**LONDON ROAD SAFETY COUNCIL**

**Tender Brief for Mobile Phone campaign**

***To create short films for social media, to direct to target audiences in participating boroughs and to monitor interactions. Proposals may include other complementary measures to support the social media campaign.***

**Campaign objectives**

* Raise awareness of mobile phone contribution to road danger amongst pedestrians, cyclists and drivers
* Generate public / media discussion about mobile phone use and road danger
* Recognition and presence of London Road Safety Council

**Campaign Outputs**

* Number of eyeballs reached
* Shares / interactions with message
* Positive feedback from public, mainstream press and/or politicians

**KPIS**

* Campaign targeted by location – London Borough
* Monitoring and reporting of impact
* Innovation of message
* Potential for continued use of communication assets
* Potential for extension to other forms of public communication
* Distribution by multiple channels

**Available budget: £28.8K across 12 London Authorities (Brent, City of London, City of Westminster, Ealing, Hillingdon, Richmond, Hounslow, Wandsworth, Havering, Merton, Croydon and Southwark)**

**Proposed campaign dates – May – July 2019**

Tender Questions:

1. Understanding of Brief – please describe how your campaign will achieve the above objectives, outputs – 10
2. Please describe how your campaign will meet the above KPIs – 5
3. Please give a timetable for delivery – include requirements for LRSC and Authorities to provide - 5

**FORMAT**

Written Submission – no more than 750 words in total for all three questions

Additional information such as images and videos to be supplied as appendices

**Closing Date for submission**: 2nd May 2019. Potential date for presentations (if shortlisted): May -date tba

**Background Info**

The London Road Safety Council is a registered charity and its Trustees (Executive) meet quarterly.

The Council is unique in London in that it has a membership of elected council members and professional road safety officers from the London boroughs. Transport for London (TfL) and other stakeholders, including the Metropolitan Police and City of London Police forces, are also represented. Full Council meetings take place quarterly in January, April, July and October, and the Annual General Meeting and Annual Conference take place in July each year.

LRSC in its role to support its constituent members in reducing the number of road traffic casualties in the Council area by educating the public in road safety have created a platform for Boroughs to pool resources and work collectively on larger campaigns.

Recently the RAC carried out a survey on the use of mobile phones whilst driving in which it suggests more than half of London’s drivers are making or receiving calls at the wheel, double the UK average.

According to the survey, carried out for the RAC’s annual Report on Motoring, 52% the Capital’s drivers make or take calls – a year-on-year rise of 16% – compared to 25% of all UK drivers.

The RAC says that while many parts of the UK recorded a reduction in drivers admitting to using a handheld phone illegally, London stands out as clearly ‘bucking this trend’.

In addition, 41% of London’s drivers admit to sending texts, social media posts or emails at the wheel – compared to a 16% national average. Of those, 24% confessed to doing this ‘most’ or ‘all of the time’.

The findings have prompted the RAC to ‘raise a warning flag’ about the ‘apparent fading impact’ of the tougher penalties, introduced in March 2017, which mean those caught committing the offence receive six penalty points and a £200 fine.

Pete Williams, RAC road safety spokesperson, said:

“Following the introduction of stronger penalties in 2017, we saw a promising shift with some drivers changing their behaviour for the better and becoming compliant with the law.

“Sadly, that didn’t signal the start of a longer-term trend with drivers now seemingly returning to their old ways and putting themselves and millions of other road users at risk.

“There is still a huge job to do in communicating to drivers the dangers of continuing to mix driving with illegally using a mobile phone.”

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