

safer driving at work



COMPANY OPERATOR SAFER TRANSPORT SCHEME
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Driving your business **COSTS** down

The vehicle is a place of work and road crashes are the most common cause of work-related deaths.

Not only do employers have a duty of care to their employees but they can also be responsible for the actions of their staff behind the wheel.

- > Every year more than 14,000 road deaths and serious injuries involve vehicles being driven for work.
- > Company drivers who drive an average 10,000 miles annually have a 1 in 7 chance of having a collision during the year.
- > Business drivers have collision rates 30 to 40 per cent higher than private motorists.

This booklet contains information which will enable you to support the development and implementation of a Safer Driving Programme in your workplace.



In addition to improved health and safety, there are a wide range of other benefits stemming from a Safer Driving Programme including cost savings from fewer insurance claims and lost days due to accident repairs, happier employees and a good public image.

Businesses which require employees to drive for work have a clear duty of care to employees who may be injured as a result of using a company vehicle or driving on company business.

Health and safety legislation sees any vehicle used on company business as a place of work. Since April 2008, any breach in health and safety legislation which results in a death may make a company liable under Corporate Manslaughter legislation.

Organisations might be liable if they don't ensure that both their employees and their vehicles, including private vehicles, are fit to be on the road and properly insured.

Buying vehicles that provide adequate protection for drivers and occupants should be part of the programme and developing this in conjunction with staff could also knock-on to their own vehicle purchases.

The police routinely check that drivers have a valid licence, are properly insured and have an MOT certificate for their vehicle. If they don't, not only can the vehicle be impounded but the company could also be prosecuted.

Officers will also look to see that managers are not forcing employees to drive excessively long hours or giving them delivery schedules which are impossible to keep without speeding.

a safer driving programme

A Safer Driving Programme tells employees that their company is serious about them, health and safety and more specifically, road safety in general.

You firstly need to look at the safety profile of your company and benchmark it.

Below is a profiling tool containing a set of statements.

Place a cross in the box which best relates to your company and join up the marks to make a graph line.

This will give you an organisational profile for your company and will tell you how driving is regarded in your organisation and best describes your organisation's approach to safer driving.

Remember that there are always opportunities to further develop and improve.

Level	Safer Driving policy	Organising	Promotion	Information System
4	Safer Driving Policy, regular review and commitment of senior managers	Safer Driving Programme integrating into organisation. Clear delegation of responsibility	Publicising the value of safer driving and safer vehicles both inside and outside the organisation	Comprehensive system of monitoring and tracking crash data
3	Safer Driving Policy but without the commitment of senior management	A Safer Driving manager is accountable to senior management	Staff awareness and regular information meetings	Monitoring and targeting reports for individual accidents
2	Safer Driving Policy drawn up by management but not adopted	A Safer Driving Manager reporting as and when	Some ad-hoc staff awareness and training	Monitoring and reporting as and when
1	An unwritten set of guidelines	The Safer Driving Programme is someone's part-time responsibility	Informal contacts used to promote safer driving	Someone compiles reports from time-to-time
0	No policy	No-one responsible and no delegation of responsibility	No promotion or awareness of safer driving	No reporting systems

ten opportunities to improve your safety record

Opportunity	Reason	Action	Your views
Does your organisation have a Safer Driving Policy?	<ul style="list-style-type: none"> > A simple statement of policy will demonstrate your commitment to safer driving. > Buying safer vehicles and adopting safe driving cost savings 	<ul style="list-style-type: none"> > Draw up a policy for safer driving and safer vehicles and get management commitment > Produce a statement of objectives showing management's commitment > Make sure every member of staff has a copy of the policy and acknowledges they have read and understood it by signing it > Use staff meetings as a means of raising awareness of safe and unsafe driving practices 	
Are safer driving practices the responsibility of a specific person in your organisation?	<ul style="list-style-type: none"> > Making a specific member of staff responsible gives it a high profile > Someone is accountable for results 	<ul style="list-style-type: none"> > Make one member of staff responsible for the Safer Driving programme > Make sure the responsible person has full management backing > Make sure they are able to do the job and give them the time to do it > Make sure the reporting lines are clear 	
Does your organisation consider driver and occupant safety when buying vehicles?	<ul style="list-style-type: none"> > Cost savings through fewer work injuries and lower maintenance costs may outweigh additional purchase costs 	<ul style="list-style-type: none"> > All passenger vehicles should meet high standards > Staff buying or hiring vehicles for work should obtain safety information 	

ten opportunities to improve your safety record

Opportunity	Reason	Action	Your views
Do you compare your safety record with that of similar companies?	<ul style="list-style-type: none"> > Comparisons will give you a good indication of the current level of accidents for use as a benchmark > Insurance companies might be able to give you benchmarking information 	<ul style="list-style-type: none"> > Compare your safety record against national benchmarks where they exist > Encourage firms and organisations in your industry to develop a benchmarking system 	
Do you set targets for reducing vehicle accidents?	<ul style="list-style-type: none"> > Setting regular and realistic targets for accident reduction will help as a focus on driver safety 	<ul style="list-style-type: none"> > Get data for comparable activities in your industry > Set regular and achievable targets based on external and internal data 	
Do you provide information to staff on safer driving?	<ul style="list-style-type: none"> > Don't expect staff to be aware if information is not provided 	<ul style="list-style-type: none"> > Identify key members of staff > Identify what information is needed and schedule information meetings 	
Do you continuously promote safer driving?	<ul style="list-style-type: none"> > Safer Driving Programmes must involve all employees who drive for work but can also involve other members of staff who drive 	<ul style="list-style-type: none"> > Ensure all staff are aware of the benefits of safer driving > Use staff meetings and similar group activities to put across simple safer driving practices and respond to employee concerns 	
Are you making full use of all the information available?	<ul style="list-style-type: none"> > There are number of websites and organisations giving advice in this area 	<ul style="list-style-type: none"> > Review what is available and use what is most suited to your needs 	
Are any incentives given to staff to encourage safer driving practices?	<ul style="list-style-type: none"> > Staff are more likely to drive safely if they are rewarded for it 	<ul style="list-style-type: none"> > Set up an incentive scheme to promote accident free driving 	
When savings are made is a percentage reinvested in the programme?	<ul style="list-style-type: none"> > Increased funding of the programme should generate even more savings 	<ul style="list-style-type: none"> > When a Safer Driving Programme is being set up reserve a percentage of planned savings for future investment in the scheme 	



developing a safer driving policy

There are four essential steps to developing a policy:

1. Gain management commitment

To start the process senior management must accept the key role that driving safety plays both for staff and the organisation

2. Identify key staff

Work out who is going to be involved in the development of the policy e.g. fleet managers, personnel and health and safety staff. Some employees might have an interest in road safety issues and it is important to get ideas and input from all staff at the development stage. More consultation and collaboration will lead to greater acceptance when it comes to implementing any policy.

Appoint someone to take care of the programme who will report to senior management.

3. Make sure that the policy is suited to your organisation

No two organisations are the same. Make sure that you fit your policy to your own specific needs and priorities. You should get details of your company crash data and results of insurance claims as a guide. As a minimum your policy should cover staff education, crash monitoring and must clearly define the responsibilities of both employees and management.

4. Get support

Consultation is the key to any effective Safer Driving Policy. Once a draft has been prepared make it available to all staff and allow them to comment. This is vital for their future support. Work out who the key decision makers are in your organisation who will need to support the policy for it to work, these could include the managing director and other senior managers. Make sure you have their support as they will be responsible for re-sourcing the programme. It could also be possible to link to any employee appraisal process you might have.



implementation

Launching the policy

Think carefully about how you want to do this and who you need to involve. You will need to consider the culture of your organisation, how information is given to managers and employees. Possible ways of doing the launch are:

- > Doing something across the whole organisation e.g. a big meeting led by senior managers
- > If you have a system of team meetings, using those
- > Producing a written booklet or policy which staff have to read and sign off

At the end of the day you need to build safer driving into everyday work and support it with constant promotion and educational activities.

The education programme

For any programme to be effective you need to maintain a high level of awareness among staff. It is probably best to do this on a regular basis with short sessions rather than one long training session.

Maintaining awareness

There must be constant reinforcement with publicity aids in the workplace such as posters and leaf etc. If you have a staff newsletter keep a regular supply of articles. If you have an intranet or internal e-mail system you can also send brief messages just before periods of high travel such as Christmas and Easter. Your programme can also be used to raise your organisations profile among customers and other members of the general public. You could press release it to the local media for example or you could create and award for the best driver in your firm with a presentation and press release that.

Monitoring and evaluation

Once launched it is vital to monitor and evaluate on an ongoing basis. Within the programme there must be a system of collecting, analysing and recording accident and crash histories for both drivers and vehicles.

- > List all types of vehicles used including make and model
- > Monitor the mileage
- > Information on drivers should include age, workplace and type of work

Analysing crash data keep an eye out for the following:

- > Are any vehicle types over-represented
- > Are there any places where crashes regularly happen?
- > Is there a pattern of driver characteristics e.g. age, job type?
- > Are there individual drivers or groups of drivers with a bad history?
- > Work out the crash incidence per miles travelled
- > Is the rate going up or down?
- > What percentage is down to company vehicles?

Reviewing and reporting

The programme must be one of continuous improvement. Attention is constantly needed so that gains are not lost. Make sure safety records are kept under review and results reported to all management and staff. Some questions:

- > Has there been a reduction in the number and severity of road crashes?
- > If not, will you need to modify your programme in some way?
- > Is there a specific group of drivers or specific work area which needs targeting?

Create a realistic action plan for your firm which includes a timetable e.g. a 10 per cent reduction in accidents over the first year.

Remember that at the end of day the real beneficiary will be your company so, if you don't have a policy and implementation programme in place, do it now.



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