



Driver Training for Sports Professionals.

drivetech.co.uk

About Drivetech.

Drivetech is the driver training and driver risk management operation within the AA.

With a strong presence in the UK, and internationally too, we are a leader in providing innovative risk reduction solutions, on and off the road.

We boast over 30 years of successful experience in offering driver training to businesses worldwide. We are also the UK's largest provider of driver offender retraining courses.

Our products and services improve driver safety. The benefit is, of course, preventing road deaths and serious injury. The additional benefits are enormous including protecting reputations and helping you with your duty of care obligations.

Ethical? Financial? Reputational? Whatever your reasons, Drivetech is keen to help in a passionate, interactive, and committed way. We pride ourselves on our high levels of customer service, satisfaction and discretion.

With a great team and the backing of the AA, we're passionate about what we do. We are focused on continuous improvement and are committed to maintaining our high standards, offering real value for money.

“ Quite simply, we are driven to keep people safe. ”

Protecting Your Sport Professionals Behind The Wheel.

Driving is one of the most dangerous things we do. Sporting professionals who may be new to UK roads, driving high-performance vehicles, grappling with new in-vehicle technology, potentially all at the same time, face significant risks when they drive.

Drivetech has a portfolio of services for organisations and individuals such as yourselves who work with elite sports people. They face many of the same challenges we all do when on the roads, though their risk can be heightened as a result of their profile or the car they drive.

Our range of training helps to protect their safety behind the wheel, enhance their confidence if needed and reduce collision risk. Delivered anywhere in the UK, we are available to run individual professional driving courses.

All work is carried out in the strictest confidence. Drivetech provides discreet, timely and innovative driver coaching for professionals across a wide range of sports including Premier League football, professional rugby, cricket, athletics, sailing, golf and motor racing. Drivetech has substantial experience in coaching elite sports people and high-net worth individuals. We understand that being in the public eye is a challenge in itself, so we fully appreciate the need for privacy.



Working with you.

Working in partnership with you, Drivetech can:

- Educate; your sporting professionals on the risks when driving and, where required, provide training and instruction on-road
- Improve; driver skills, behaviour, awareness and mindsets of your sporting professionals
- Protect; the reputation of your sporting professionals, and of your club or association
- Minimise; the risk of your sports person getting injured on the road which can result in them missing sporting events, or worse, ending their sporting career
- Display; your duty of care obligation to your sporting professionals and to the wider public by reducing their exposure to on-road risk

We've said it before, but we'll say it again – all work is carried out in the strictest confidence. We provide discreet, timely and innovative driver coaching for sporting professionals. Our wealth of experience in coaching elite sports people and high-net worth individuals means we fully appreciate the need for privacy when being in the public eye.

In this brochure we have showcased our services that have been designed for sport professionals in mind, but we appreciate one size does not always fit all. Together we can create a bespoke package that works for you and your team.



We have a duty of care to:

- Protect all road users; drivers, motorcyclists, cyclists and pedestrians. By training your sporting professionals to improve their skills and behaviour behind the wheel, taking into account their individual needs/profiles and the cars they drive, we aim to reduce the risk of vehicle incidents.
- Offer you peace of mind; ensuring that your elite sports people will be safe on the roads when they leave the training ground in their high-performance car



Under the Spotlight.

It brings us no joy to share these examples of professional sports people who have demonstrated poor judgement in attitude, or inexperience on the road, when getting behind the wheel.

A talented footballer's career ended at the age of 22. He lost his arm in a horrific car crash in 2019. His left arm was amputated at the scene of the multiple-car accident in Miami, Florida where his vehicle crashed into a concrete barrier and overturned.

A South African footballer was forced to retire at the age of 19 after being rendered a paraplegic following a motor vehicle accident in 2018. The witness alleged the player lost control. He was flung out of his car after it hit a ditch and lost control.

A Premier League footballer was jailed for six years back in 2004 for killing a father of four in a car crash before fleeing the scene. It spelt the end of his professional career and completely devastated the lives of a young family.

Two Derby County footballers were spared jail time after pleading guilty to drink-driving and failing to stop at the scene of an accident. This was following a crash in 2019 which left their club captain with career-threatening injuries.

A Leicester Tigers youth player was paralysed after a 'major road incident'. He suffered severe spinal injuries in a car crash.

There are plenty of footballer players who have been caught by the police for driving offences. They drive fast cars, so is the temptation for putting their foot down is too much for these football stars? They risk their individual and club reputations when making the choice to drive unsafely. But worse than that, they risk terrible consequences akin to what is described above.

Is it really worth it?

Our bespoke courses listed on pages 7 – 13 have been tailored to suit the following categories: elite sports professionals, young drivers, foreign drivers and families. The pages that follow detail each of our driver training courses and whom they are most suited to.

Elite Sports Professionals.



Elite sports people face many of the same challenges we all do when on the roads, but unfortunately their risk can be heightened as a result of their profile or the car they drive.

This range of courses has been designed with sports professionals in mind.

The courses are a blend of skills and behavioural training. The combination aims to significantly reduce risk in any driving situation by enhancing personalised components of driver attitude, behaviour and competence to an advanced level.

Young Drivers.



This range of courses is designed to help reduce the risks of young sporting professionals and the potentially lethal cocktail of youthful exuberance, lack of rational development, higher tendency for risk taking and extreme horsepower of their cars.

Most sport professionals hit their prime in their late teens or early twenties. Money and powerful cars then often follow. At such a youthful age, although they have the money to purchase a high-performance car, they don't yet have the experience or skills to stay out of trouble on the roads, and it is a well-known fact that these kinds of cars can heavily punish small mistakes.

Foreign Drivers.



If you have sporting professionals who are new to driving on the UK roads, this range of courses is designed to build their confidence and competence, and decrease the risk of collisions, fines and/or prosecutions.

In addition, they also help to ensure compliance with UK legislation and allow for UK road familiarisation in a practical and safe environment. We can explain driving cultures and other factors to assist the driver with assimilating into the UK.

Families.



Many sporting professionals who move to the UK do so with their families. So, in addition to supporting your elite sports people, we believe their family members should also be supported with driver training and education.

The last thing you need is your team members worrying about their family when they should be focusing on their training and performance. Let us help so the whole family feels confident when behind the wheel.

UK Familiarisation.



Many of us can relate to driving on unfamiliar roads abroad when on holiday. Maybe also hiring a vehicle and feeling out of our comfort zone when behind the wheel of an unfamiliar car, with unfamiliar signs and junctions.

For drivers new to UK roads, our on-road familiarisation course helps to combat these challenges. Whether this course is appropriate to just your sports person themselves, or perhaps their wider family, it helps ensure their confidence and competence, decreasing risk of collisions, fines or prosecutions.

As well as ensuring compliance with UK legislation, we can explain driving cultures and other factors to assist the driver with assimilating into the UK. This course can be carried out in both a right-hand or left-hand drive car and looks to tackle things including (but not limited to) speed cameras, roundabouts and driving on the right-hand side of the road.

High-Performance Driver Development.



It is not uncommon to see our favourite sporting heroes driving around in high-performance cars. In some cases, it is the first car they drive after passing their test.

This course has been designed with sports professionals in mind. It will help them appreciate the key risks associated with driving high-performance car on today's roads including excessive speed and peer pressure from passengers.

By coaching your sports people to demonstrate the highest level of car control and mental agility when behind the wheel of a high-performance car, they will be better equipped to make informed decisions to drive safely on public roads.

All Of A Sudden.



We only really concentrate on our driving about 25% of the time and spend the remainder on autopilot, hence the 'all of a sudden' moment when it all goes wrong.

This course has been designed to help your sports professionals understand the common types of road incidents and crashes, and to recognise the risk and psychological factors that may contribute to the cause.

They will learn new techniques to help them concentrate on driving when behind the wheel of their vehicle, minimising the risk of them being personally involved in an incident.

EV/PHEV Familiarisation.



Electric and hybrid vehicles are becoming more and more common. While electric vehicles (EV) and plug-in hybrid vehicles (PHEV) are not difficult to drive, there are significant differences when compared to driving a regular car, which runs exclusively on diesel or petrol.

This course helps to bridge that gap so you can be certain that your elite sports people are confident when behind the wheel of an EV or PHEV, resulting in them driving safely and getting the most out of their innovative and environmentally friendly vehicle.

Driving in Mind.



Attitudes, thoughts, feelings and emotions while driving can have a significant impact on a driver's safety. Knowing how to physically drive a vehicle is one thing, but few drivers consider the impact their emotional state can have when driving. It is a frequent cause behind incidents and crashes.

Simply being late for a coaching session can bring a range of emotions that, if not managed effectively, can change how a sports person behaves behind the wheel. This course has been designed to help them understand the effects of emotions on driving behaviour, in particular their personal triggers. Together we will identify strategies to minimise the risk of a negative experience.

Pre-Court Driver Awareness.



Have any of your sports people accrued six or more penalty points on their driving licence within the last three years? It could be for excess speed, mobile phone usage behind the wheel or not wearing a seatbelt.

This course is ideal for drivers who want to address their own driving behaviour and who are at risk of losing their licence through the UK 'totting up' system (where a driver loses their licence if they have reach 12 or more endorsement points). It's also suitable for drivers who are facing a court appearance likely to result in a period of driving disqualification. A situation we're sure you do not want your elite sports people to be in.

By tackling the likely causes of speeding and inappropriate behaviour, and tailoring the course to the specific misdemeanour's of your sporting professional, this course will raise awareness of the associated dangers as well as alternative ways of driving.

Drivers facing a potential disqualification tend to display remorse for their actions. Completion of this course helps to demonstrate this to the court and can be used as evidence of their commitment to improve their behaviour and skills when driving. In our experience it has also helped to avoid repeat offending and has been proven to show that courts have taken a more lenient approach with regards to being banned and losing their licence.

Post Incident Course.



This course is designed to support a driver following a collision or other road incident. By discussing the incident with your elite sports person, we can pinpoint the primary cause and identify a solution to prevent re-occurrence.

The coaching that follows will help to build their confidence after the incident. In addition, we will address any evident driving faults and contributing personal factors e.g. changes in thoughts, feelings and emotions.

Safe Culture.



This course is designed to encourage a safer driving culture throughout an association or club. Instead of coaching an individual, for this course we work with a small group of elite sports people and together explore the most common attitude and behaviours that statistically increase the odds of being involved in an incident and collision.

In our experience this course works particularly well for team sports where there is already an appreciation of having to work together to get a result.

Together they will be equipped with the knowledge and skills to further reduce the risk of vehicle damage, injury, death and driving penalties.

Speed Awareness.



Designed for all drivers regardless of experience, particularly those with speeding convictions.

Our experience shows us that drivers are far more likely to conform if they understand the reasoning behind speed limits, the associated risks of speeding and the potential consequences to them and other road users.

Although perhaps the financial implications may not resonate with professional sports people, the personal implications, and possible consequences of non-compliance of speed limits certainly do.

We are confident that by the end of this course, your sports people will fully intend to comply with the speed limits and make a conscious choice to drive at an appropriate speed.

Young Driver.



Collision statistics tell us that young drivers are heavily over-represented amongst injuries and casualties on the road. One of the biggest incident types for young drivers is single vehicle accidents involving loss of control.

Do you have a young sporting professional who ticks one of the below boxes?

Our Young Driver course is designed for them and specifically for drivers who:

- are less than 25 years of age*
- have held a driving licence for less than 12 months
- have held a driving licence for more than 12 months but have had limited experience of driving
- are new to driving but already had a near-miss or a collision
- are new to driving and is already taking risks, or being over-confident when driving
- are nervous or lack confidence when driving

Our course addresses the consequences of excessive speed and common distractions including hand-held devices and passengers. It also focuses on forward planning and observation; ironing out the first signs of bad habits; and how to deal with new situations they may not have come across yet.

Chauffeur Driving and Specialist Security.

Did you know? If you have sports people that do not drive and rely on being chauffeur-driven, we also have a course for them. If you have sport people being chauffeur-driven, we're sure it is in your best interest to know they are in good hands.

Our dedicated course aims to develop a chauffeur's driving skills with a focus on minimising risk and improving passenger safety. Coaching is given on the specific responsibilities of a chauffeur as well as the potential dangers that exist in both security and safety whilst chauffeuring VIPs such as your elite sports people to their destinations.

Drivetech can help.

Our portfolio of training can benefit your organisation and protect your elite sports people. You have a duty of care towards your professional sports people, and with so much to think about, why not trust us and our experience to help them and their families stay safe when they are behind the wheel?

Work with us and together we can keep our eye on the ball.



Contact Us.

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