



# Campaign Wrap-up

11-17 NOV 2024

# Operation Drive Insured 2024

**Operation Drive Insured took place between 11-17 November 2024, focusing on two key outcomes:**

## **Taking uninsured vehicles off the road**

Showcasing the work undertaken in conjunction with police forces, every day of the year

## **Driving positive behaviour change**

Increasing awareness of common insurance pitfalls and consequences of uninsured driving

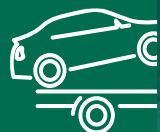
# Roadside activity

3523

vehicles seized

↑32%

increase versus 2024  
average weekly seizures



30

roadside  
operations attended  
by the MIB law  
enforcement  
liaison team

2.2x

forces supported  
versus 2023

Based on MIB Police Helpline data, an estimated 3523 vehicles were seized during Operation Drive Insured 2024.

Of the seizures reported to MIB through the return form:

- 14% were identified by Tutelage / TutelagePLUS alerts
- 13% were identified by MIDAS or other ANPR markers

Notable stops include:

- **At least 108 drivers were arrested** at the roadside due to drug/drink driving, possession with intent to supply, disqualified driving, shoplifting and other offences
- **Cannabis worth £35,000** found in an uninsured vehicle
- **Three people arrested** for theft of a motor vehicle
- **Suspected modern day slavery** instances identified
- **School minibus supporting children with additional needs** found to be using duplicated registration plates to save insuring two vehicles
- **Children identified to not be wearing seatbelts** on multiple instances
- **Over 300 outstanding parking fines** identified for one seized vehicle

# Supporting roadside officers

Police Helpline (PHL) weekday coverage was expanded to include 8-9am and 5-6pm



**1,476**  
calls taken

**↑23%**  
increase versus  
average 2024  
volumes

**392**

seizures logged  
via a PHL call



**↑52%**  
increase versus  
average 2024  
volumes

# Positive behaviour change

## Press and media

**46** distinct  
press releases  
distributed

**218**  
mentions  
across  
press  
outlets



Television, radio,  
print and online  
news items seen  
**1.97bn**  
times\*

Focusing on updated claims hotspot data, which saw the B11 postal area top the ranks, 46 different press releases were created – a national release, plus a tailored release for each police region.

The story was released as a Sky News exclusive, leading with Ian's real-life story. Push notifications were sent to all Sky News app users on Monday morning. In addition, all hotspot data for the UK was shared with MailOnline, allowing an interactive map to be created.

Operation Drive Insured 2024 amassed 218 mentions, reaching 1.97 billion people\*:

- **96 broadcast mentions**
  - 17 printed newspaper mentions
  - 79 radio mentions
- **122 online news site mentions (114% increase on 2023)**

\*Measured using UVPM – unique visitors per month for all news outlets



# Positive behaviour change

## Press and media

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#### Uninsured driver hotspots EXPOSED: Interactive map lays bare 500 worst-offending areas... so is yours one of them?

By OLIVER PRICE, DATA JOURNALIST X, and SAM BARKER X, and GARRIN BOYLE  
UPDATED: 08:44, 10 November 2024

301 View comments

Britain's uninsured driver hotspots are today exposed by an interactive map. Six of the 10 worst-offending neighbourhoods are in the West Midlands, according to the Motor Insurers' Bureau, which pays out claims for victims of uninsured driver and hit-and-run crashes.

Up to 300,000 vehicles take to UK roads every day without cover. Many are linked to organised crime, thievery or drink or drug driving. Over the last two years, Croydon, South London, registered the most claims against uninsured drivers with a total of 30. But it only ranked 176th on the hotspot list because of its dense population, with a rate of 18.9 uninsured driver claims per 100,000 people.

##### Britain's uninsured driver hotspots

Number of uninsured driver insurance claims per 100,000 population



INDEPENDENT

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Lifestyle > Motorist > Motorist News

## UK hotspots for uninsured driving revealed – with 5 of the worst areas in a single city

Driving without insurance guarantees that you will pay the full cost of any accident, receive six to eight points on your licence and be fined up to £300.

Alex Croft • Tuesday 12 November 2024 14:22 GMT • 26 Comments

**Uninsured drivers** are a danger to the high street - and **new data** has revealed the areas where they are most common.

Driving without insurance guarantees that you will pay the full cost of any accident, receive six to eight points on your licence and be fined up to £300. If the case goes to court, offenders can receive an unlimited fine and **be disqualified from driving**.

But it doesn't stop tens of thousands from taking to the streets without adequate insurance, and some areas have been found to be far worse than others.

BBC


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## West Midlands postcodes top uninsured drivers list



CAMBRIDGESHIRE POLICE

Nationally an uninsured car is seized by police every three-and-a-half minutes, the Motor Insurance Bureau said.

Caroline Gall  
BBC News, West Midlands

12 November 2024

More than half of the top 15 hotspot areas for uninsured drivers are within the West Midlands region, latest figures show.

The two worst offending postcodes were B11 and B21 in Birmingham, and WV2 in Wolverhampton was in fourth place, according to claims data from the Motor Insurers' Bureau (MIB).

West Midlands Police seized more than 6,500 uninsured vehicles last year, Paul Farley from the MIB said.

"It is a challenge, the police are doing lots of work and we're really trying to make a difference," he said.

B18, B8 and B33 in Birmingham also featured on the list, along with WS4 in Walsall and CV7, which covers parts of Solihull and Warwickshire.

Historically, London has been on the list, but has not appeared for the past two years, Mr Farley said.

### 'Bear down on drivers'

sky news

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## Worst areas for uninsured drivers revealed - as motorist tells of 'lucky' escape from stolen lorry crash

New data from the Motor Insurers' Bureau shows the worst offending areas for uninsured driving in the UK.

By David Mercer, news reporter

Monday 11 November 2024 09:45, UK



A motorist says he is "lucky" to be alive after he was injured in a collision with a stolen lorry - as the worst areas for uninsured drivers are revealed.

Ian Lee was travelling home when a stolen truck with cloned number plates struck his car in an "almighty crash" in Wakefield, **West Yorkshire** - before the driver fled on foot.

The 60-year-old's car was badly damaged in the collision, with "shards of glass all over the passenger seat and dashboard".

He told of his ordeal as new data from the Motor Insurers' Bureau (MIB) shows the worst offending areas for uninsured driving in the UK.

# Positive behaviour change

## Organic social media

60

social posts  
deployed  
by MIB across  
Facebook,  
X and LinkedIn



248 unique  
authors talking  
about Operation  
Drive Insured 2024

25% increase  
in organic social media  
posts mentioning  
Operation Drive  
Insured

Organic social media  
posts seen over

1.88m  
times\*

Social media posts deployed by MIB focused on highlighting roadside police operations, potential insurance pitfalls and the consequences of uninsured driving.

As well as scheduled posts, MIB retweeted force posts in which seized vehicles featured.

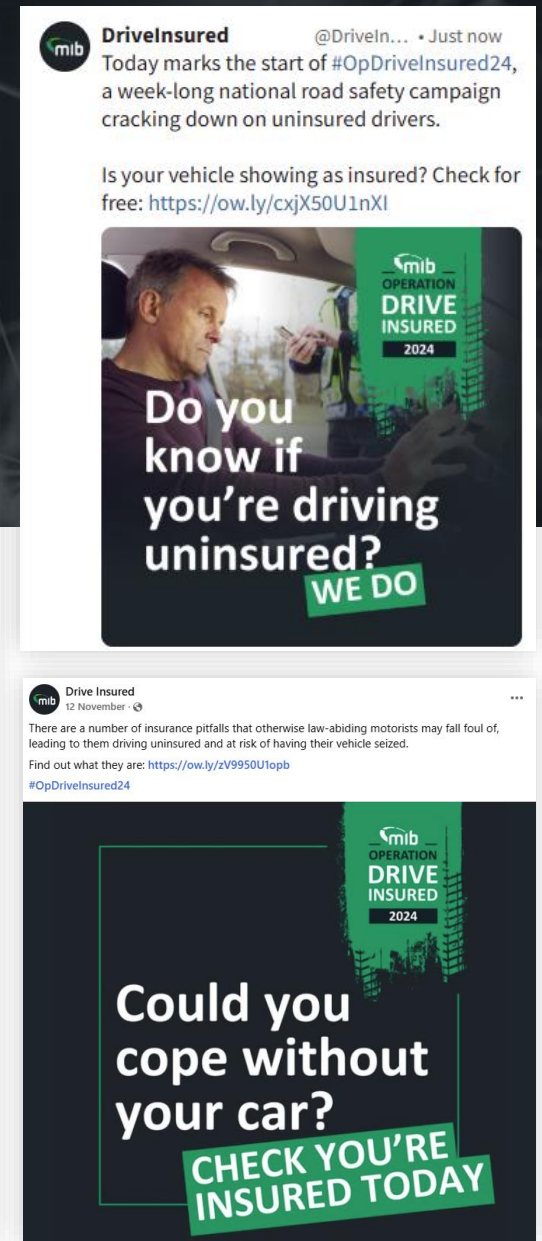
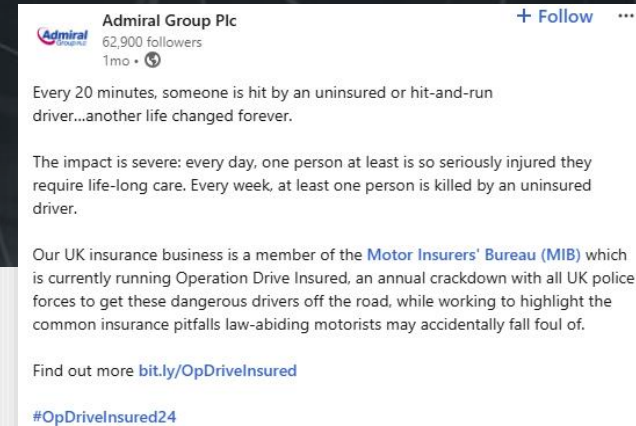
590 pieces of social content were produced by 248 unique authors during Operation Drive Insured 2024. This a 25% increase versus 2023:

- 473 posts in 2023
- 227 posts in 2022



# Positive behaviour change

## Organic social media





# Positive behaviour change

## Paid social media

Paid Meta ads seen  
**2.5m**  
times\*

**55,552**  
visits to linked  
website landing  
page

**7.8%**  
engagement rate,  
versus 6.4% in 2023

A paid social campaign was run on Facebook for one month, straddling the Operation Drive Insured 2024 week.

It focused on insurance pitfalls and consequences of uninsured driving, as well as highlighting how police know if you're uninsured.

Following the success seen in 2023, content was aimed at those who believe they're insured but may still be driving illegally.

Highlights include:

- **Average cost per click of £0.32** (target £1.20)
- **2.28% click through rate** (target 2%)

\*Number of unique individuals served campaign posts on their social timeline

# Positive behaviour change


## Paid social media

**Drive Insured**  
Sponsored · 🌐

🚗 Every four minutes, MIB help UK police seize an uninsured vehicle. There is nowhere to hide.


➡ Check if you're insured for free right now - before it's too late.

#DriveInsured



A dark blue square graphic with a thin green border. Inside, the text "We know if you're insured" is in white, and "DO YOU?" is in white on a green rectangular background.

**Drive Insured**  
Sponsored · 🌐



A white car is shown from the rear. A sign on the rear window reads "NO UNINSURED SEIZURE POLICE". The car has a "#DriveInsured" sticker on the rear bumper.

**We know if you're driving uninsured DO YOU?**

**Check Insurance Status Now**

🚗 Every four minutes, MIB help UK police seize an uninsured vehicle. There is nowhere to hide.

➡ Check if you're insured for free right now - before it's too late.

#DriveInsured

[Learn more](#)

**Drive Insured**  
Sponsored · 🌐



A close-up of a police car's front end. The text "Car insured?" is in large white letters, and "YOU SURE?" is in white on a green rectangular background.

**Is Your Car Insured?**

📅 When does your insurance expire? Did you know...

Unwitting expiry is one of the most common reasons for the seizure of private vehicles.

➡ Check if you're insured right now - before it's too late.

#DriveInsured

[Learn more](#)

# Positive behaviour change

## Campaign Packs

Tailored packs provided to Roads Policing officers, police media teams, insurer members, press and MIB board members.



Key messaging and headline stats  
Sample social post copy  
Image, GIF & video assets (inc. Welsh language)



# 193

downloads  
of the pack  
social assets

**749%**  
increase versus 2023  
download levels



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