campaign is still running.
- Fatalities in 2009 were the lowest since NYCC started keeping records 20 years ago.
- We now have a substantial email database of people we can contact for marketing purposes.

Three NYCC staff members were trained in how to use the content management system to make updates. This has avoided significant outsourcing costs.

The website is a central source for the target audience to find information they require quickly and easily. Using road safety officers to disseminate this information would have been far more costly.

References:

*Department for Transport

**People who are alive today who may otherwise have died if casualties had carried on at the rate of four years ago