

Operation Drive Insured 2023

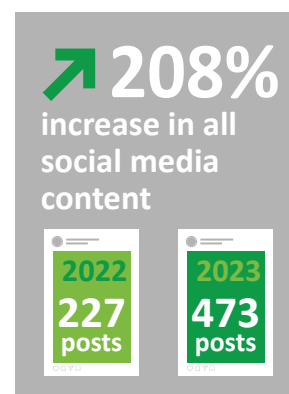
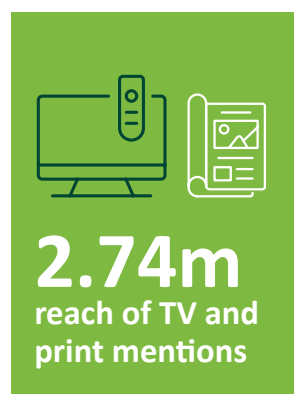
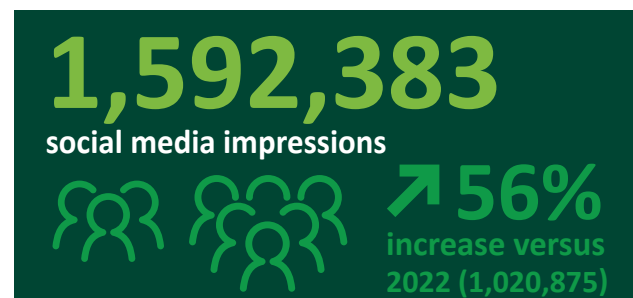


This year, Operation Drive Insured focused on two key outcomes: taking uninsured vehicles off the road and driving positive behaviour change. We attended more roadside operations, took more Police Helpline calls, ramped up our social campaign and increased press coverage to achieve these goals.

Taking uninsured vehicles off the road



Driving positive behaviour change



Taking uninsured vehicles off the road

ROADSIDE OPERATIONS

This year, based on Police Helpline data, an estimated 3,736 vehicles were seized during Operation Drive Insured week.

In addition, 27 police forces have provided detailed Operation Drive Insured reporting. Highlights include:

- 523 vehicle stops and 209 seizures generated by MIDAS alerts
- 253 vehicle stops and 112 seizures generated by Tutelage / Tutelage plus alerts

Notable stops included:

- Vehicle tracked via ANPR from Wales towards London. 3 occupants arrested for Possession With Intent To Supply and Money Laundering, £40K cash seized.
- Driver arrested for suspected theft offence.
- Driver had fraudulently created their own driving licence.

ROADSIDE SUPPORT

MIB law enforcement liaison officers (LELOs) supported police forces running Operation Drive Insured roadside operations:

- 14 roadside operations attended (2.3x the 6 attended in 2022)
- 89 vehicles seized at supported operations
- 5 drivers purchased insurance at the roadside
- Direct link to Police Helpline and checks on MID

POLICE HELPLINE

Coverage of our Police Helpline was increased.

Support included:

- 36% more inbound calls than normal
- 429 seizures logged (average 284 per week in 2023)
- Expansion of hours to include 8-9am and 5-6pm

Driving positive behaviour change

PRESS AND MEDIA

Focusing on new hotspot data, which saw B18 postal area no longer topping the ranks, details of the operation was mentioned 273 times across all media types during the week.

The story was released as a Sky News exclusive, leading with Toni's real-life story. This broke on Monday morning on website and mobile app, with mobile push notifications, followed by 7 features across Sky Breakfast News.

Across the week, Operation Drive Insured reached 2.74m individuals TV and print mentions alone, with an online reach of potentially 516m (unique viewers per month)

- 211 broadcast mentions (73% increase versus 2022)
 - 8 television mentions
 - 203 radio mentions
- 57 online mentions

CAMPAIGN PACK

The pack provided:

- Key messaging and headline statistics
- Sample social post copy
- Image, GIF and video assets

This year, a campaign pack was distributed to four parties: police press offices, police contacts with social presence, insurance partners and media.

The pack was downloaded by 89% of police press offices, who were also provided with Welsh language assets for the first time. 51 distinct police social media accounts shared Operation Drive Insured content across the week.

ORGANIC SOCIAL MEDIA

Highlighting police roadside operations, potential insurance pitfalls and consequences of uninsured driving.

- 51 social posts were deployed by MIB across X (Twitter), Facebook and LinkedIn
- Engagement rates averaged 5.32%
- Roadside activity further highlighted with 'live tweeting' on Tuesday, in which seized vehicles and videos of partaking officers featured, accounting for 12 of 31 posts on X.

Outside of MIB posting, the week saw:

- 1,191 pieces of social content
- 1.6m impressions (56% increase versus 2022)
- 393 unique people posted about Operation Drive Insured
- 51 distinct police accounts posting (232% increase versus 2022)

PAID SOCIAL MEDIA

A paid social campaign trial has been run on Meta and Spotify to cover Op Drive Insured. It highlighted potential insurance 'pitfalls and consequences of uninsured driving.

Content aimed at those who believe they're insured but may still be driving illegally has proven to be the most engaging.

Campaign highlights include:

- 55,584 visits to the landing page (2.39% CTR)
- 177,423 total Meta engagements (6.4% of impressions)
- 86% Spotify listen-through rate

Notable coverage

sky news 9 Jan 3° 0" Watch Live


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Nurse describes 'horrific' fatal crash after suffering life-changing injuries - as worst areas for uninsured drivers revealed

Toni Wallace suffered spinal injuries and doctors told her she may never walk again after the collision with an uninsured driver, who died at the scene. She speaks about her ordeal as police launch a crackdown on uninsured drivers this week - with the country's worst 15 "hotspots" named.

David Mercer
Chief Sub Editor @DavidMercerSky

Monday 20 November 2023 06:29, UK



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Police seize one uninsured vehicle every 70 minutes in the West Midlands

An uninsured vehicle is seized every 70 minutes by police in the West Midlands.

By Daniel Walton | Published Nov 20, 2023 | Last updated Nov 21, 2023

1 Comments



Op Drive Insure is aimed at targeting uninsured drivers

A new report has revealed more than 6,000 uninsured cars have been seized in this year alone so far.

The new figures, which come as part of Operation Drive Insured for Road Safety Week, show that as of this month, 6,444 vehicles have been seized for not being insured.

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Mapped: Uninsured driver hotspots revealed as car premiums soar

Leeds tops the list, as Bristol, Salford and Manchester overtake Birmingham as the worst affected areas for motorists dodging cover

Maira Butt • Monday 20 November 2023 17:20 GMT • Comments

The top areas for uninsured drivers have been revealed as car insurance premiums continue to soar.

New data shared by the Motor Insurance Bureau reveals the worst culprits, with Leeds topping the list of areas outside London, and Bristol, Salford and Manchester now overtaking Birmingham as the worst affected areas for motorists dodging cover.

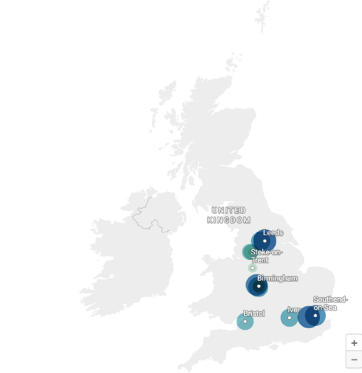
Men and young adults were among the worst culprits and the problem was more prevalent in cities and urban areas.

It comes after an investigation by *The Independent* revealed insurance premiums had increased by 48 per cent in the past year, with some drivers forced to sell their cars as they struggled to afford their insurance payments.


And in our latest expose, we revealed how tens of thousands of drivers are increasing the excess on their policies or switching to third-party-only cover in a desperate bid to cut costs.

Hotspots for uninsured drivers in the UK revealed

Zoom in to our map and see if you live in an uninsured hotspot.



Map: Maira Butt - Source: Motor Insurance Bureau - Created with Datawrapper



Mirror

Police will focus on the worst areas for uninsured drivers as they aim to combat the issue (Image: Getty Images/iStockphoto)

NEWS POLITICS FOOTBALL CELEBS TV CHOICE ROYALS

Worst areas for uninsured drivers after nurse suffers life-changing injuries in crash

The Motor Insurers' Bureau (MIB) has released the top 15 worst places that are linked to uninsured drivers - it comes after an alarming number of claims made by car crash victims

By Monica Charsley, News Reporter
11:35, 20 Nov 2023

The "hotspots" for uninsured drivers have been revealed after a mum was left with life-changing injuries following a crash with an uninsured driver.

Toni Wallace, 55, was rushed into a gruelling 10-hour surgery and was told she had only a 50 per cent chance of walking again after her car was struck by a high-speed vehicle near Holnest, Dorset.