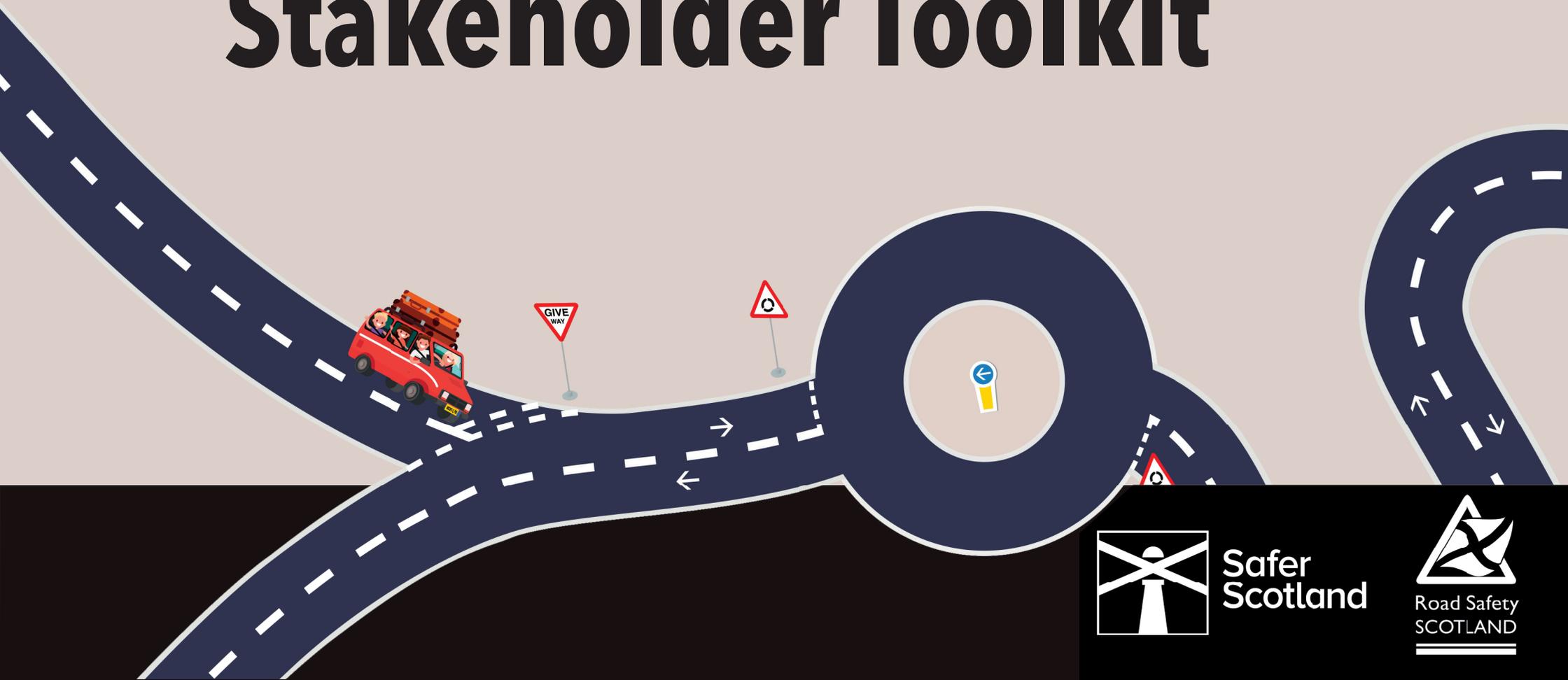


Drive on the Left Stakeholder Toolkit



Safer
Scotland



Road Safety
SCOTLAND

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What is the Drive on the Left campaign?

The Scottish Government and Road Safety Scotland (part of Transport Scotland) have launched their Drive on the Left campaign, reminding visitors to drive on the left when visiting Scotland this spring and summer.

The campaign sets out to help drivers stay safe as they embark on their journey to Scotland, by sharing useful information about Scotland's roads, which often differ from other countries, including how to navigate single-track roads and passing places.

Drivers are urged to stay alert and be well rested to avoid switching to autopilot, which can easily happen when the roads are quiet or a driver is tired. This can cause someone to enter a roundabout the wrong way or turn onto the wrong side of the road at a junction.

Visitors are also reminded that weather conditions can change quickly in Scotland, making it even more challenging to navigate long and twisty roads.

Drive on the Left wristbands and stickers will be distributed through the BVRLA to visitors when they collect a hire car, along with a Driving in Scotland information leaflet. The leaflet offers practical advice about driving on single-track roads, looking both ways at junctions, speed limits, planning your journey and taking regular rest stops to avoid fatigue. The wristband is available in 8 different languages.



How you can get involved

There are lots of ways you can get involved with the campaign. We appreciate your help in spreading this important message and reaching as many visitors at key points of their journey as possible.

Partnerships

We will be approaching a number of partners to help spread the message. If you would like to be involved, or to order wristbands, leaflets and stickers, please contact roadsafety@smarts.agency.

PR

Sharing real stories and experiences helps bring our campaign messages to life in the media and on social media. If you have experience of an incident involving someone driving on the wrong side of the road, and you would like to help support this campaign as a spokesperson or case study, we would love to hear from you. Please contact the PR team on roadsafety@smarts.agency.

Social media

We would appreciate your support in sharing our assets and messages on your social media channels. You can share our posts directly from the Road Safety Scotland Twitter and Facebook pages, and you can download assets from the campaign assets page on the Road Safety Scotland website.

- ▶ Our Facebook page is here: facebook.com/roadsafetyscotland 
- ▶ Our Twitter handle is: @RoadSafetyScot 
- ▶ The campaign hashtag is: #DriveOnTheLeft
- ▶ Here is a link to the website: bit.ly/DriveOnTheLeft23
- ▶ Here is a link to the Driving in Scotland leaflet: bit.ly/DrivingInScotland
- ▶ [Click here to download campaign assets](#)

Example social posts



We're supporting Road Safety Scotland's new #DriveOnTheLeft campaign, reminding visitors to #DriveOnTheLeft when visiting Scotland. Find out more here: bit.ly/DriveOnTheLeft23

Visiting Scotland from overseas? Our roads might be a little different from what you're used to. This handy Driving in Scotland leaflet will help you plan ahead. Take a look [➡ bit.ly/DrivingInScotland](https://bit.ly/DrivingInScotland) #DriveOnTheLeft

For many visitors, Scotland's roads are unfamiliar and can be a little tricky. If you're planning a trip to Scotland, take extra care to stay on the left at junctions and roundabouts. More about driving in Scotland here: bit.ly/DriveOnTheLeft23 #DriveOnTheLeft



Driving tired makes it harder to remember to drive on the left-hand side. Plan ahead and take regular breaks. More advice here: bit.ly/DriveOnTheLeft23 #DriveOnTheLeft

Whether you're enjoying Scotland by car, motorcycle or caravan, navigating Scotland's roads can be tricky - especially if you're not used to driving on the left. You'll find advice about driving in Scotland here: bit.ly/DriveOnTheLeft23 #DriveOnTheLeft

Visiting Scotland from overseas? Remembering to drive on the left can be tricky. We'd love to know how you stay alert and make sure you keep to the left at all times. Share your top tips below! [➡](#)

Key messages

- For many visitors, Scotland's roads are unfamiliar and demand more concentration. Drivers from overseas are less used to driving on our rural roads, which can be long, twisty and often single-track.
- Habit determines much of our driving behaviour. If you're not used to driving on the left, it's easy to go into autopilot and drive on the right.
- It is particularly important to pay attention early in the morning or late at night when there may be no other traffic to remind you to drive on the left.
- When driving in Scotland it's important to override the autopilot and drive 'consciously' - especially when entering a road with no other traffic or entering a roundabout.
- Junctions can be tricky if you're not used to driving on the left. Make sure you look both ways when checking for traffic, and turn onto the correct side of the carriageway. This can be particularly hard to remember if there is no other traffic about.
- It's particularly easy to go into autopilot if you are distracted by other people in the car, if you're tired or trying to decipher directions to find your destination.
- The weather in Scotland can be challenging. Changing weather conditions make navigating the twists and turns even more complicated, especially when it's dark and the road is unfamiliar.
- Avoid driving tired by planning ahead and taking regular breaks. If you feel tired while driving, stop for a coffee and have a rest.
- Visitors can pick up our handy Driving in Scotland leaflet, wristbands and stickers at car rental venues, tourist spots and Visit Scotland iCentres during their visit.
- For more information visit bit.ly/DriveOnTheLeft23

We're looking forward to working with you on this campaign. If you want to get involved or have any questions, suggestions or comments, please get in touch.

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