



# DVLTODAY

NEWS FROM THE DRIVER & VEHICLE LICENSING AGENCY | ISSUE 35 | AUTUMN 2008

## SIMON TSE

DVLA CHIEF  
OPERATING OFFICER

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CUSTOMER SERVICE EXCELLENCE

An executive agency of the  
Department for  
**Transport**

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# SIMON TSE

## DVLA CHIEF OPERATING OFFICER



Going forward I want to concentrate on the delivery of our corporate objectives and goals...

**S**imon joined the DVLA in April 2008 taking on the role of Chief Operating Officer (COO).

Simon brings a wealth of knowledge and commercial experience to his new role in the DVLA, which is his first appointment to the Civil Service. His previous role as a management consultant focused on business improvement and prior to this he was a Managing Director and a UK Business Board Director of Virgin Media.

Born and educated in Swansea, Simon is actively involved in local initiatives as a Non Executive Director of the Hill Community Development Trust and a Board Member for Maggie's Cancer Caring Centre.

Simon took on the new role of COO which has overall responsibility for all operations directorates and spent the first few weeks learning the business. Simon has already visited 15 of DVLA's Local Offices where he spent time with front line staff understanding their role. He has also been out meeting staff at DVLA's other two main campuses, visits which he found informative and invaluable. On appointment, Simon said he was "looking forward to taking up the position and has been impressed with the dedication and commitment across the Agency. Going forward I want to concentrate on the delivery of our corporate objectives and goals"

Some 6 months into post, Simon has re-organised his area of business to allow him to drive through the changes that he wants to make. He has a very clear vision to make DVLA 'best in class', his main priorities will be

- How to improve the standards of service DVLA delivers to its customers.
- Look at the accuracy of DVLA's record and set in place strategic changes to increase the accuracy.
- Deliver the Agency's enforcement strategy and understand why people fail to relicence or update their records.

Simon said 'it's been an interesting first 6 months where much has been achieved – there is much left to do and I am really excited about the challenges ahead' [DVL TODAY](#)

# BRITISH INTERNATIONAL MOTOR SHOW

LONDON 23RD JULY – 3RD AUGUST

**W**ith over six hundred cars, 60 car manufacturers, global premieres and interactive features, the British International Motor Show at London's ExCeL Conference Centre promised something for everyone from car enthusiasts to families looking for an exciting day out.

This high profile event attracted 472,300 visitors (up 14% on the 2006 show) and was a good opportunity for DVLA to meet customers and gain feedback on services. It was also the ideal opportunity to present two of the three first month's winners with the keys for their brand new Ibiza Ecomotive 1.4 TDI. They used our online or phone service to tax or fill in a Statutory Off-road Notification (SORN) and were automatically entered into a free prize draw. Every month until June 2009 the Agency will give away three low-emission cars, provided by SEAT.

Once the event was open to the general public, the hard work began for staff at DVLA. Customers kept them very busy throughout the



show, visiting the stand to ask questions and generally enjoyed the opportunity to talk to staff face to face. Many customers were delighted that DVLA were in attendance and congratulated us on our service improvements, especially Electronic Vehicle Licensing (EVL). They were impressed that DVLA valued their customers by taking time out to meet them.

Enquiries and questions covered a wide range of DVLA topics including:

- planned car tax increases
- how to transfer/retain a registration number
- exchanging a non GB licence
- endorsements/disqualifications
- driving licence entitlement
- Updating their driving licence details
- Importing vehicles

The show proved to be a great success where DVLA handled over 3700 enquires.

The 2009 external events programme is currently being prepared and will shortly be available to view on the DVLA Corporate Website [www.dvla.gov.uk](http://www.dvla.gov.uk)

Staff commented that although the whole experience proved to be very exhausting it was also very rewarding and they really enjoyed talking to customers face to face. So, if there is an event near you next year, please come along with any motor related enquiries you may have. [DVL TODAY](#)

Pictured left to right: Minister for Transport, Jim Fitzpatrick MP; Kevan Pulfrey (Winner); John Dixon (Winner); President of SEAT, Erich Schmidt.

If you do not tax or SORN online or by phone, you can still enter free at [www.dvlaprizedraw.org](http://www.dvlaprizedraw.org)

# MAKING OUR ROADS SAFER TO RIDE – THE ENHANCED RIDER SCHEME

**D**SA in partnership with experts from the motorcycle training industry and the Motorcycle Industry Association have put together a new package of training known as The Enhanced Rider Scheme (ERS). This is a modular set of training for all riders with a full motorcycle licence and is delivered by accredited trainers who have joined the DSA Voluntary Register of Post-test Motorcycle Trainers (RPMT). Training is tailored to the individual. The rider does as much or as little as their trainer recommends.

The Enhanced Rider Scheme has been welcomed by riders and trainers alike as it places great value on lifelong learning. This can take riders beyond the basic skills to a level that will improve their own and others' safety. It will also allow them to make better use of the road and gain more enjoyment from the riding experience.

The Register of Post-test Motorcycle Trainers is growing with currently 239 RPMT instructors covering Great Britain (correct at time of going to press). As part of the Government's Motorcycling Strategy, the objective of the register is to provide high quality post test training, improve riders' skills and help reduce the number of bike-related crashes.

Benefits of joining the Register and being part of a network of accredited trainers are huge, ranging from potential increased business opportunities, eligibility for reduced business insurance from participating insurers, to national publicity and advertising of the scheme.

RPMT trainers have to qualify via one of the following routes.

- Passing a DSA theory test, riding-ability test and instructional-ability test.
- Passing a DSA theory test and successfully qualifying on a DSA accredited Instructor Training Course.

ERS is tailored to an individual's needs and is about reducing those key risk areas associated with motorcycling such as bend negotiation.

- Riders first undergo an assessment to identify areas of strength and weakness. The instructor concentrates on those aspects needing attention rather than applying the 'one size fits all' approach.
- No test or even any training is involved if their riding skills are assessed as satisfactory.
- If there are areas that would benefit from further development then the trainer will devise a personal training plan and help him/her to reduce areas of weakness.
- Once assessment is completed the rider receives a report and a DSA Certificate of Competence – Enhanced Rider Bonus which then qualifies them for an insurance discount. **DVLTODAY**



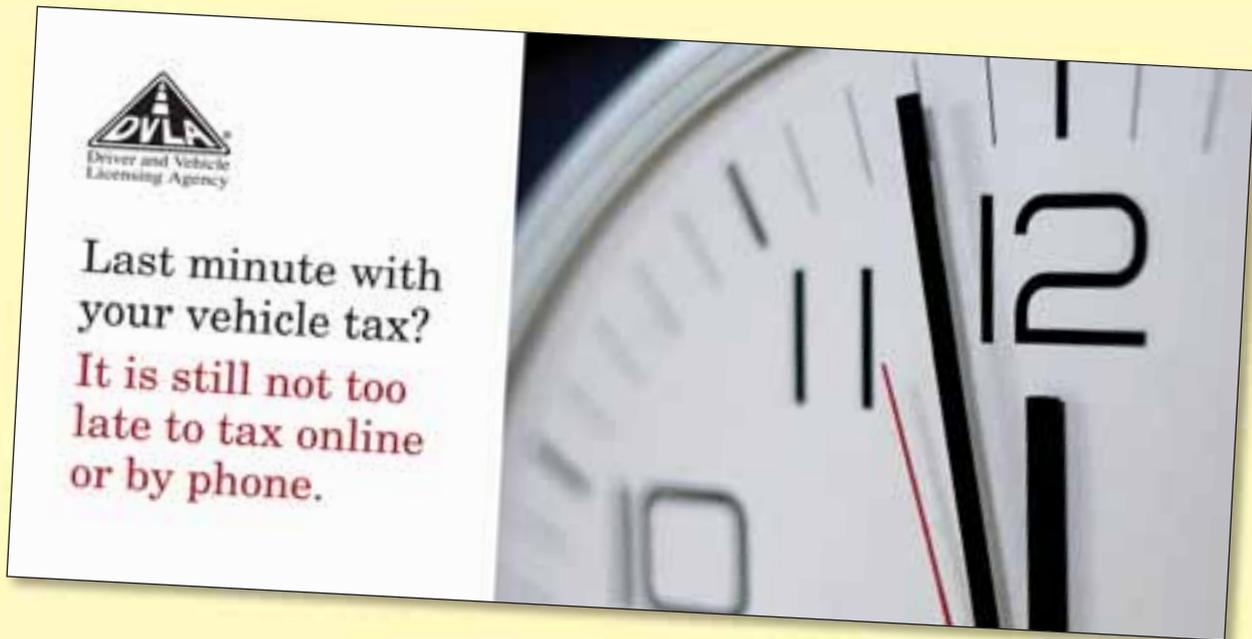
"ERS is an exciting scheme for all post-test bike riders, no matter what their experience or size of bike. It is backed by many of the leading motorcycle insurers who offer discounts on insurance as a result of further training"

**TREVOR WEDGE**

CHIEF DRIVING EXAMINER AND DIRECTOR  
FOR SAFER DRIVING OF DSA

For more information click on [www.direct.gov.uk/ERS](http://www.direct.gov.uk/ERS)

# LEGISLATION – A RECENT CHANGE TO THE RULES



September 2008 saw a change in legislation regarding displaying a tax disc, please read on for further information as this may affect you depending on which service you use to tax or SORN your vehicle.



Customers who apply for a tax disc using

- the dedicated telephone line
- DVLA's on-line Electronic Vehicle Re-licensing (EVL) service, or make a Statutory Off Road Notification (SORN) declaration, can now wait until the last few days of the month to do this.



In September 2008 legislation changed and there is now an exemption from the offence of not displaying a tax disc. This exemption covers the first five working days of the month only and allows time for the new tax disc to arrive in the post.



This exemption applies only if a successful application for a new tax disc has been made before the current tax disc or SORN expires.

Currently, many customers abandon their online or telephone application when they realise that their new tax disc may arrive after their current one has expired. The five day exemption will allow customers to use EVL up until the last day of the month, knowing they can legally continue to use their vehicle whilst awaiting delivery of the new tax disc.

This is a customer service improvement measure. It is designed to make it easier for motorists to comply with their legal responsibilities to tax their vehicle before the current disc runs out and to encourage customers to take up DVLA's EVL service.

In addition motorists can now buy vehicle tax discs from the 5th day of the month that their current disc is due to expire. Previously, discs could only be bought from the 15th day of the month.

This exemption applies only if a successful application for a new tax disc has been made before the current tax disc or SORN expires.

This new procedure has been introduced by the Agency following feedback from the motoring public, which has shown an increasing demand to carry out this transaction earlier in the month, especially since the advent of EVL re-licensing.

For further information simply visit our website at [www.direct.gov.uk/taxdisc](http://www.direct.gov.uk/taxdisc) or call our dedicated phone number **0870 850 4444**. **DVLTODAY**



# DISCS MEAN PRIZES

In June DVLA launched one of the first incentive schemes ever seen in government. In a groundbreaking sponsorship deal with SEAT cars, DVLA started giving away three cars a month in a prize draw for customers who use the Electronic Vehicle Licensing (EVL) Service.



A giant car racing game was set up in the heart of London...

The scheme was publicly launched on 5 June in Trafalgar Square. A giant car racing game was set up in the heart of London, where representatives from DVLA and the media raced against British Touring Car Championship driver and TV presenter, Jason Plato.

To be automatically entered into the prize draw all EVL customers (public and business) need to do is enter their reference number in the online EVL system. There is also the 'no purchase necessary' option for those who do not have a vehicle to licence. Unfortunately none of our colleagues from DfT, Fujitsu, SEAT, LST or IBM can enter. This is to stop anyone accusing us of improper behaviour and is a standard practice in prize draws.

Three lucky winners each month will each win a brand new car, just for using EVL to tax their vehicle or declare SORN.

Two of the first 3 lucky winners were given the keys to their new cars at the London International Motorshow in July by MP Jim Fitzpatrick. We will run the scheme until March 2009 and may be able to extend it a further 3 months.

Every month industry experts Promo Veritas (a professional competition operator who has worked on all sorts of events, including the recent competition to represent the UK in the Eurovision Song Contest) will run the prize draw. Three lucky winners each month will each win a brand new car, just for using EVL to tax their vehicle or declare SORN.

Private sector companies have used prize draws to attract attention to their products and services for many years, but until now government hasn't done this on a large scale. We realised that to get agreement to the prize draw, we would need to get the cars for free and make sure that they were environmentally friendly. We had lots of people tell us that we would never get a car manufacturer to give us up to 36 cars for free – but they were wrong!



We contacted all 17 manufacturers that produce environmentally friendly cars (cars with CO<sub>2</sub> emissions of 120g/km or less) and offered them the opportunity to take part in the scheme. Several manufacturers were interested and eventually we chose SEAT as the successful supplier.

To date, they have already provided the first nine cars.

The car currently used in the prize draw is a SEAT Ibiza Ecomotive. With a 1.4TDI engine and with CO<sub>2</sub> emissions of 99g/km it helps support the low emissions message. Although we have entered into a partnership with SEAT for this scheme, we have made it clear in all of our literature that we do not endorse any manufacturer.

EVL has already proved very successful, with 40% of car tax or SORN transactions being made online or by phone

left to right: SEAT Mike Orford, Rob Taylor, SEAT British Touring Car Championship driver Jason Plato; EVL Service Manager Carolyn Williams; DVLA's Head of Marketing and Research Derek Hobbs and Customer Services Director Andrew Rhodes

in July this year. But we want more people to try EVL and there are still lots of customers who forget to use the service because they are unsure about the benefits or have left it until it is too late.

We hope this prize draw scheme will be an incentive for these people to try EVL. We know that out of 100 customers who tried EVL, 98 came back because the service was so good. This saves millions of pounds for the taxpayer – and all of us!

DVLTODAY





# Secretary of State (SoS) TARGETS 08-09



**S**ecretary of State (SoS) targets are published targets set by the Executive Board and agreed by Secretary of State. The DVLA is measured and monitored against these.

For the financial period of April 2008 to March 2009 there are eight SoS targets.

These are categorised into four groups:

- **Better compliance to improve road safety** – We aim to improve road safety by maintaining complete and accurate registers, whilst reducing crime by making accurate registers available to those who are authorised to use them.
- **Transforming customer service** – We will provide customers with the level of service and choice of channels that meet expectations, encouraging and making it easier to comply with legislation.
- **Improved efficiency and capability** – We will continue to pursue best practice standards to improve efficiency of structures and processes.
- **Contributing to wider government objectives** – There is a Government requirement to transform public service to make it more effective and less expensive, and to align our services to meet citizen needs.

## BETTER COMPLIANCE TO IMPROVE ROAD SAFETY

### Accuracy (Traceability)

**Target.** To be able to trace 95% of registered keepers from our records.

**Why?** We strive to improve the accuracy of information held on our vehicle and driver registers. Accurate registers underpin the effort by this Agency and others to enforce safe use of the roads.

**How?** During 2008 the Agency will undertake a study of:

- where and how inaccurate records cause problems
- the scale of the problem
- how to measure the impact
- where to focus effort to improve.

We strive to improve the accuracy of information held on our vehicle and driver registers.

## Collecting tax for the government

**Target.** To collect around £5 billion of Vehicle Excise Duty (VED) and £30 million through enforcement action. Our longer term target is to collect £100 million over 2008-11 through VED enforcement action.

**Why?** We collect VED for the government – this goes directly to schools, hospitals and other public services.

**How?** Activities in 2008-09 to help meet this target include:

- Automatic Number Plate Reader (ANPR) static cameras – these static cameras read your number plate and feedback to DVLA any number plates that are not registered with tax
- Wheel clamping – DVLA have the power to clamp and crush a vehicle if it is not registered for tax and has not been declared off road.

## TRANSFORMING CUSTOMER SERVICE

### Customer satisfaction for service delivery

**Target.** To maintain or improve on the satisfaction levels of our private motorists and commercial customers. The target is set at 90%.

**Why?** As a government agency we have a duty to provide good customer service. Modernising our systems will enable us to provide a service that will encourage the customer to comply.

**How?** Some initiatives in place which contribute to this are:

- Electronic Vehicle Licensing (EVL) – we will continue to advertise alongside the Continuous Registration television campaign and through radio advertising.
- Cherished Transfers – since April 2008 direct access to the vehicle information system is available to staff at local office counters.
- Reviewing the way our Local Office deal with their customers.

## SERVICE DELIVERY TO CUSTOMER

**Target.** Maintain or improve our standard of services to the customer. We must achieve 16 out of our 18 customer service measures.

**Why?** We have service delivery measures in place to closely monitor and reflect on customer experience and expectation.

**How?** We are committed to working efficiently and effectively by:

- delivering transactions as quickly as possible, by controlling Local Office queuing times
- understanding customer needs by analysing our customer satisfaction survey.
- reviewing internal processes through activities such as operational excellence.

## IMPROVED EFFICIENCY AND CAPABILITY

### Value for Money

**Target.** To deliver financial savings of £19.5 million.

**Why?** To operate within the three year spending limit set by HM Treasury for each government department. Achieving this target means that DVLA plays its part in operating within government financial limits.

**How?** We will refine our processes by removing waste and automating tasks to reduce the costs of each transaction. We will also seek improvements in the value for money we receive from our suppliers.

### Channel Shift

**Target.** To increase customer take up of electronic transaction channels by March 2009 to 42%.

**Why?** This target exists as part of the overall government agenda to improve and modernise customer services.

**How?** Various PR and marketing initiatives to increase take up of the electronic services, including a free prize draw to win a car for people who licence their vehicle through our Electronic Vehicle Licensing portal, are to be used throughout 2008/9.

### Sick Absence

**Target.** To reduce the average number of days absence (including pregnancy related absence) for 2008-09 to 11.2 per person per year.

**Why?** The Agency is working to reduce levels of sick absence levels and maximise attendance at work – this will help us meet increasingly tougher efficiency targets.

**How?** The Agency is addressing sick absence in several ways including:

- providing extra support and opportunities to help staff back to work;
- developing a strategy to manage attendance and promote health and well-being
- reminding every manager to work in accordance with the Agency key steps for absences management'
- Directors paying regular attention to sick absence trends.

## CONTRIBUTING TO WIDER GOVERNMENT OBJECTIVES

**The Target.** To launch 24/7 electronic access to vehicle and driver details for approved enquiries by police forces or court partners from September 2008.

**Why?** We are committed to improving the level of service we provide to the courts and police. By making our data available to them 24/7 we can ensure that they are able to do their jobs more effectively and ensure that our records are more up-to-date.

**How?** A project called ELISE has been delivered which provides the necessary technology to allow courts and police systems to be connected to ours at DVLA in a secure and reliable way. [DVL TODAY](#)

# NEW IMAGE STANDARDS

In 1998 the DVLA introduced a photocard driving licence for the first time. All drivers were issued a credit card sized licence with a coloured photo image of the driver. The photo image checking process used general guidelines employed by DVLA, however these were not based on any recognised photo image standard.

The current DVLA process digitally scans the photo image and compresses them for storage. The compression processes can impair the quality of the digital photo image by introducing elements that were not in the original photo such as colouration changes, black spots and so on. As technology advanced, the DVLA introduced laser engraved cards to produce a new enhanced version of the driving licence. The high quality laser print emphasises any poor quality in the compressed photo image.

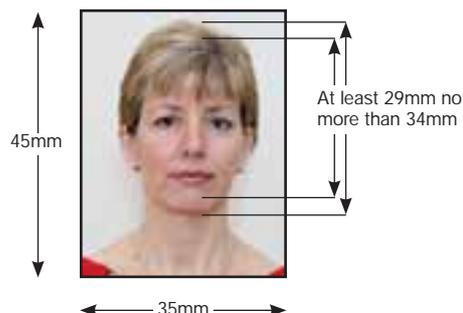
## NEW IMAGE STANDARDS

To ensure a more consistent and improved photo image database and to support investment in the new licence issuing system, DVLA brought in a more stringent set of guidelines (listed opposite) on the 1st April 2008. The new photo image standard is based on (but does not entirely mirror) the standard used by the Identity and Passport Services (IPS), which itself has been devised from the International Civil Aviation Organisation (ICAO) image standards, introduced primarily for a globally standardised passport production.

These standards will now apply to all driving licence transactions received by the Agency that require a photograph. We include this information on the standards in application packs, INF1D forms and appropriate reminder letters.

DVLA is monitoring adherence to the new standards and will continue to work closely with IPS to ensure we learn lessons and adopt an appropriate and effective enforcement strategy. [DVL TODAY](#)

The photo of you must be the same size as the one shown opposite.



Your picture should not fill the area of the photo or be too small to be seen. The photo is 45mm tall; your head should fill an area between 29mm and 34mm.

Original Image guidelines
Photograph must be recent.
Photograph must be colour.
Dimensions of the photograph 45mm x 35mm
Must be a true likeness
Full face
No hat or helmet
No sunglasses
You may wear everyday glasses
The background must be plain, evenly lit and light

Image standard requirements from 01 April 08.
Taken within the last month
Taken against a light grey or cream background
Photo dimension 45mm x 35mm
Free from 'Redeye'
Facing forward, looking straight at the camera
Undamaged, e.g.; not torn, creased, or marked
Free from shadows
Taken with your eyes open and clearly visible
No sunglasses or tinted glasses
No hair across the eyes
Free from reflection or glare on your glasses,
Frames must not cover your eyes
In sharp focus and clear
Neutral expression with mouth closed – no grinning, frowning or raised eyebrows
Full head
No hat or head gear – unless for religious beliefs/medical reason
Nothing covering your face
Not black & white photos
Length of facial area at least 29mm no more than 34mm

# EC & NON-EC LICENCE HOLDERS DRIVING IN GREAT BRITAIN

**T**he rules which govern driving in Great Britain on a licence issued in another country come from European legislation and International agreements.

Drivers from states within the European Community/ European Economic Area (EC/EEA) who hold a valid full Community licence can use it to drive all categories of vehicle indicated on the licence in this country without the need for exchange. This is until such time as either the licence expires or the holder reaches the age at which renewal would become necessary in this country, whichever is the sooner.

New residents who hold a valid driving licence or International Driving Permit from a non-EC/EEA country may drive any category of small vehicle (motorcycles and cars up to 3.5 tonnes and with up to 8 passenger seats) shown on the licence, for 12 months.

The 12-month concessionary period is a long-standing arrangement, introduced to allow new residents to become familiar with the roads and to take a British driving test. If they do not pass the test within the 12-month period they must stop driving. A similar 12-month concession exists for visitors, based on international agreements, and introduced in the interest of trade and tourism. This allows all visiting non-Community licence holders to drive in GB for a period of 12 months per visit, from the date of entry. They may do so, using either their full domestic driving licence or an International Driving Permit (IDP) issued on the basis of such a licence.

There is no requirement for EC/EEA drivers, resident in GB, to tell us about a medical condition if they declared this condition to the licensing authority in the state that issued the licence. However, they must tell us of any new medical condition and they will then be subject to our medical standards. They must also tell us, and will be subject to our medical standards, if they have a medical condition that the issuing authority was aware of, that has now worsened. In the interest of trade and tourism, a person driving in GB on the strength of a national licence (non European Community or non-exchangeable licence), or as a visitor, is exempt from medical investigations. **DVLTODAY**

