

Partnership Pack 11-17 NOV 2024

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What is Operation Drive Insured?



Operation Drive Insured (ODI) is an annual Tier 1 NPCC campaign, focused on taking uninsured vehicles off the road.



ODI 2024 will take place between 11-17 November 2024



All forces encouraged to run proactive uninsured driving operations.



Data provisions to enable targeted activity within hotspots and against VOI lists.



MIB-led awareness campaign, including press and paid social elements. Forces welcomed to amplify messaging.

Raising awareness: can you help?

OPERATION DRIVE INSURED 2024

We believe that there is strength in numbers, which is why we're inviting you to help amplify the reach of the campaign to your local community. However big or small, every little helps.

Whether you share our campaign on your social media feed, write a blog, or issue a reactive press statement, we appreciate any activity that helps raise awareness of the Op Drive Insured message.

Sample social post copy, images, GIFs, videos and digital stickers are available for your use on the following pages.





Social media activity and assets

Key information



Timings

Official launch

The 2024 Op Drive Insured campaign officially launches on Monday 11th November.

Daily activity

We'll publish a post every day of the campaign, on each of our social media accounts. You are welcome to share or repost these, or to use them for inspiration.

Social media

#OpDriveInsured24

Please use this hashtag on any posts throughout the week. If struggling for character count, please use #ODI24.

Tag and share

Please tag us in your posts:

- X: @DriveInsured
- Facebook: @DriveInsured
- LinkedIn: Motor-Insurers-Bureau

Web link

Advice for motorists

How to check insurance, spot the common insurance pitfalls, and learn the consequences of uninsured driving is available at mib.org.uk/DriveInsured

Op Drive Insured activity

Why ODI week is so important and how we're supporting police action is available at mib.org.uk/op-drive-insured

Social media posts

Simply copy and paste, or use these as inspiration:

OPERATION DRIVE INSURED 2024

Week of action

All week, #OpDriveInsured24 sees police across the UK work with @DriveInsured to crackdown on uninsured motorists and make our roads safer. Find out more:

bit.ly/OpDriveInsured

Police officers will be focusing on dangerous uninsured drivers this week to help make our roads safer. Is your cover valid? Find out more: bit.ly/OpDriveInsured #OpDriveInsured24

All UK police forces are taking part in #OpDriveInsured24, a week of action led by @DriveInsured to seize uninsured vehicles, so our roads are safer and fairer. Are you driving insured? Check today: bit.ly/DriveInsured

Human impact

Every 20 minutes, someone is hit by an uninsured or hit-and-run driver... another life changed forever. Find out how @DriveInsured and police are working to make our roads safer: bit.ly/OpDriveInsured
#OpDriveInsured24

Uninsured drivers cause more collisions and are often linked to wider crimes, such as hitand-runs or drug offences. Find out more about #OpDriveInsured24:

bit.ly/OpDriveInsured

Did you know: over 26,000 people are hit by uninsured and hit-and-run drivers each year?

As part of #OpDriveInsured24 with

@DriveInsured, police are cracking down on these dangerous motorists to make our roads safer. Find out more: bit.ly/OpDriveInsured

Advice for motorists

This week is #OpDriveInsured24 – a national road safety campaign led by @DriveInsured to crack down on uninsured drivers. Is your vehicle showing as insured on Navigate, the record of motor insurance policies? Check for free: bit.ly/DriveInsured

There are many common insurance pitfalls that can lead to people driving without insurance, risking getting their vehicle seized. Find out what to look out for: bit.ly/DriveInsured #OpDriveInsured24

This week is #OpDriveInsured24, led by @DriveInsured. If your vehicle is not insured, it may be seized and you could end up in court. Find out how to check your motor insurance is valid: bit.ly/DriveInsured

Assets: imagery (message)















PNG 1:1 ratio



All assets can be downloaded at bit.ly/ODI-Member-Assets-2024

Assets: Welsh imagery (message)

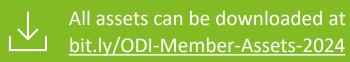








PNG 1:1 ratio



Assets: imagery (vehicle seizures)

















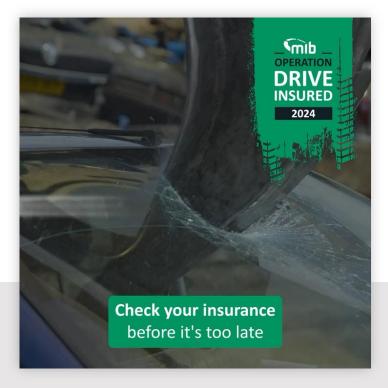
PNG 1:1 ratio



Assets: videos







MP4 1:1 ratio



Assets: GIFs











Assets: digital stickers







English and Welsh variants



GIF (4-second loop)



All assets can be downloaded at bit.ly/ODI-Member-Assets-2024



The impact of uninsured driving



The actions of uninsured drivers have huge physical, emotional and economic impacts, costing the UK economy over £2.4 billion a year.

Every **20** minutes, someone is hit by an uninsured or hit-andrun driver in the UK.

At least 1

individual loses their life every week on the roads of Great Britain due to uninsured drivers.

At least 1

person, every day, is so seriously injured by an uninsured or hitand-run driver they require life-long care. Last year, MIB supported more than **35,000** victims of uninsured and hitand-run driving.

Uninsured drivers



We are constantly working with the police to seize uninsured vehicles. More than 129,000 uninsured vehicles were seized last year – one every four minutes.



There is an average of 300,000 uninsured vehicles on UK roads every single day



62.7% of vehicles seized due to a Tutelage marker have secondary offences

Flouting the law

Data highlights the link between uninsured driving and serious secondary offences.

Financial struggles

A further 21% increase in average premiums in the last year, with wider cost-of-living pressures.

Unwittingly uninsured

Common pitfalls and insurance scams result in otherwise lawabiding drivers to be uninsured.

Common pitfalls



In many instances, drivers are unaware they're driving uninsured.

Our Police Helpline records reveal many ways it can happen:

1

Policy expires or incorrectly assumed that it is set to auto-renew

2

Ongoing payment method expires

3

Vehicle is kept off-the-road but **not declared SORN** to DVLA

4

Wrong class-ofuse (e.g. delivering pizzas whilst using an SDP policy)

5

Assuming fully-comprehensive motor insurance allows the use of someone else's vehicle

6

Using a private escooter in a public area 7

Purchasing a fake motor insurance deal (scam called Ghost Broking)

8

A named driver is actually the main user (a fraud known as fronting)

Consequences of uninsured driving



It's not worth the risk...

Vehicle could be seized and crushed

penalty notice

E

£300 fixed

Six points on licence

> Could receive a driving ban and unlimited fine

Convictions can show on checks, impacting job prospects



Thank you