

# Fleet Safety Compass Webinar

Minimising Risk & Developing Safety Strategies

Presented by:

**Nigel Lawrence** | Director of Client Partnerships, Applied Driving

**Simon Turner** | Campaign Manager, Driving for Better Business



Welcome



# Introductions

Applied Driving & Driving for Better Business (DfBB)



**Nigel Lawrence**

Director of Client Partnerships,  
Applied Driving



**Simon Turner**

Campaign Manager,  
Driving for Better Business





# Intro & Agenda

What we are going to Cover



Work Related Road Risk



Driving for Better Business



Policy Resource



Road Risk Strategy



Safety Management Systems



Proactive Risk Measures



Utilising Technology



Cultural Buy In

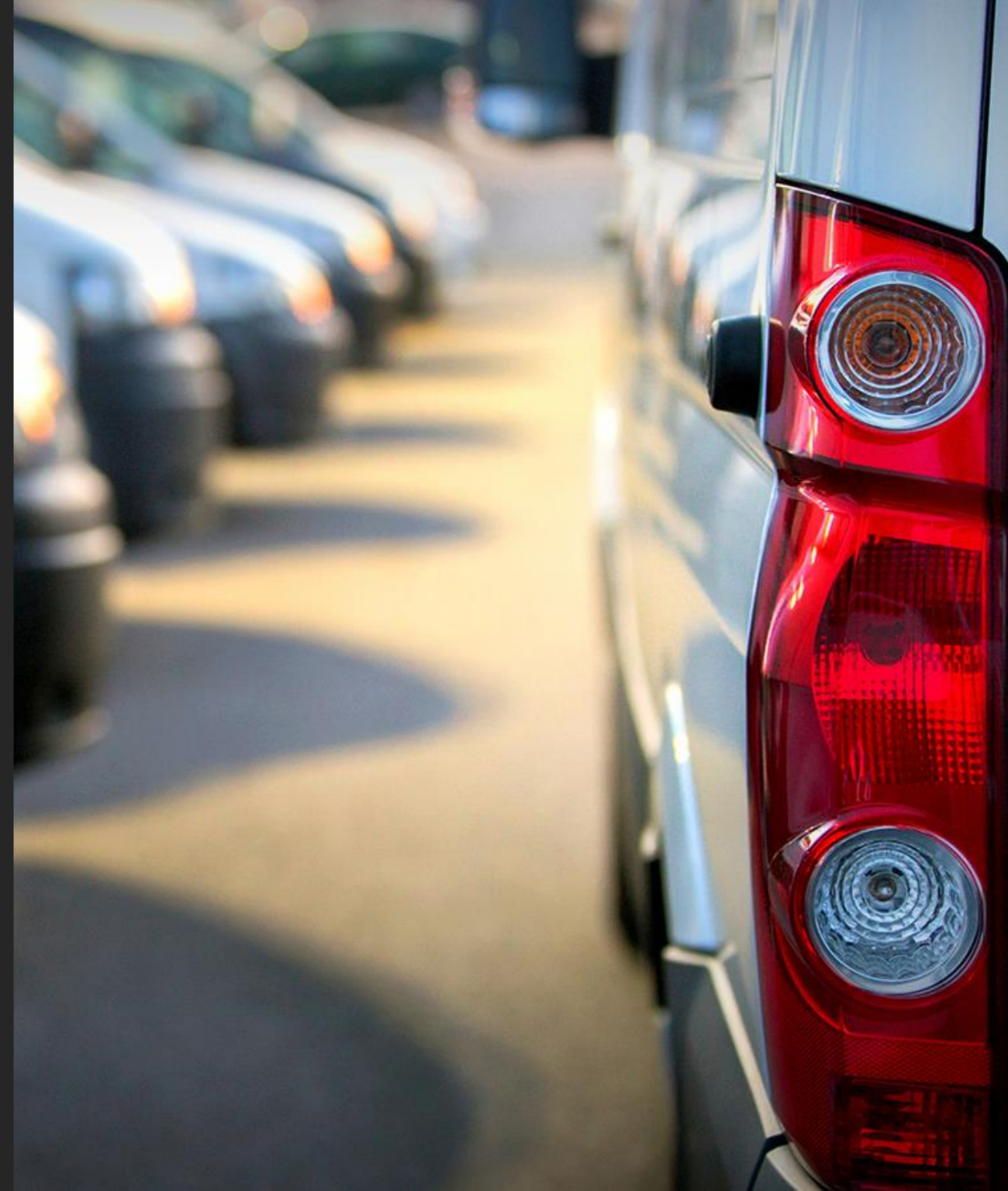


Q&A

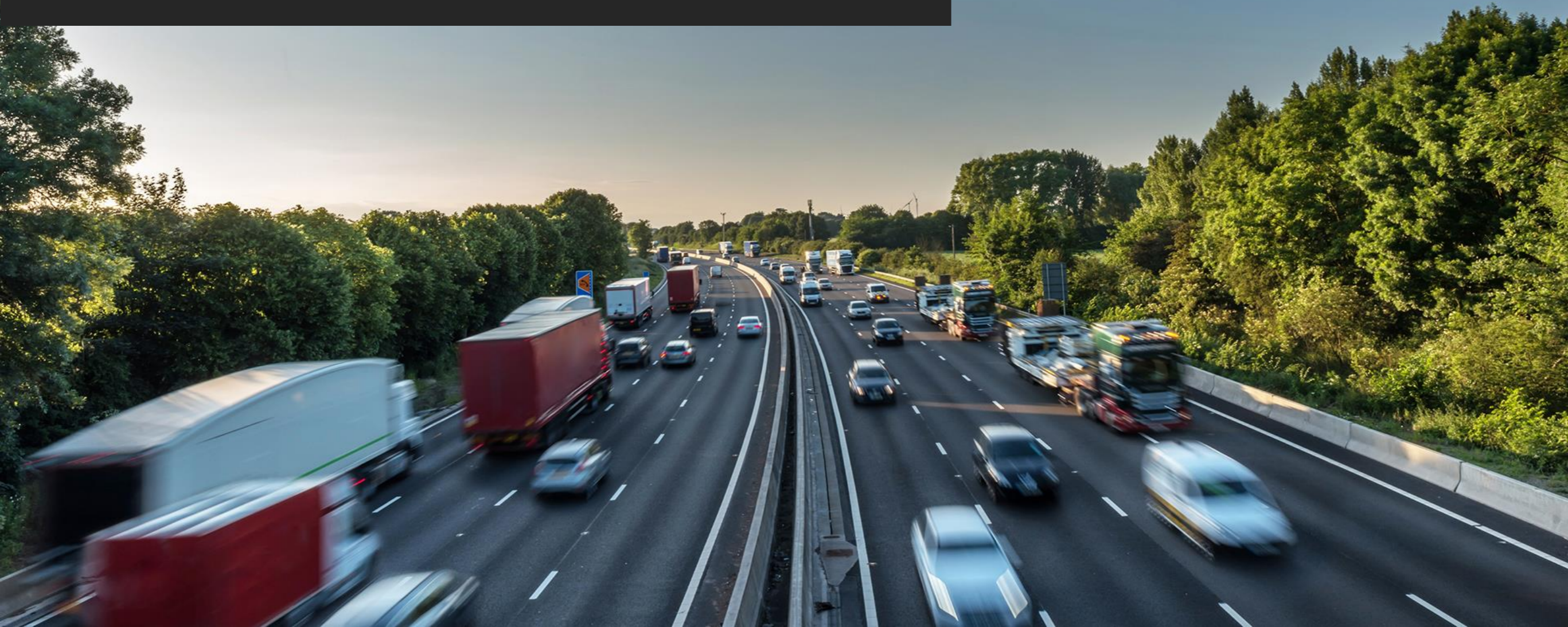


**We're going to cover...**

- 1 Work-related road risk**
- 2 Driving for Better Business**
- 3 Our new policy resource**



# What is work-related road risk?



## What is work-related road risk?

Around 20 million vehicles used for work in the UK



The risk that an employee may be involved in a collision while driving for work, putting themselves and other road users at risk

- Any employee – fully employed or self-employed
- Travelling to a location that is not the usual place of work
- Using a vehicle owned by employers or by drivers/riders

# Comparing with other workplace fatalities



Less than 1 in 5 of driving for work fatalities was the person driving for work  
Over 80% were other, more vulnerable road users such as pedestrians or cyclists

528

Driver or rider	63
Passenger	25
Other road users	440

135



Fatal injuries to workers (RIDDOR) 2022/23



Fatalities involving someone driving as part of work 2019



## What is **work-related road risk** ?

AROUND  
**40,000**  
Reported casualties  
involving someone  
driving for work

**£ 2.6b**  
cost to UK PLC

Odds of winning the national lottery jackpot: **1 in 45 million**

Odds of being involved in a injury collision driving for work: **1 in 500**





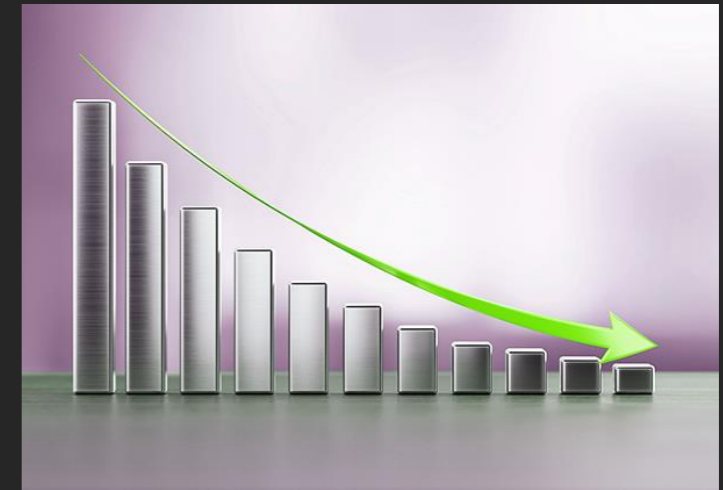
# Employer responsibilities



LEGAL



MORAL



FINANCIAL

Employers have a **legal obligation** to manage road risk

Health and Safety at Work Act sections 2, 3, 7 & 37



# Road risk in the real world



## Where can risk occur?

1. Your drivers
2. Fitness to drive
3. Vehicle roadworthiness
4. Arriving for work
5. Loading the vehicle
6. Work instructions
7. On the journey
8. At the customer
9. In an emergency



# Where can risk occur?

1. Your drivers
2. Fitness to drive
3. Vehicle roadworthiness
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## What needs to be

- Checked?
- Managed?
- Recorded?



# Where can risk occur?

1. **Your drivers**
2. Fitness to drive
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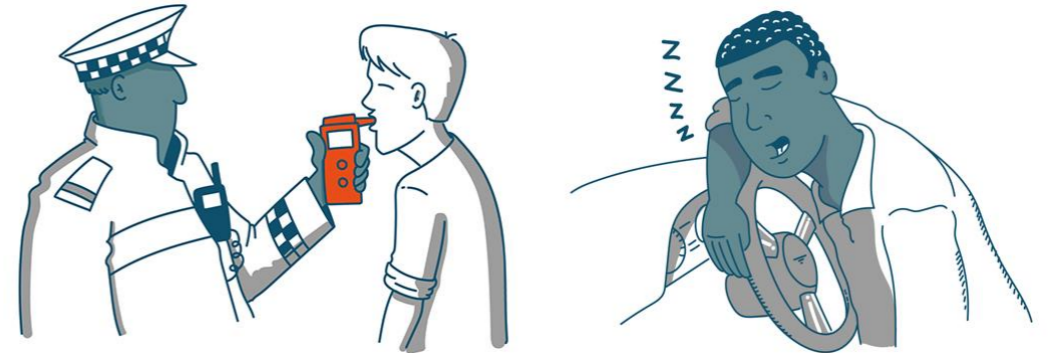
Licence checks  
Personal details  
Penalty points  
Vehicle entitlement  
Vision  
Medical conditions  
Collision history  
Training records



# Where can risk occur?

1. Your drivers
- 2. Fitness to drive**
3. Vehicle roadworthiness
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Fitness to drive declaration  
Alcohol/drug awareness  
Driver fatigue  
Shift patterns/drivers' hours  
Mental health  
Work schedule impact



# Where can risk occur?

1. Your drivers
2. Fitness to drive
- 3. Vehicle roadworthiness**
4. Arriving for work
5. Loading the vehicle
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## Vehicle checks:

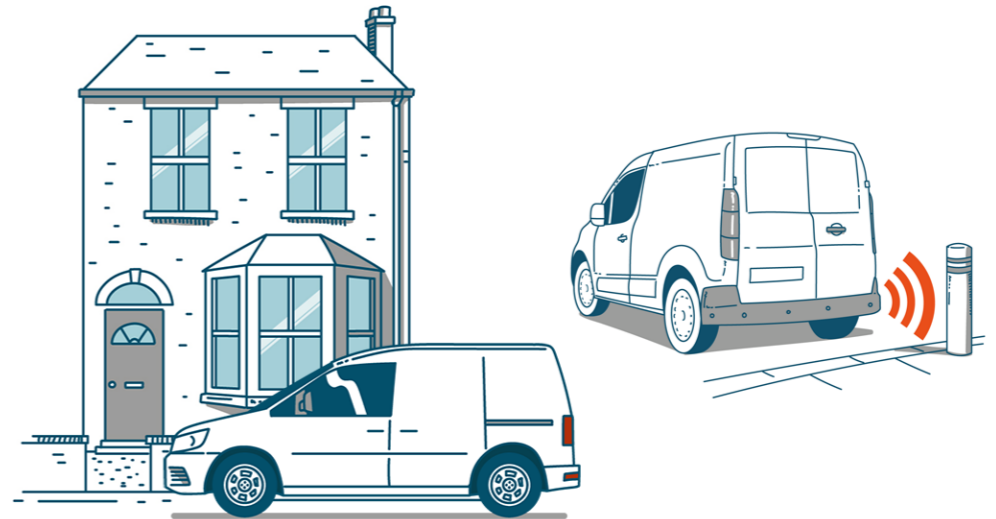
- Procedure in place
- Training given
- Checks monitored
- Defects rectified



# Where can risk occur?

1. Your drivers
2. Fitness to drive
3. Vehicle roadworthiness
4. **Starting work**
5. Loading the vehicle
6. Work instructions
7. On the journey
8. At the customer
9. In an emergency

Vehicle at home/depot?  
Commuting time?  
Depot safety  
Low speed manoeuvring  
HSE investigation



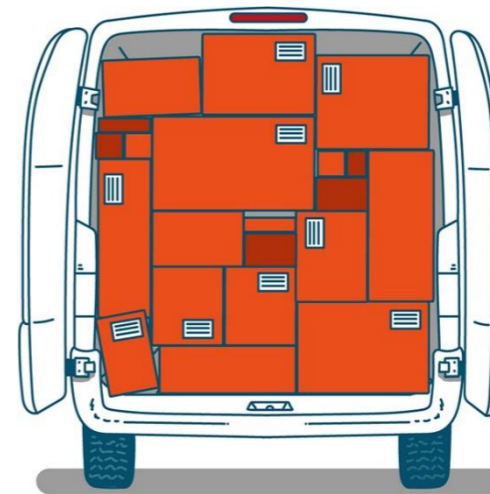


# Where can risk occur?

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- 5. Loading the vehicle**
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## Safe loading training:

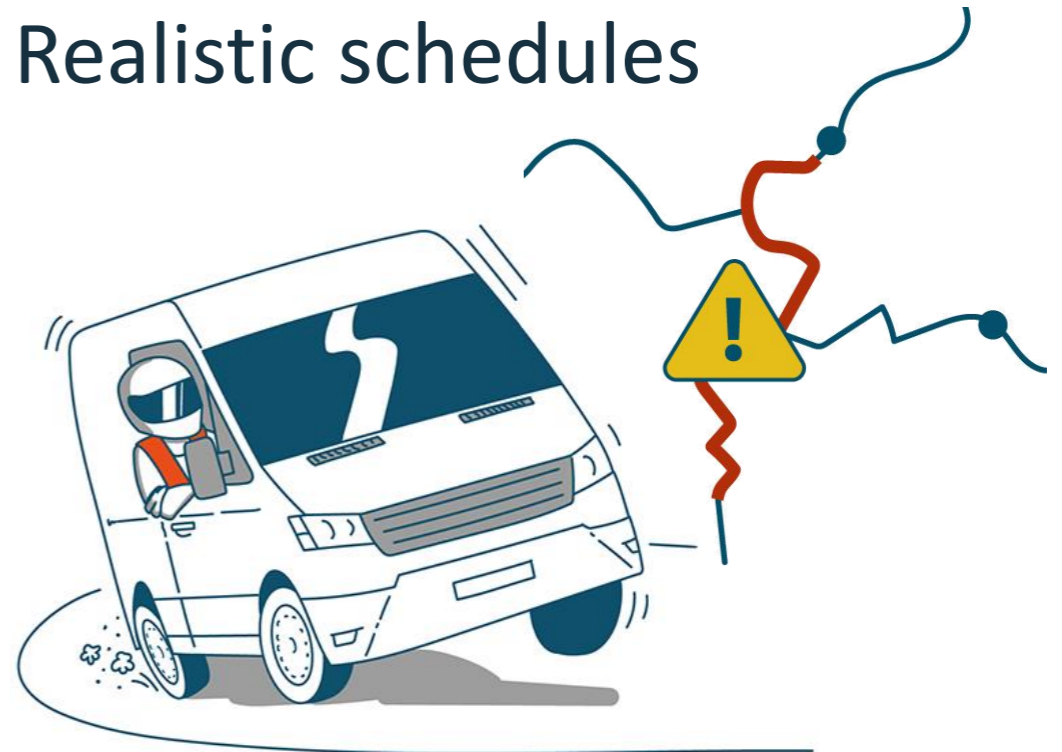
- Vehicle weight limits
- Safe loading
- Load security



# Where can risk occur?

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Journey planning  
Realistic schedules



# Where can risk occur?

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The Highway Code  
Speed limits for vans  
Mobile phone policy  
Fatigue/rest breaks



# Where can risk occur?

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Depot safety  
Pedestrian safety  
Other road users

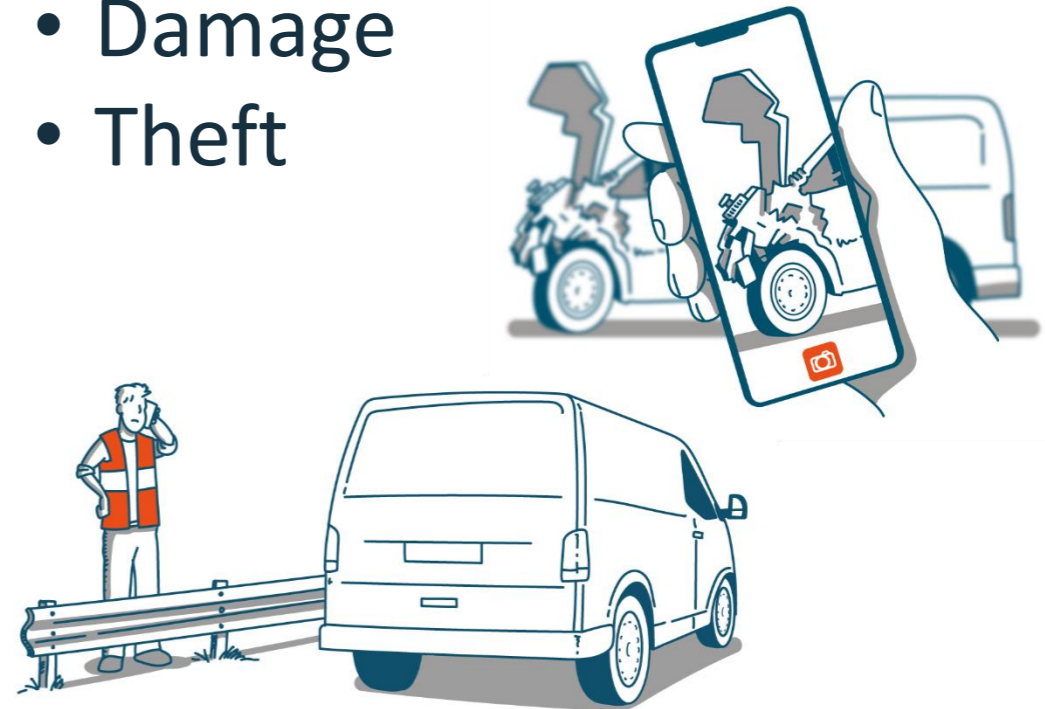


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## Emergency procedures

- Breakdown
- Collision/incident
- Damage
- Theft



# Where can risk occur?

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Driver behaviour is often the only bit of the risk that many companies recognise

# Where can risk occur?

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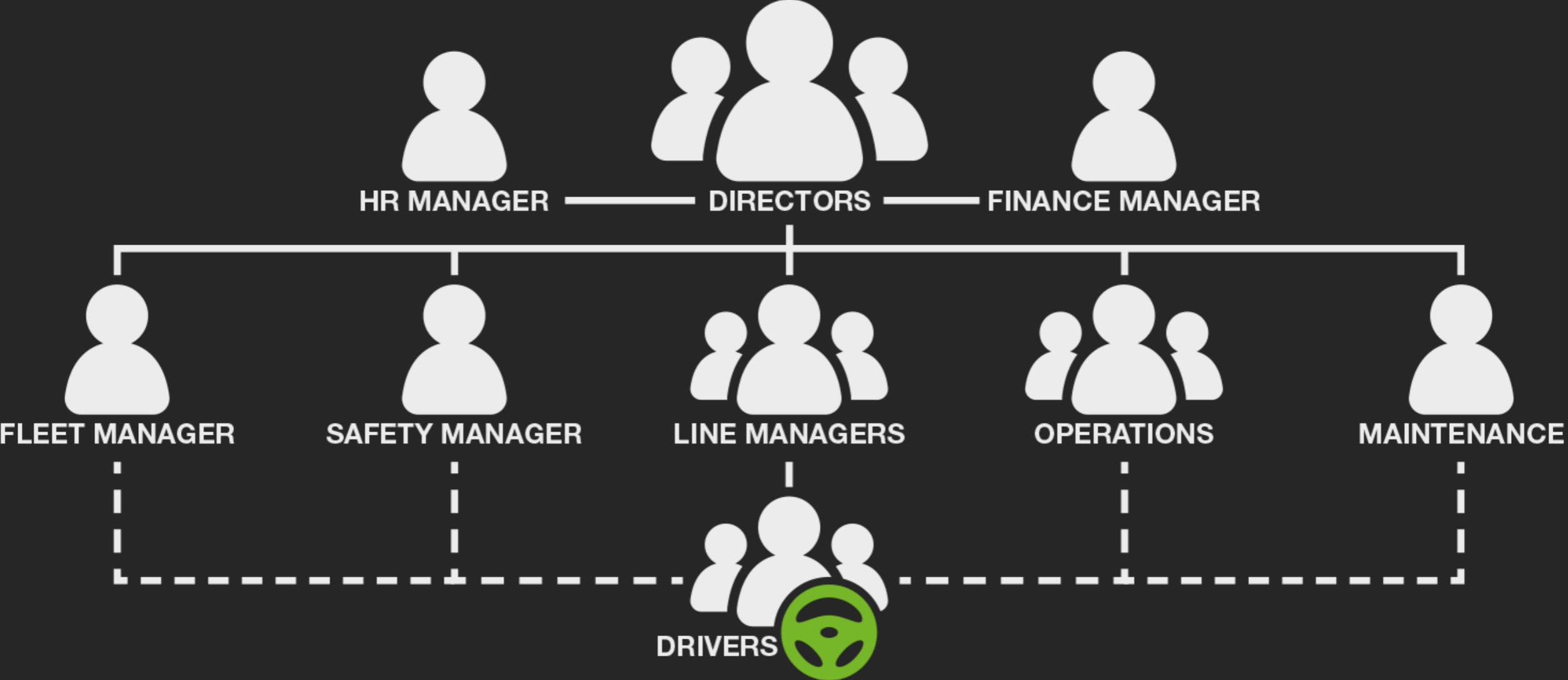


## A shared responsibility

Driver behaviour is often the only bit of the risk that many companies recognise



# A shared responsibility





# Driving for Better Business

## Driving for Better Business

A multi-award-winning, National Highways programme to help employers reduce work-related road risk.



## Our Mission

“to improve safety for all those who drive or ride for work by sharing good management practice and demonstrating the significant business benefits.”

# Example reductions in collisions / insurance claims



DOWN  
**64%**  
↓



DOWN  
**43%**  
↓



DOWN  
**38%**  
↓



DOWN  
**33%**  
↓



DOWN  
**54%**  
↓



DOWN  
**48%**  
↓



DOWN  
**30%**  
↓



DOWN  
**24%**  
↓



# Additional **business benefits** can be significant



**REDUCE**

VEHICLE  
COLLISIONS



**REDUCE**

THIRD-PARTY  
CLAIMS



**REDUCE**

INSURANCE  
PREMIUM



**REDUCE**

POOR DRIVING  
STANDARDS



**REDUCE**

SPEEDING  
INCIDENTS



**REDUCE**

MAINTENANCE  
COSTS



**REDUCE**

FUEL  
USE



**REDUCE**

VEHICLE  
OFF-ROAD TIME



**REDUCE**

UNNECESSARY  
IDLING



**It all starts with your  
driving for work policy**

# How good is your driving for work policy?

**Policy Statement:** Why the policy is needed, who is responsible

**Driver Management:** Licence checks, competence, impairment, fitness to drive, wellbeing, etc.

**Vehicle Management:** Safety checks, safe loading, security, private use of vehicles, towing, etc.

**Journey Management:** Mobile phones, fatigue, fines and penalties, collisions, breakdowns, etc.

**Grey Fleet Drivers:** The policy applies to everyone!

# The DfBB Driving for Work Policy Builder

**We're launching a brand-new  
FREE resource  
Coming April 2024**

**Get an email alert when launched**



**1**

**Not got a policy?**

Create a new policy using our templates

**2**

**Not sure your policy is OK?**

Review it against our good practice examples

**3**

**Sometimes forget to review it?**

Annual reminder to review your policy

**4**

**Just want updates?**

Alerts when guidance or legislation changes



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Welcome



“A commitment to safety should not be a priority, but a value that shapes decision making all the time, **at every level.**”

– Rex Tillerson



# Road Risk Strategy

Creation & Development



## Where are you now?

Organisations will be at differences stages of their journey

## Identifying the risks

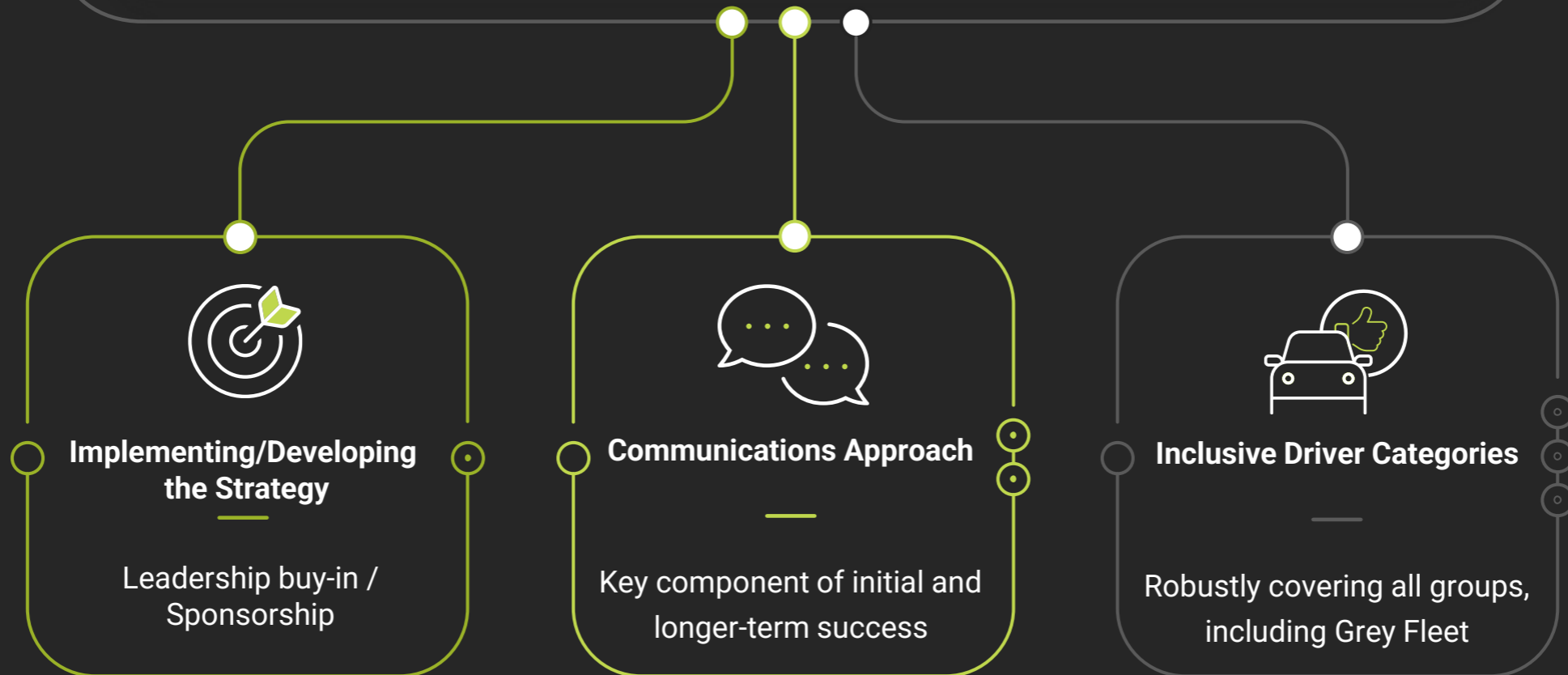
Do you know where your risks are?

## Your path

The journey that never ends



# Building the Foundations





# Cultural Buy-In





# What are the **Common Gaps?**



## Lack of Controls

Identifying driving/vehicle inexperience



## Data Capturing

No mechanism to capture employees who become eligible for company vehicle/car allowance



## Employee Induction

Driver safety not sufficiently covered at induction stage



## Country Familiarisation

Drivers experiencing new road rules, regulations or conducts in a different country





# Safety Management **Systems**

Effective tools to manage the risks



## Risk Assessment

Assessing three main areas of risk: the driver, journey and vehicle



## Policy / Handbook

Implementation and a periodic review process



## Compliance Checks

Consented check with DVLA returns information, e.g. driving entitlements and endorsements. Document check for those who drive a personal vehicle for work: insurance, MOT/NCT and VED



## Permit to Drive

Drivers receive a digital document after completing all elements to signify end of process



## Driver Training

Additional, supportive training either online or practical



## Telematics & Cameras

Typically, standard across fleets of commercial vehicles



# Proactive, Not Reactive

Working with your Metrics

## Incidents

Analysing data, identifying trends, Post collision investigation



## Near Hit/Miss

Does your organization report this metric?



## Recruitment/Induction

Understand driving experience, opportunity to get early buy-in to safety culture



## In-Vehicle Technology

Using data to educate riskier driving behaviours







# Utilising Technology

Creating Insights, Actions, And Positive Change

01

**Are you able to obtain consistent data in a usable format in relation to driver safety?**



**Make Positive Change**

What can we utilise to make a difference?

02

**How do you analyse this data to provide insights?**



**Create Insights**

What can we utilise that we already have to find insights?

03

**How do you use these insights to provide actions and results?**





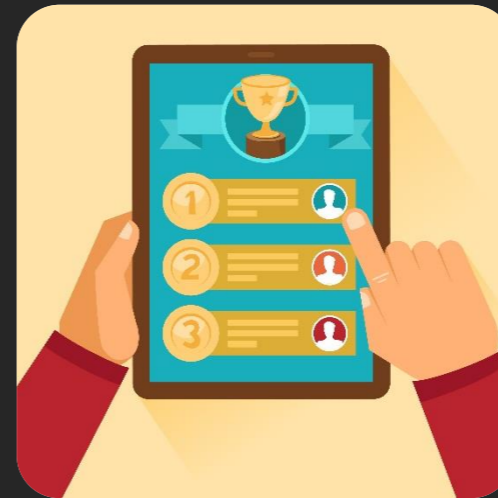
# Utilising Driver Behaviour Data



**Apply a Non-punitive Approach**



**Research Tools To Automate Outputs**



**Focus On Driving League Table Improvement**

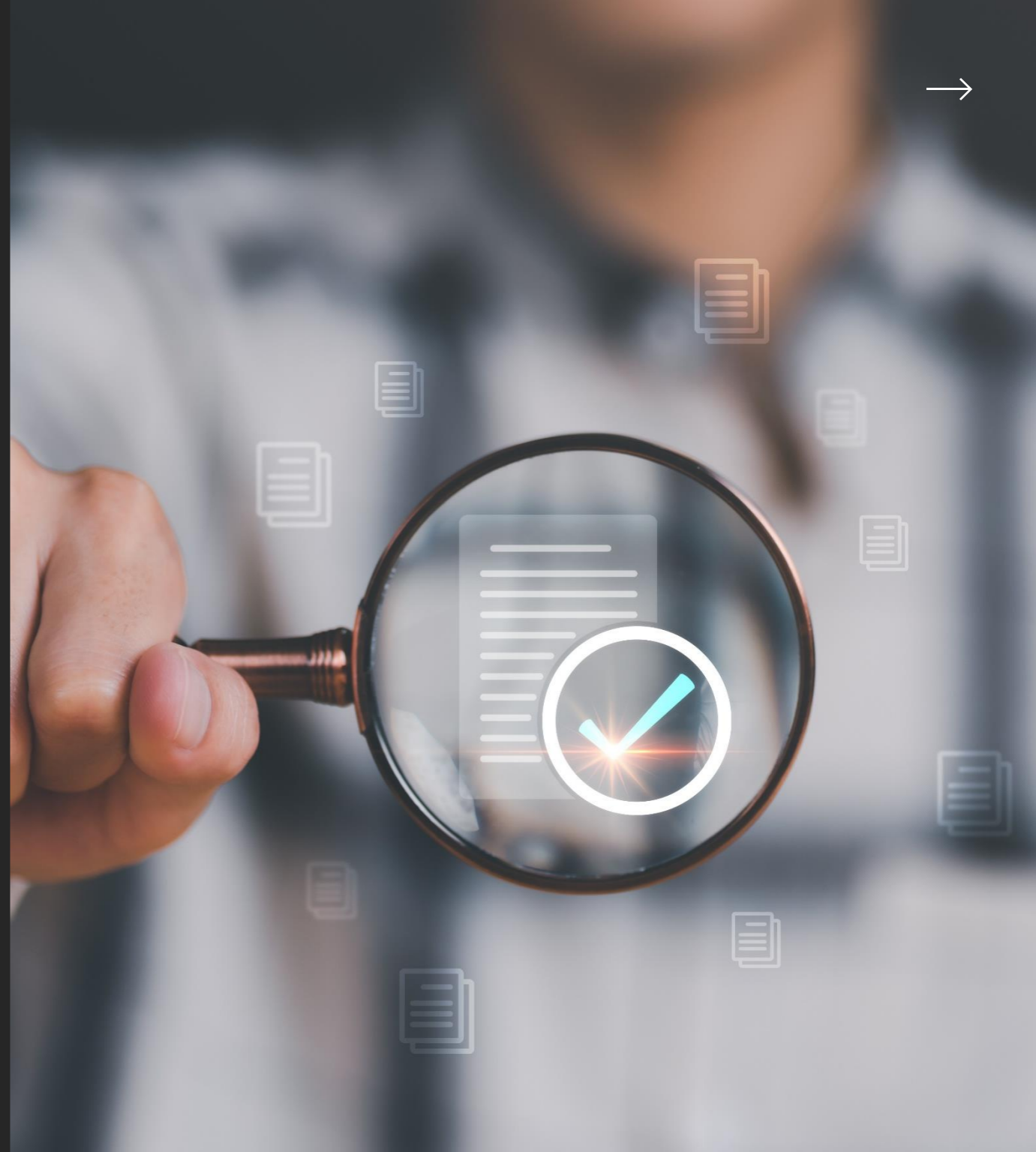


**Consider Gamification**



# Summary

- ✓ It all starts with a **Driving for Work Policy**
- ✓ **Understand your obligations**
- ✓ **Leadership is important at ALL levels**
- ✓ **Driver Safety Culture is key**





# Thank you for Listening

Together, we can make the roads safer



For more information or to enquire:

[www.applied-driving.com](http://www.applied-driving.com) | [Nigel.Lawrence@applied-driving.com](mailto:Nigel.Lawrence@applied-driving.com)

[www.drivingforbetterbusiness.com](http://www.drivingforbetterbusiness.com) | [simon@drivingforbetterbusiness.com](mailto:simon@drivingforbetterbusiness.com)

