



# Bill Plant Driving School

PR update

August 2020

**10YETIS**

**BILL PLANT**  
DRIVING SCHOOL

# | August 2020

## What we sent:

- Release – July was a record breaking month in regards to enquiries and bookings
- Release – TikTok competition
- Reactive – Comment on driving lessons starting up again in Scotland

## Results:

**159 pieces of coverage**

**Total combined reach of 115,217,882 worldwide**

# Record-breaking number of learner drivers in wake of lockdown

By Matt Allan  
Wednesday, 5th August 2020, 12:00 pm  
Updated 19 hours ago



Driving schools have seen record numbers of new driver since lockdown ended.

Enquiries have doubled at some major schools since less England as people look to catch up on lost learning time licence as an alternative to using public transport.

Driving lessons were halted in March due to the coronan only started to resume in some parts of the UK in early England and Northern Ireland were allowed back behind July 6, a day instructors have christened Manic Monday interest.

Bill Plant Driving School reported a 231 per cent increase enquiries compared with the same day last year and a 10 per cent increase compared with March.



Driving schools were forced to halt lessons in March (Photo: Shutterstock)

Syndicated 137x times



# Green light for driving lessons and tests in Scotland to restart - here's when learners can get back behind the wheel

By Matt Allan  
Monday, 3rd August 2020, 4:25 pm  
Updated 20 hours ago



Syndicated 19x times



Syndicated 2x times



MobileMarketing

Friday 14-08-2020 10:00

## Bill Plant Driving School launches free driving lesson TikTok dance competition

Tyrone Stewart



UK national driving school Bill Plant is giving people the chance to win free driving lessons through a TikTok dance competition.

The competition, launched to celebrate the return of driving lessons following lockdown, simply requires aspiring drivers to film themselves dancing to a song of their choice and upload it to TikTok, tagging @billplantdrivingschool and using the hashtag #billplantdrivingschool.

The dances can be ones that are currently popular on TikTok or ones choreographed by participants. Extra credit may go to those who mimic or duet Bill Plant's current TikTok videos and to those who perform their dance in front of a Bill Plant learner vehicle.

"Young motorists and those who turned 17 have been patiently waiting to get behind the wheel for months now and we've seen a huge increase during lockdown in our TikTok following" said Peter Brabin, Head of Training at Bill Plant. "We look forward to seeing all the creative entries."

Bill Plant will review all videos uploaded with the correct hashtag and select a winner of a free driving lesson every Friday on the Bill Plant Driving School Facebook page until the end of September.

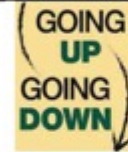
are set to restart in Scotland in coming weeks.

Instructors were told to stop giving lessons in lockdown, with practical and theory lessons

ceased tutors in the rest of the UK have resumed but restrictions in Scotland have meant lessons are unable to resume lessons with instructors.

The most recent Scottish Government announcement said driving lessons in Scotland will restart from Monday, August 24.

Scotland remains



**TRIP TIP:** For the six in ten Brits enjoying a road trip in the UK this summer, hotel chain Travelodge is celebrating its 25th birthday with the release of more than one million rooms for £20 or less - perfect for a stop-off on that scenic tour.

**STREET DANCE:** Shake your stuff for a chance to win driving lessons each week with Bill Plant Driving School. Film a TikTok video dancing to a favourite tune, tag the driving school and use hashtag #billplantdrivingschool

**CASH PLANS:** Three quarters of Brits have made financial resolutions coming out of lockdown, according to AA Financial Services. These include saving more, getting rid of credit cards and adding to a pension pot.

**ROCKY ROLES:** The average adult has to juggle seven roles, including being a partner, friend and mentor with two thirds finding it hard to balance them all. Nearly six in ten of those polled by OPPO Mobile UK worry they may burn out due to the responsibility.

**KIT COSTS:** Parents can expect to pay out £2,862 in back-to-school uniform costs during their child's education, according to footwear retailer Deichman. The average uniform cost is £235, up from £210 in 2015.

**KEEPING AFLUENT:** One in ten households in England and Wales say they struggle to afford their water bill, with a third having little awareness of the support available to them, according to the Consumer Council for Water.