



mcia
Today's Industry. Tomorrow's Journeys

MCIA's 'A Licence to Net Zero' Campaign

27TH MAY 2023

**A LICENCE
TO NET
ZERO**



A brief reminder...

SIMPLIFYING THE EXISTING LICENSING REGIME ACROSS ALL L-CATEGORY SEGMENTS TO IMPROVE ACCESS TO ZERO EMISSION PLVs FOR A WIDER SECTION OF THE COMMUNITY, INCREASING ACCESS, UPTAKE AND ADOPTION



Question:

To ask His Majesty's Government what assessment they have made of the letter from Transport for London and other organisations, dated 18 July, calling for improved compulsory basic training for motorcyclists; and what plans they have, if any, to implement the recommendations set out in that letter. (HL9511)

Answer:

Baroness Vere of Norbiton:

One of the Driver and Vehicle Standards Agency's priorities, as outlined in its strategic plan, is to improve motorcyclist and instructor training, which includes compulsory basic training (CBT).

The newly formed motorcycle strategic focus group is working closely with industry stakeholders to consider how to improve the safety of those involved in the rider gig economy, coupled with changes to motorcycle training and testing to ensure riders have the skills and knowledge they need for a lifetime of safe and sustainable journeys.

Any changes to the training and licencing regime, including CBT, will form part of a wider package of reforms when parliamentary time allows.



Realising the Full Potential of Zero Emission Powered Light Vehicles

A JOINT ACTION PLAN FOR GOVERNMENT AND INDUSTRY

> THE ROUTE TO NET ZERO

FEBRUARY 2022



'A Licence to Net Zero' campaign

Unleashing our potential, licence reform essential

Commercial:

- Ensure a regulatory environment in which obtaining an L-Category vehicle license is easier to do than is currently the case.

Public Affairs:

- Commit the Government to conducting a full-scale review of the L-Category licensing regime.

Communications objective:

- Educate key decision makers and influencers on the need for a full-scale review of the L-Category licensing regime.



UNLEASHING OUR POTENTIAL,
LICENCE REFORM ESSENTIAL

L-CATEGORY LICENSING REFORM PROPOSALS
July 2023

'A Licence to Net Zero' campaign

Unleashing our potential, licence reform essential



A three-fold strategy:

Strengthen, finalise, and utilise the industry's evidence/argument base to convince DfT, via DVSA and directly, of the need for a full-scale review.

Maintain our seat at the table and remain consistently and proactively engaged with relevant stakeholders/organisations.

Strengthen the industry's representation by leveraging third party supporters in calling for a review as part of a wider campaigning coalition; and securing political support from key parliamentarians to exert additional pressure on DfT to act.



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Licensing proposals

We are calling on the Government to:

Conduct a full-scale review of the existing L-Category licensing regime

Including:

1. Earlier access to L-Category vehicles, including creating two new vehicle categories - the electric light moped and the e-step scooter.
2. Incentives for moped and A1-Category vehicle users to take a test.
3. All licence upgrades and access to L-Category vehicles up to 22kW to be carried out by DVSA-approved motorcycle instructors working within an Approved Motorcycle Training Body (ATB).
4. CBT to be taken once, and valid for two years. After two years, users should take a new 'CBT Plus', valid for two years, to improve their skills and bring them closer to test standard. After 2 years, users on CBT Plus must then gain a full licence.
5. Returning to a single event test, instead of the current module 1 and module 2 tests.
6. A review of minimum test vehicle and licence entitlements for all electric L-Category vehicles.
7. A review of tricycle and quadricycle licencing & testing (L2, L5, L6 & L7) that retains current regulation access entitlements but allows for additional access under a provisional licence at age 16 for L2 and L6, and the introduction of direct access to L5 and L7 at 18 years of age.



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31ST JULY

7TH AUGUST

**A LICENCE
TO NET
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Communications Prepared

Stakeholders and the media will be informed of the campaign. Themes, slogans and social media assets finalised, and a press release prepared.

1

2

3

Finalising the Work Programme

Our work programme will become finalised, and relevant parties will be notified.

Other Plans

Relevant members will review the final proposal and associated media materials, and MCIA will begin stakeholder/SWOT analysis/begin utilising parliamentary channels.

MCIA/TfL CBT Letter

joint letter urging the Government to implement CBT proposals. Materials will be sent to the Minister, and press materials to the media.

Planning Ahead

MP approaches will be drafted and sent to selected cohort, including sharing detailed proposals securing their support.

Other Plans

Begin discussions with Polimapper to discuss heat maps/additional engagement tools for MPs and finalise new campaign page on website.



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14TH AUGUST

- 1 Engaging with Stakeholders**
Continue engaging with industry stakeholders, and with DVSA/DfT and Polimapper to finalise engagement tools.
- 2 Campaign launch**
Campaign and policy updates made to the website, and a bank of PQs drafted for MPs.
- 3 Influencing DfT via the Motorcycle Strategy Group**
Draft a joint letter for members of the Motorcycle Strategy Group to sign, prepare social material and send as a second campaign 'hit'/continue MPs meeting programme.

21ST AUGUST



Thought leadership

Scoping out media/thought leadership opportunities to maximise our reach/publish blog series on licensing reforms in relevant political/trade publication.



Member Discussions

Continually check in with members re campaign updates, as well as via the new campaign website page. Flexible and fleet of foot, always, to ensure progres towards objectives.



Capitalising on MP Meetings

Continue working with Polimapper to finalise engagement materials and MP meetings programme, including committing an MP to table a WHD.



28TH AUGUST

Contacting Members

Review campaign materials - social media assets, campaign resources, proposals document, engagement/MP commitments to date

Half-time

This a good time for any updates needed to campaign resources, messaging, arguments, evidence base etc. to ensure the campaign remains fit for purpose.



How you can support / next steps

For more information about the campaign or our proposals, please contact Sean Waters at s.waters@mcia.co.uk



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