# Crowdfunding Brief - Keep Driving VR

**BRIEF SUMMARY**

To create a 360/VR experience aimed at helping mature drivers better understand the risks and hazards that become more prevalent with age, such as impaired vision and reduced physical mobility. Whilst this film will demonstrate some of the negative effects of age on driving, the main purpose of this film isn't to scare viewers, rather to increase their awareness of the issues, facilitate engagement and offer coping strategies, so they can drive safely for longer.

**OBJECTIVES**

This intervention is built around the following key objectives:

- Increased awareness of reduced physical mobility (i.e. range of next movement)
- Understand the affect impaired vision can have on safe driving
- Demonstrate how speed perception abilities can deteriorate with age
- Reinforce the importance of maintaining hazard awareness and prediction skills

**HOW?**

Two four-minute VR films to be delivered by a facilitator in a controlled, safe environment. The facilitator will be provided with a VR cheat-sheet designed to overcome objections, address with any medical symptoms that present themselves and generally offer a positive experience for the participants.

**FILM 1 / focus on vision and mobility**

**0-15s** Short introduction and orientation

**15s-120s** **VISION:** Series of static hi-res 360 images shot from driver point of view (POV) - these will help the viewer gently adjust to the 360-degree environment. Voiceover and CGI will be used to walk viewers through hazards and signs (all around the vehicle) that those with good eyesight should be able to spot. The facilitator can then discuss any hazards or signs that they found it hard to see and offer advice around eye testing and a voucher (if available).

**120s-240s** **MOBILITY:** From driver point of view (POV), we will conduct two slow speed manoeuvres (i.e. reversing into a parking space or pulling out onto a busy street). This will allow the viewer to adjust to a moving 360 environment and using CGI, we will assess their ability to look all the way around the car (including using mirrors). The facilitator should be able to notice any physical strain viewers experience in moving to spot the hazards and they can follow this up with a discussion about

products and coping strategies (such as exercises/seats/adaptions) that can improve their mobility.

**FACILIATOR ENGAGEMENT**

Between the two films, the facilitator would engage with viewers and discuss any questions and concerns they may have. This is also an opportunity to suggest any coping strategies or products to assist with mobility and where appropriate, offer them a different seat with one installed to showcase the benefits whilst watching the second part of the film.

**FILM 2 / focus on speed and hazard perception**

**0-15s** Short introduction and re-orientation

**15s-90s** **SPEED PERCEPTION:** Staying in driver POV, we will now encounter two scenarios where speed perception is critical – roundabouts and junctions. The first clip will show us at the mouth of a T-junction, preparing to turn right. We we will ask the viewer to indicate the last moment they feel it's safe to proceed out of the junction – using CGI we will overlay a graphic to show the final safe moment on-screen, so they can compare their perception. Any difference here will form a point for discussion with the facilitator. A second clip will now play, in exactly the same format as the last, but this time we're waiting to join a roundabout.

**90s-180s** **HAZARD PERCEPTION:** In this final sequence, we bring everything together with a commentary drive through a semi-rural area with multiple hazards. In the first clip, we will have a professional driver in the front passenger seat explaining what a commentary drive is and giving an example for 15-20s. Then our narrator hands over to the driver, and they are asked to speak their commentary out loud. This is something that the facilitator will hear and using the cheat-sheet and their own experience, will know any major hazards that were missed.

**FACILITATOR ENGAGEMENT**

This is an opportunity to listen to any concerns the viewer may have and offer advice on next steps, such as an eye test, coping methods to deal with glare and night driving, mobility exercises or route planning to include fewer right turns out of junctions. Most importantly, we want viewers to see the VR intervention as a positive and helpful experience. However, if concerns are raised by the viewer as to their ability to carry on driving, appropriate advice should be offered about alternative mobility such as public transport, friends, family etc or seeking an appropriate assessment for their needs.

**PROJECT TIMESCALES**

**End-March** Project fully funded

**End-April** Fully develop concept and agree storyboard, locations and props

**Mid-May** Film over two days

**Early-June** Edited first cuts to partners

**End-June** Final cuts signed off and ready for deployment

**PROPS**

**ROOF DRIVEN ACTION VEHICLE**

This car is driven from the roof by a precision driver, allowing us to mount the VR camera POV of the driver with the mirrors fully synchronised. This is a new technique and has not yet been used in road safety VR film production, but it will provide the most realistic experience possible. There are some restrictions for the use on public roads, but these are not insurmountable providing we can liaise with Highways and the police about precautions and scene management.

**COSTS**

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| Concept development | £4,500 |
| Pre-production prep | £7,000 |
| Shooting over two days | £9,500 |
| Editing and post-production | £5,500 |
| Props | £7,500 |
| Talent | £1,500 |
| Extras | £750 |
| Catering/accommodation | £1,500 |
| **TOTAL** | **£37,750** |

**Comment by Rob Heard, Chair of the Older Drivers Forum and Road Safety and Older Driver Consultant -** *We know that older motorists have a wealth of experience, confidence and tolerance. However, sight, hearing, reaction time and judgement of speed and distance may not be as sharp as it once was. Fragility increases with age, so injuries tend to be more serious and recovery takes much longer. Casualty rates do increase for car drivers aged over about 65, and the fatality rate increases significantly. We should never become complacent about our abilities and always make sure we are fit to drive. The number of drivers aged 70 and above is increasing every year by over quarter of a million, by 2040 the number of fatalities for drivers aged 70 and above is forecasted to increase by 22% and KSI's by 45%.*

*I have been an expert on Older Drivers for over 10 years, advising nationally on the subject, and coupled with my 30 years of experience as a Roads Policing Officer I am fully aware that with our ageing population we need to find new and innovative ways to engage and facilitate conversations with the older generation to assist and support them to carry on driving safely for longer and help reduce collisions and casualties for this vulnerable group. I am excited to assist in this project and feel it will be an extra tool in the tool box of engagement techniques for Road Safety practitioners to assist older and mature drivers and open up those sometimes difficult conversations.*