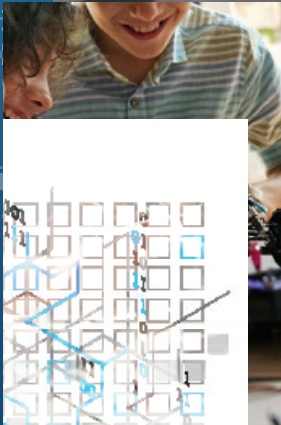


LEARN, COMMUNICATE AND ENGAGE

WITH AUTOMATED VEHICLES



INTRODUCTION TO PAVE UK AND OUR BELIEFS

Partners for Automated Vehicle Education United Kingdom (PAVE UK) is a non-governmental and non-profit membership organisation created on behalf of the UK's Centre for Connected & Autonomous Vehicles (CCAV) by WMG at the University of Warwick.

Our founding members include the Department of Business and Trade, the Department for Transport, the Centre for Connected and Autonomous Vehicles, Transport for West Midlands, and WMG, the University of Warwick.

OUR VISION

Enabling public trust and acceptance of self-driving technology through accurate and inclusive awareness and education programmes.

OUR BELIEFS

1. Self-driving vehicle technology can improve the safety, mobility, and sustainability of our transportation system.
2. The public should be fully involved and engaged in the development of self-driving vehicle technology.
3. Safety is our number one priority. This technology needs to be safe enough to operate on the roads.
4. The Connected and Automated Mobility (CAM) ecosystem needs to collaborate to tackle the safety challenges in a noncompetitive manner.
5. Messages and knowledge about self-driving vehicle safety should be communicated to the public in an accessible manner.

OUR MISSIONS



Learn

Using scientific rigour, we identify and understand different personas and their behaviours in our society. Identify suitable types of content and communication mechanisms based on scientific literature.



Communicate

Physical and digital educational content will be customised for different groups in society to gradually build up their understanding of self-driving vehicle technology, from a generic introduction to its benefits and communicating safety.



Engage

Organise interactive and hands-on activities for the public to engage with self-driving vehicle technology to help build societal trust and acceptance of this new transport innovation.



PAVE UK and Warwick Racing at Formula Student 2024

HOW DO WE ENGAGE?



Research underpinned educational materials for different personas on self-driving vehicle technology



School outreach activities to educate and inspire our future users and engineers



Community outreach activities to deepen the public's understanding of self-driving vehicle technology



Educational content across our website and social media channels



Webinars with various topics for the public and the wider self-driving ecosystem



Online video library with a collection of easily accessed educational content



Policy advocacy supporting policymakers in making informed decisions

WHY WE DO THIS?

PAVE UK believes that the public is paramount to the development and deployment of self-driving vehicle technology.

The public must be part of the journey to help shape the introduction of self-driving vehicle technology in the UK, including being accurately informed about its capabilities and limitations to develop trust and confidence. By initiating different activities and programmes to bridge the gaps between technical knowledge and public understanding, we aim to bring the public on this journey and enable the UK to unlock the potential societal and economic benefits of this emerging technology.



THE UNIQUENESS OF PAVE UK

PAVE UK is a timely and essential intervention as the Automated Vehicles Act is now law in the UK and we are visualising a CAM deployment future soon.

Founded by the Department for Business and Trade, the Department for Transport, the Centre for Connected and Autonomous Vehicles, Transport for West Midlands and WMG, the University of Warwick, PAVE UK is a national initiative to include the public in the new technology journey and envision a publicly trusted and accepted AV future. We work closely with regulators and policymakers to make this technology safer, more inclusive, and more user-friendly. We also bring people's voices into the legislation, regulation, and enforcement areas to strengthen public acceptance of AVs.

Powered by WMG, the leading research academic department at the University of Warwick, PAVE UK draws on WMG's Safe Autonomy research on the safety of Automated Vehicles and Informed Safety.

Leveraging this world-leading research foundation and research from different organisations, for example, Transport for West Midlands, PAVE UK creates educational content and engagement programmes to explain AV capabilities and functionalities based on strong scientific and evidence-based research.

Combining a people-first approach, PAVE UK roots and connects with different communities and social groups in every part of the UK. By actively listening to people's thoughts on this new technology, we strive to bring the public to the self-driving vehicle journey using easy-to-understand and accessible languages and manners.

PAVE UK has a close working relationship with the UK's self-driving ecosystem. Through regular industrial events and activities, we encourage the wider industry to put the public at the heart of AV development and provide a platform for the industry to engage with future users and understand their perspectives.



MEMBERSHIP

OUR MEMBERSHIP TYPES

- ▶ Corporate membership
- ▶ Research Organisation membership
- ▶ Public sector bodies (Local authorities/registered charities) membership
- ▶ Academic membership

MEMBERSHIP BENEFITS

- ▶ Opportunities to influence and support PAVE UK's policy advocacy
- ▶ Influence the design and focus of PAVE UK communication and engagement materials
- ▶ Become part of PAVE UK engagement programmes
- ▶ Access to members' only research and development opportunities
- ▶ Membership newsletter for industry updates and knowledge
- ▶ Collaborate with world-class academia and researchers on different research projects
- ▶ Expand your connections with international leading technology developers and manufacturers
- ▶ Increase your organisation's visibility in the national and international self-driving ecosystem
- ▶ Your organisation will be recognised and featured in PAVE UK's printed and digital materials such as our official report, newsletter, social media channels and website

HOW TO JOIN

Please email PAVEUK@warwick.ac.uk with details about your organisation. We will be in touch shortly.



PAVE UK DELIVERY AND GOVERNANCE BOARD



Prof Siddhartha Khastgir
Director



Jonathan Smith
Head of Operations

REPRESENTATIVES FROM



INDUSTRY



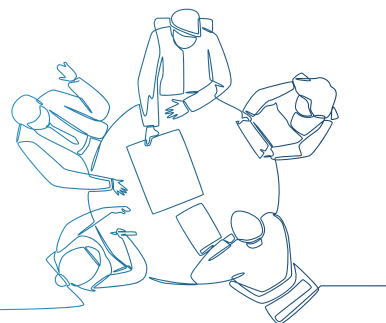
POLICY



RESEARCH



PAVE US AND PAVE EUROPE



UPCOMING EVENTS



Cheltenham Science Festival

2 - 7 June 2026



LGA Conference

7-9 July 2026







PAVE IN THE WORLD

PAVE UK will work closely with PAVE Europe, Canada and US for international collaboration.





To work with PAVE UK,
please email
PAVEUK@warwick.ac.uk

Get in touch with us

 PAVE United Kingdom
 PAVEUK_
 PAVEUnitedKingdom
 paveuk.org

To work with WMG's Safe Autonomy research, please contact:

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