



Dear Roy,

A designated driver scheme organised to support the force's crackdown on drink and drug drivers this Christmas will return next month - and we need your help.

'I am DES' is a national initiative where licenced premises sign up to offer an incentive to encourage customers to have a 'designated driver' within their party. The campaign ran for the first time since Covid in December 2023 across Cambridgeshire, with more than 60 businesses sign up in support (the most we've ever had!).

Consequently, we also saw a reduction in the number of people killed and seriously injured through road traffic collisions for that month compared with the previous year (with more than a 20 per cent reduction).

If interested in taking part, your business and venue location will be included in a press release highlighting this year's police drink and drug drive campaign, and mentioning the I'm DES initiative, where drivers within a group can benefit from a discount on soft drinks only.

The terms and conditions will be within your control - you decide which soft drinks to provide an incentive on, such as draught only. Free soft drinks have been offered in the past but the economy is in a very different place than it was years ago, and therefore any kind of incentive through a discount will still be very welcome and allow you to take part.

Members of the public taking part are asked to say to venue staff "I am Des" or words to that effect and show their car keys. It's up to yourselves if you wish to add anything additional to that. I know some of you have used wristbands or a stamp system to keep track of designated drivers before.

If you are interested or would like to know more, please email nick.southern@cambs.police.uk stating that you are interested or with any questions. Please do not reply directly to this eCops message.

Please also spread the word and forward to anyone you think would be interested in supporting this year's designated driver campaign.

Kind regards,

