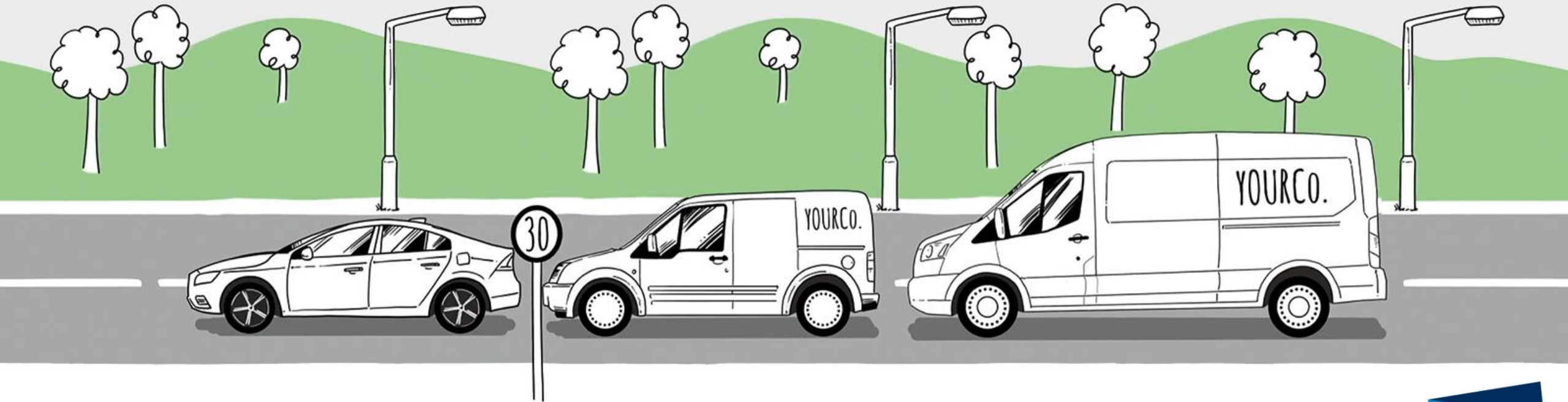




# Driving for Better Business



**Simon Turner**

**RoadSafe Campaigns Director**

# Highways England

- Government company charged with operating, maintaining and improving England's motorways and major A roads
- Three business imperatives
  - Safety
  - Customer service
  - Delivery



# Driving for Better Business

- 2001 – DfT/HSC focus on WRRS
- 2005 – Motorist’s Forum Report
- 2007 – DfBB launched to improve WRRS in both public and private sector
- 2015 – HE begins to support DfBB
- 2017 – HE commits £750k for next 3 years

# Campaign Supporters



STOP THE CRASH  
PARTNERSHIP



# British Road Safety Statement



Department  
for Transport

Key priorities include

- Reduction in work-related road collisions
- Faster uptake of safer vehicles – AEB
- Support HE & LAs to improve safety standards throughout the public and private sector

# British Road Safety Statement



Department  
for Transport

Road safety is not just a matter for government and the public sector. The safe movement of goods and services is vital for the national economy and industry as a whole. As around a third of road traffic collisions involve a person at work, there is more that we can do working with industry and the rest of government to support and promote good practice in safer fleet management and occupational road safety.



# Engaging the Public Sector

- Six new DfBB regional managers recruited
- Required to engage SRP members
- Support them in engaging local business
- Help them ensure compliance themselves

# The DfBB Mission

To demonstrate the dramatic business benefits of managing work-related road safety more effectively

**Better Management = Cost Reduction!**



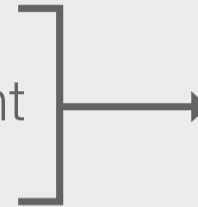
# Business Champions

## Relieving Budget Pressure On the Public Sector



**Benefits seen 2004/05 - 16/17**

Driver training  
Accident management  
Vehicle checks



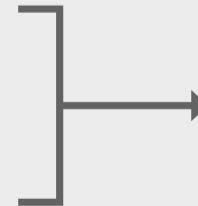
Collisions

**DOWN**

**64%**

**Benefits seen 2015/16 - 16/17**

Electric vans  
Euro 6 bin lorries  
Route optimisation



Fuel Use

**DOWN**

**50,000 Litres**

# Other Public Sector Champions



Rear end collisions Insurance  
**48%** 2009/10 **£61,576**  
  
**18%** 2010/11 **£53,611**

Calderdale Metropolitan Borough Council  
 Fleet Size: 214

Year	Collisions	Cost of Claims
1999/2000	<b>272</b>	£228,000
2003/2004	<b>132</b>	£105,000
2007/2008	<b>82</b>	£63,000

Cambridgeshire County Council  
 Fleet Size: 300

Number of collisions		
2007	<b>240</b>	
2008	<b>193</b>	-19.6%
2009	<b>164</b>	-15.0%

Essex County Council  
 Fleet Size: 855



NORTH YORKSHIRE  
 FIRE & RESCUE SERVICE

# Your Supply Chain

# These are legal requirements!

Management of H&S Regulations 1999

Health and Safety at Work Act 1974

- Section 2 – duty of care to employees
- Section 3 – duty of care to others
- Section 37 – manager’s duty to **implement** policy
- Section 7 – employee’s duty to **follow** policy

# Is your supply chain compliant

Are you spending taxpayers money on non-compliant suppliers?

Compliant suppliers are likely to have

- Lower overheads passed on to clients
- Happier staff
- More reliable service



Hertfordshire  
**Independent Living Service**  
Supporting your independence



### Benefits seen over 10 months

Speeding

**DOWN**

**80%**

Collisions

**DOWN**

**43%**

Fleet Insurance

**DOWN**

**26%**

Improved customer service

Higher standard of vehicle roadworthiness

Improve end-of-life vehicle value

# Highways England leads by example

Tier 1 contractors must be  
DfBB Business Champions by March 2019

They must ensure their supply chains are compliant

Not Compliant? Not Welcome!





### Benefits seen in the previous 12 months

Own-Fault Claims

**DOWN**

**20%**

Damage Costs

**DOWN**

**13%**

All Insurance Claims

**DOWN**

**15%**

Poor Driving

**DOWN**

**20%**

Fuel Use

**DOWN**

**3.6%**



### Benefits seen over 9 years





**ARVAL**  
BNP PARIBAS GROUP



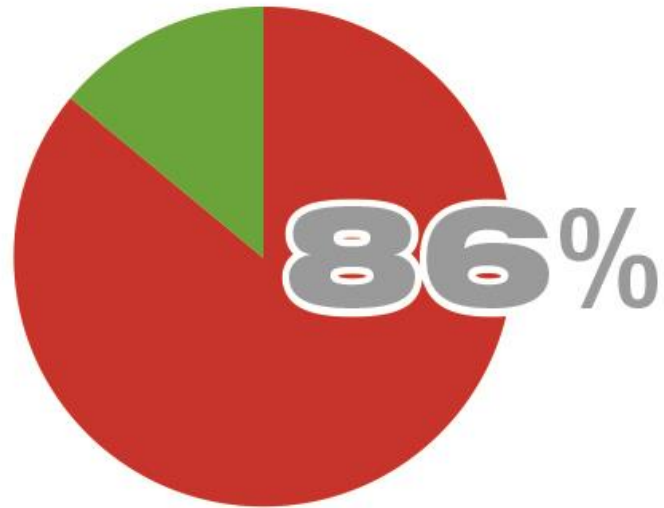
### Benefits seen over 10 years



Total annual savings over **£180,000** per year

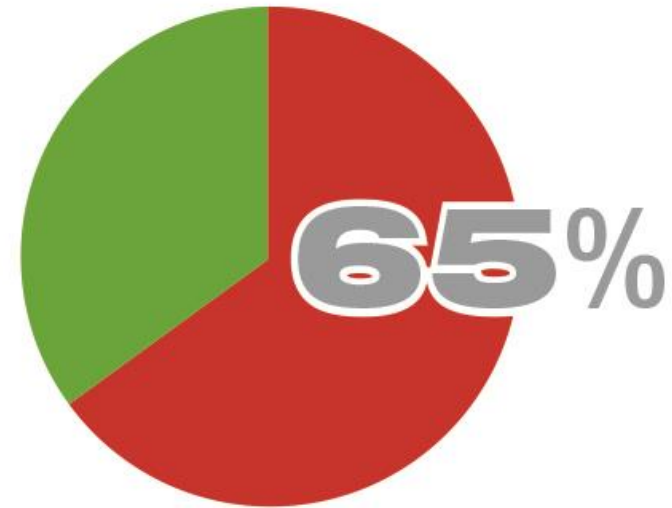
Fleet Size = 220  
Grey Fleet = 280

# How likely is an employer to be affected?



of fleets have experienced a collision in the past 12 months

(IAM RoadSmart)



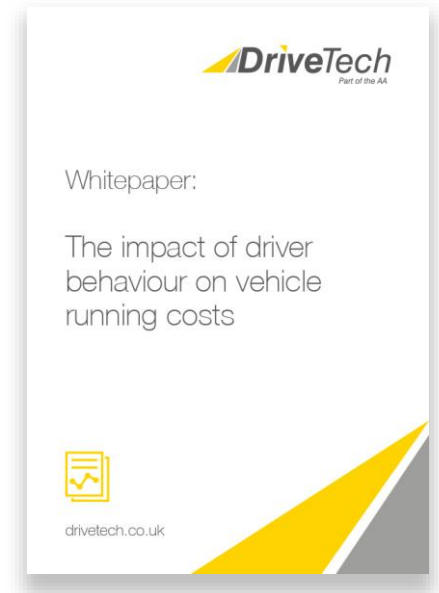
of all company vehicles will be involved in an incident in the next 12 months

(AA Drivetech)

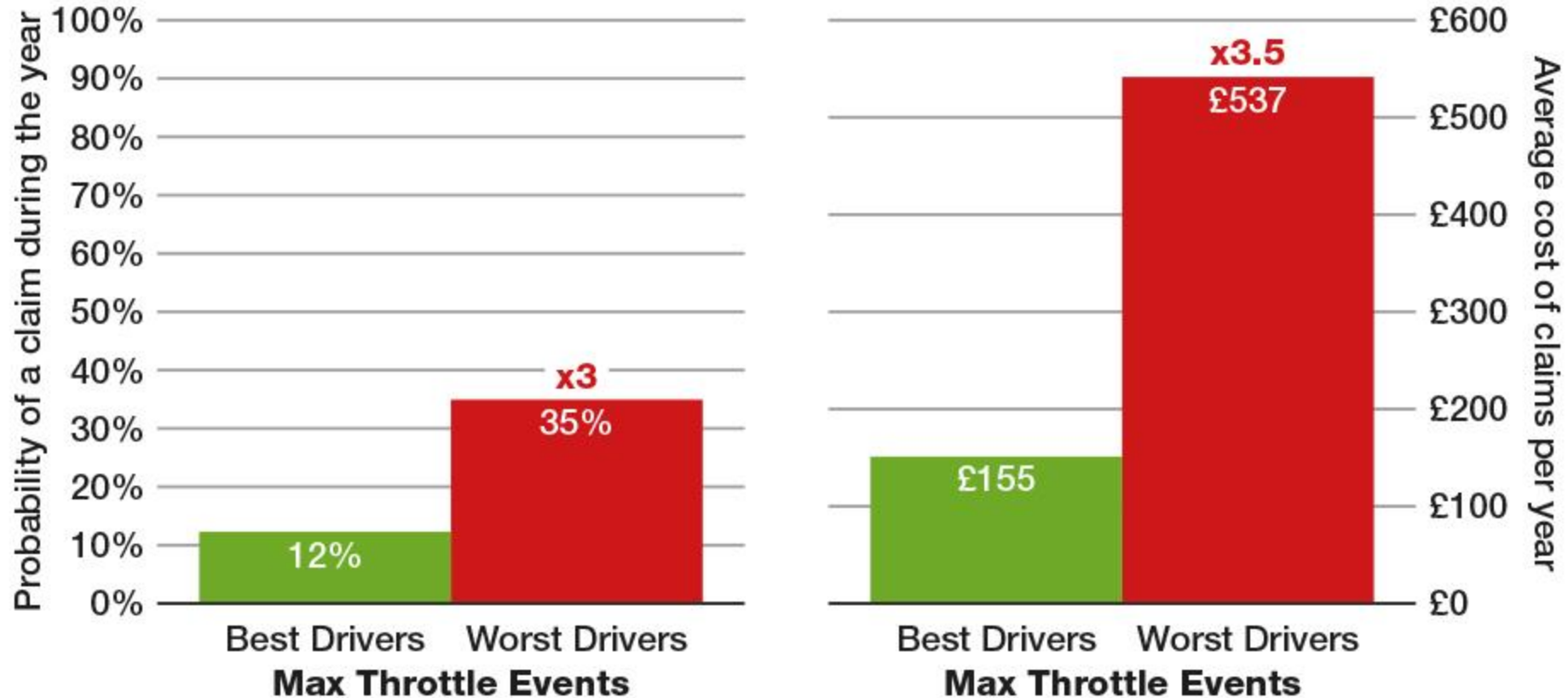
# Just the cost of operating?

- Fleet insurance premium
- Damage repair costs (accidents happen)
- Maintenance and repair costs
- Fuel use

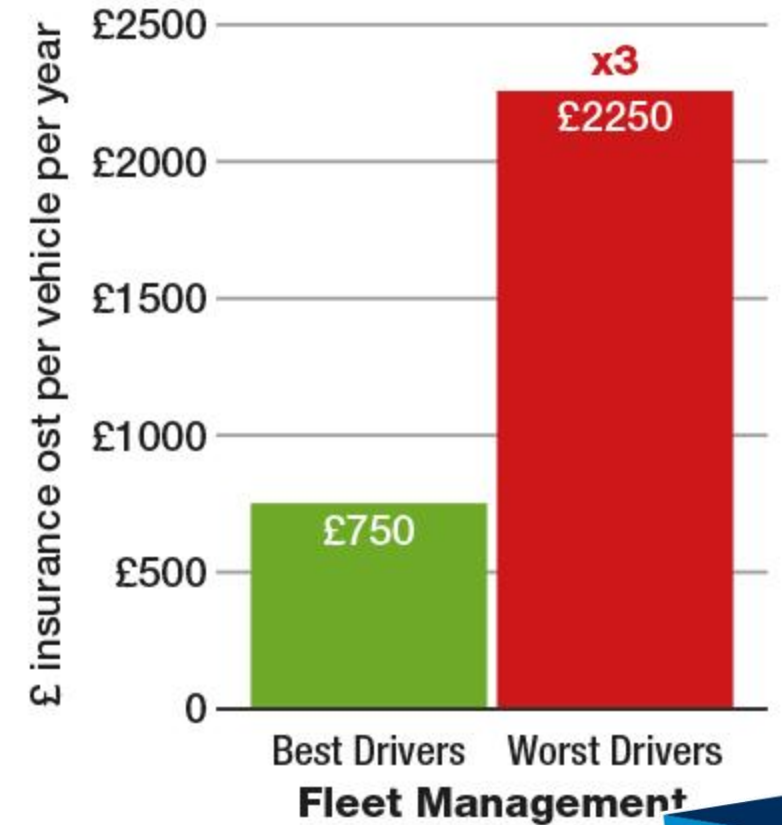
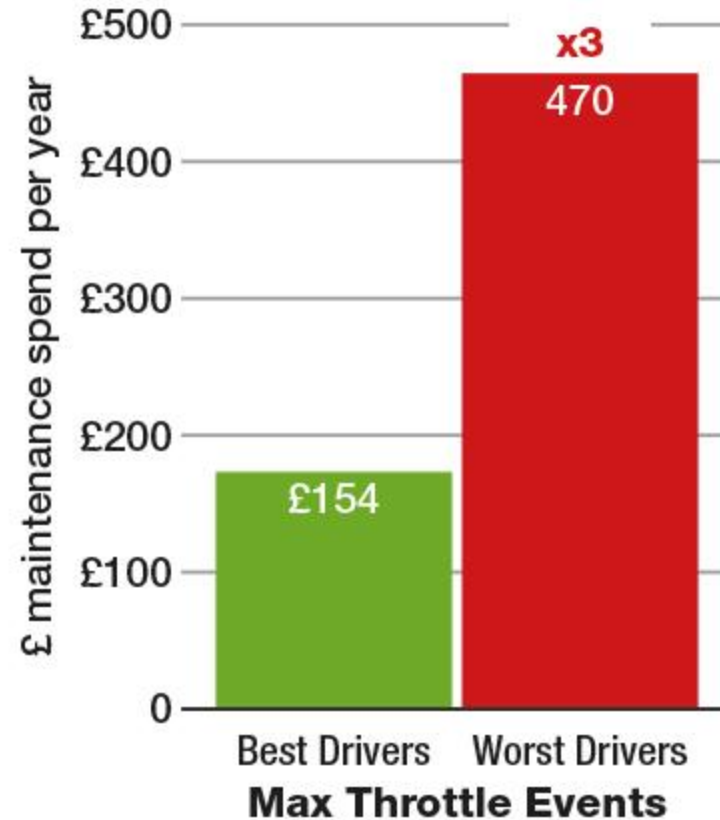
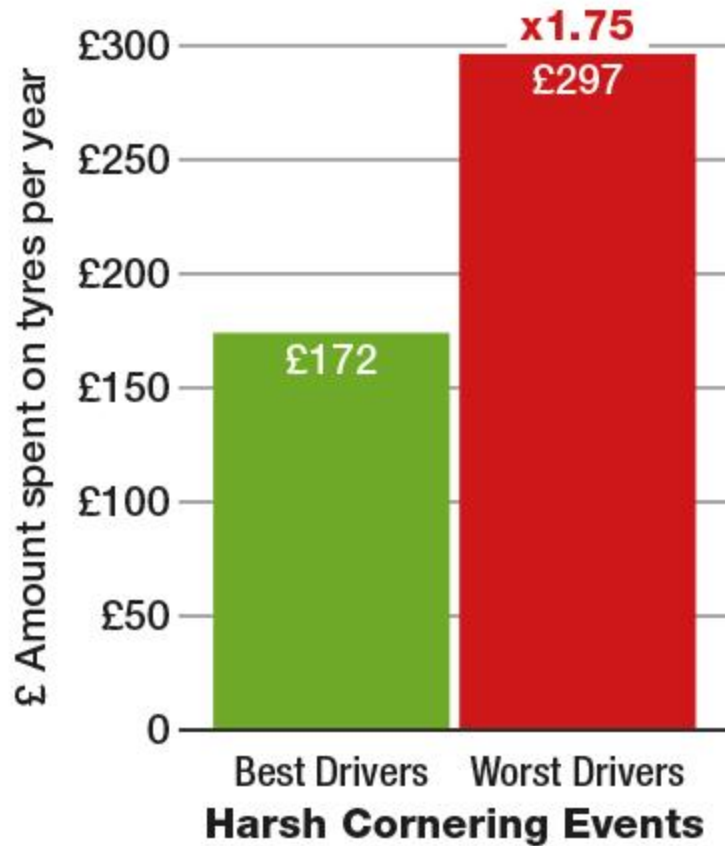
## More max throttle events = more claims



## Connection between heavy acceleration and claims



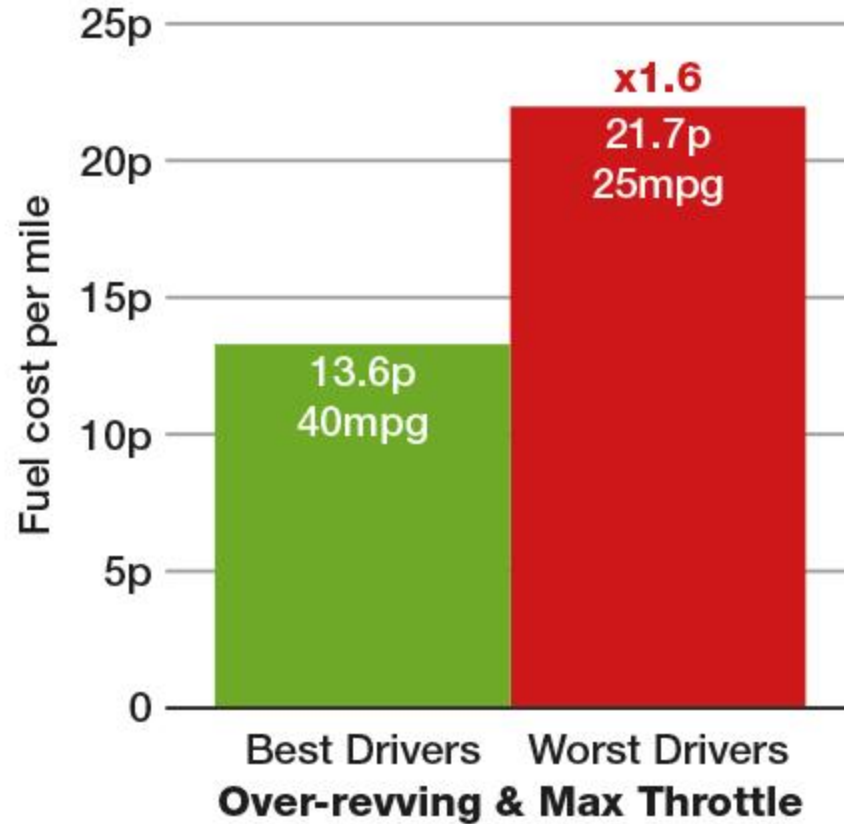
## Driver behaviour and tyres / maintenance / fleet insurance





## Driver behaviour and fuel

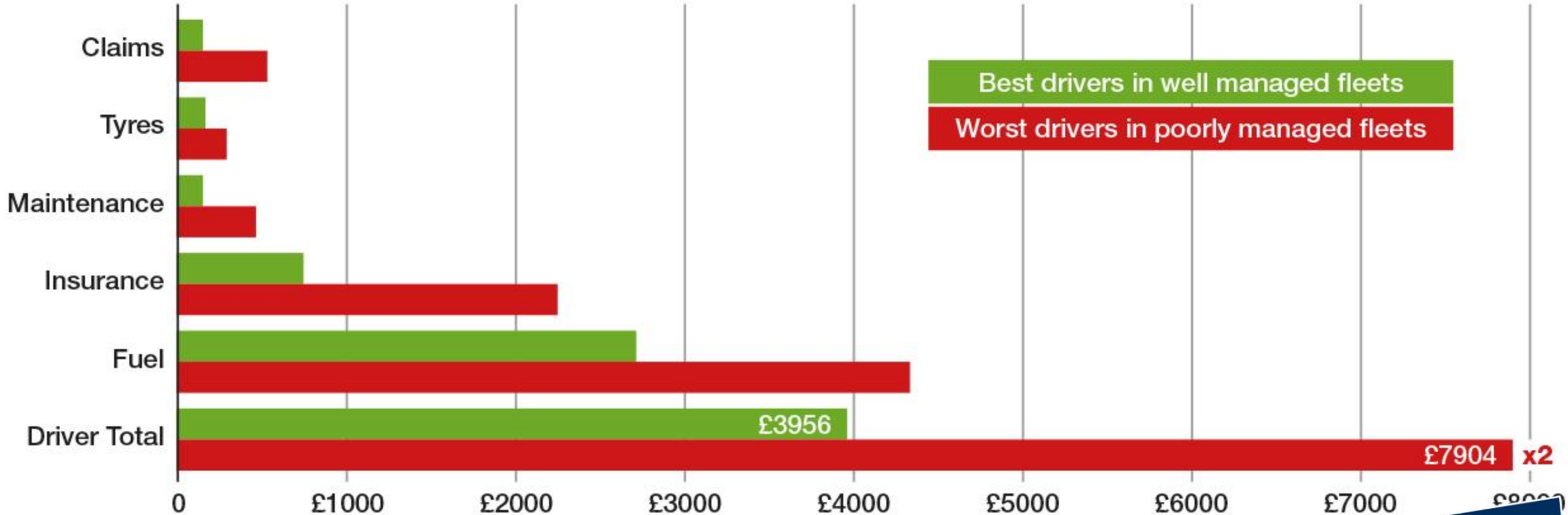
A fleet of 10 vehicles  
travelling 20,000 miles per year  
achieving **40mpg** spends  
**£27,250**  
(based on £1.20 per litre)



A fleet of 10 vehicles  
travelling 20,000 miles per year  
achieving **25mpg** spends  
**£43,500**  
(based on £1.20 per litre)

Extra **£16,250**

# Total Costs per Driver



# Getting the basics right

Managing work-related road safety starts here

- Risk assessment / compliance gap analysis
- Top-level management support
- Driving at Work policy
- Measuring and monitoring

*Ensuring consistent application*

# Supported by the HSE



INDG382

Driving for Work



INDG199

Workplace Transport  
Safety



Our mission is to demonstrate the dramatic business benefits of managing work-related road safety more effectively

Join our Campaign now - For FREE



Create your FREE LOGIN to access the Members' Area to read our Business Champion case studies, unlock our free 'Getting Started' resources and download our Driving for Better Business guide

Your work email

Choose a password

Confirm your password

[SUBMIT TO CREATE YOUR FREE LOGIN](#)

# Getting Started - Your Driving for Better Business Journey

Our mission is to help all employers, whatever size they are and whatever sector they operate in, to understand and achieve the benefits from better management of those who drive for work.

Our Business Champions may have achieved some dramatic business benefits but they all made sure they got the basics right first. If you'd like to emulate them, this is how we'd recommend you start.



## STEP 1

### See where you are now

Use our free online gap analysis tool to see what you could be doing to reduce collision damage, insurance claims and maintenance costs.

[\*\*Click here to get started\*\*](#)



## STEP 2

### Secure top level support

Top level support within your business is essential to realise all the benefits. We have a free factsheet explaining what you need to do and why.

[\*\*Login to download the factsheet\*\*](#)



## STEP 3

### 'Driving at Work' policy

A comprehensive policy helps you ensure staff know what is expected of them. Login to see our sample policies and download our guides and templates.

[\*\*Login for the free resources\*\*](#)



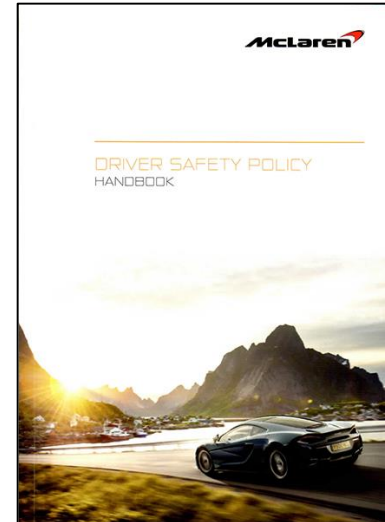
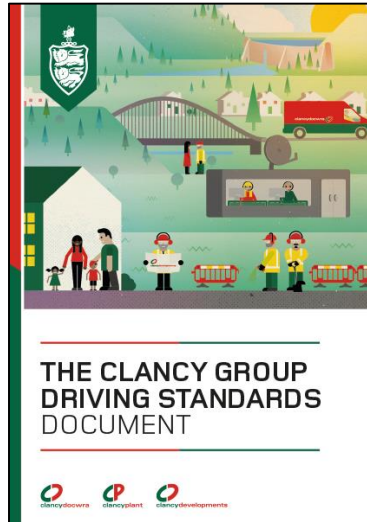
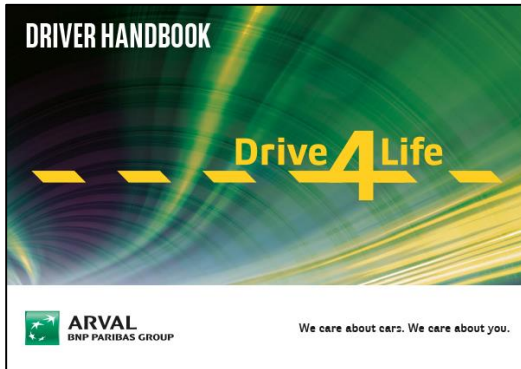
## STEP 4

### Understand your costs

Understanding where your money goes is vital and you may be surprised. Log in for our free templates to start measuring and monitoring your fleet activity.

[\*\*Login for the free resources\*\*](#)

# Champion Policies



Login at [www.drivingforbetterbusiness.com](http://www.drivingforbetterbusiness.com)

# The DfBB Commitment

Promote to your stakeholders

- Improve WRRS
- Reduce damage
- Reduce wear and tear
- Reduce penalties



 **Driving for  
Better Business**  
INNER CIRCLE



# Engaging businesses in the community

# Do as I say, not as I do?

Other road safety partners also need to step up  
SRP, FRS, LA, PCC



**Thank you**  
Any questions?