

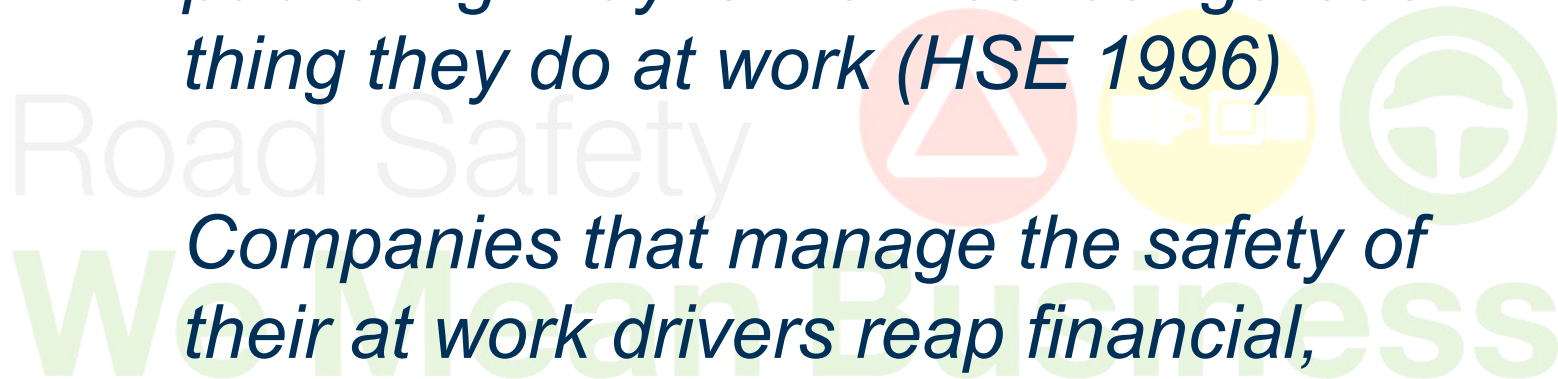
We Mean Business Suffolk

Road Safety 
We Mean Business
Natalie Morley & Glen Mures



For the majority of people, driving on a public highway is the most dangerous thing they do at work (HSE 1996)

Companies that manage the safety of their at work drivers reap financial, environmental and ethical rewards



Programme

- Aims
- Legal Responsibilities & Case Studies
- Benefits
- Business champion – Greene King
- Comfort break
- Group exercise
- What is a WRRS Policy?
- How we can help
- Lunch & Discussion

Our Aims

- Understand your legal position with regard to driving for work
- Explain how to undertake risk assessments and turn them into policy
- Assist with writing and reviewing policies
- Offer further help (1-1 consultation/ driver profiling & training)
- Reduce work related road casualties

Facts and figures

- 1 in 3 road crashes involve a vehicle being driven for work
- Work related road crashes are the biggest cause of work-related accidental death
- Even allowing for higher mileage, employees driving for work still have more crashes than any other group of motorists

Legal responsibilities

- H&S at Work Act 1974
- Management of H&S Regulation 1999
- Corporate Manslaughter and Homicide Act 2007
- H&S (Offences) Act 2008
- Traffic Acts (supported by Highway Code)

Penalties

- Two years imprisonment, even if a death hasn't occurred (H&S (Offences) Act)
- Possible Imprisonment under Corporate Manslaughter Act
- A company fine, based on % of turnover (Corp. Manslaughter Act)
- Imprisonment/Fines for driver (Road Traffic Acts)

Who can be prosecuted?

- Driver
- Manager
- Director
- YOU?

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Who drives for work?

- Company vehicle drivers
- Pool cars

ANYONE who drives for work purposes
INCLUDING own vehicle use for -

- Meetings
- Appointments
- Running errands
- Commuting?

Fatal collision



The vehicles



The Driver



12

Date	Period worked	Hours
30/09	0500 - 2030	15.5
01/10	0500 - 2300	18
02/10	0500 - 2030	15.5
03/10	0400 - 2230	18.5
04/10	0400 - 2130	17.5
05/10	0500 - 1800	13
06/10	0500 - 1930	14.5
07/10	0500 - 2300	18
08/10	0500 - 0030	19.5
09/10	0500 - 0030	19.5
10/10	0500 - 0030	19.5

The company?

£30,000 fine

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£24,000 costs

Case studies

Failure to maintain correct records

An employee driving for work caused two deaths on the M25 after falling asleep at the wheel

The court heard that the company used inadequate procedures to monitor drivers' hours

Result?

The company owner and director were **JAILED** for 15 months and 12 months respectively

Case studies

Correct policies & procedures in place

An employee using a mobile phone lost control and hit another vehicle, killing the other driver.

The company showed that they had procedures and policies in place, with specific written instructions for employees regarding mobile phone use

Result?

The employee was sentenced to 3 years in prison and a 4 year ban.

The employers were cleared of all blame

What's in it for you?

- Lower insurance costs
- Better public image
- Improved employee safety
- Reduced costs associated with accidents
- Avoid litigation
- Increased staff morale
- Reduced congestion

Hidden costs



For every £1 of costs reclaimed through insurance,
between £8 and £36 may be lost through uninsured losses

Business Champion

Road Safety



Greene King

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Managing occupational road risk (MORR) for fleets

Paul Blackman

DSA ADI Car, LGV & Fleet, RoSPA Dip & NEBOSH

Introduction

- **Current role as Driving Safety Advisor**
- **16 years experience with Greene King**
- **Professional qualifications to support role**

Statistics for road deaths in the UK

About 3, 000 people are killed on UK's roads each year

People who are driving for work account for over 1, 000 of these deaths

1 person is killed in the workplace but three are killed out on the road every day

Source: Roadsafe & HSE

**The driver of this van is very
lucky to be alive**

**The hole in the roof was caused by a 10cm
square fence post when the vehicle rolled
over ...**

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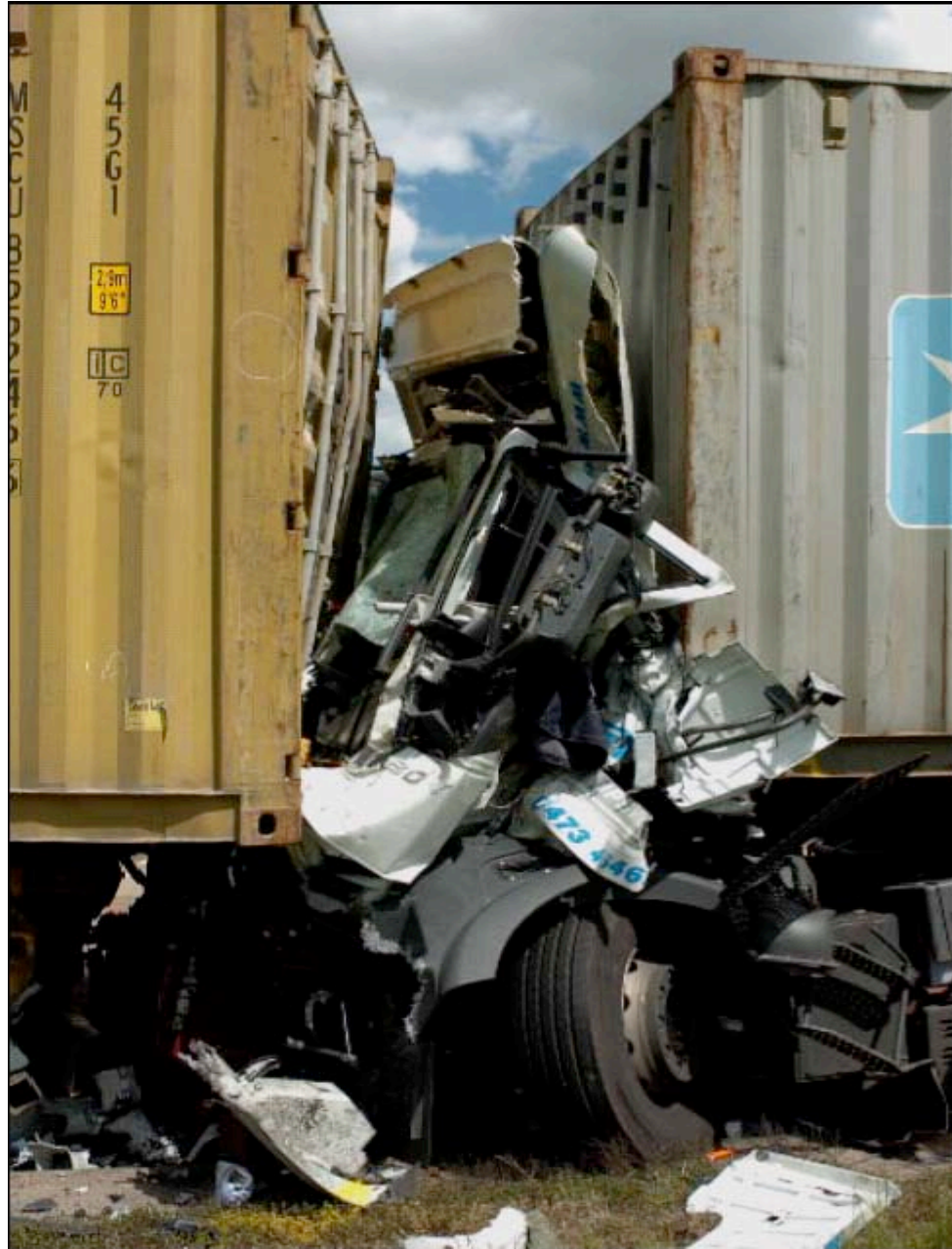


**He survived:
why?**

**Because he was
incredibly lucky**



**But not as lucky as
the driver of this
LGV coming out of
Felixstowe...**



**Are you comfortable
leaving the safety of
your fleet to luck?**

What are the penalties?

- For the Driver possible pain and suffering, loss of earnings, maybe a change of career or even prison
- For you the Employer a possible jail sentence
- Negative publicity in the local & national press
- A fine of up to 10% of your annual turnover
- Potential loss of orders or contracts
- Loss of job or if you are a small company total closure

So what can you do to try and reduce the risks and lower your costs?

- **Put into place a point of contact for your drivers and managers**
- **With the help of your insurance company benchmark the number of crashes & costs**
- **Give your drivers appropriate training**
- **Monitor repeat offenders and retrain as necessary**

So, what have Greene King done?

- **Implemented a company driver/car policy**
- **All drivers receive a three hour assessment, including highway code, driver profiler & individual report**
- **Any driver who falls foul of the law is then given further advice and training**

Number of crashes

03/04	04/05	05/06	06/07	07/08
223	218	263	211	149

Costs to Greene King

£192k	£225k	£344k	£284k	£190k
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Comfort break



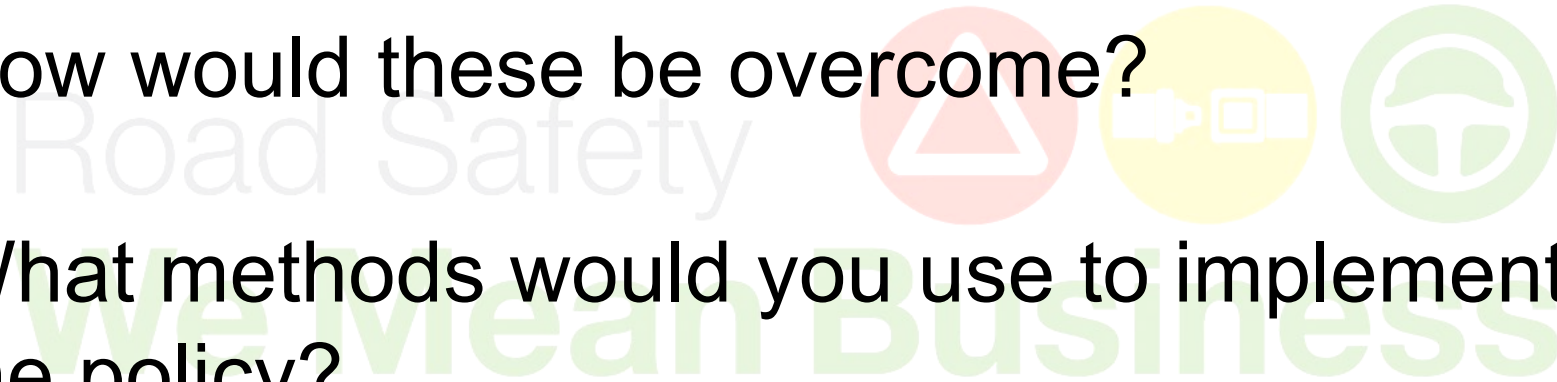
Group Exercise

What are the potential boundaries?

How would these be overcome?

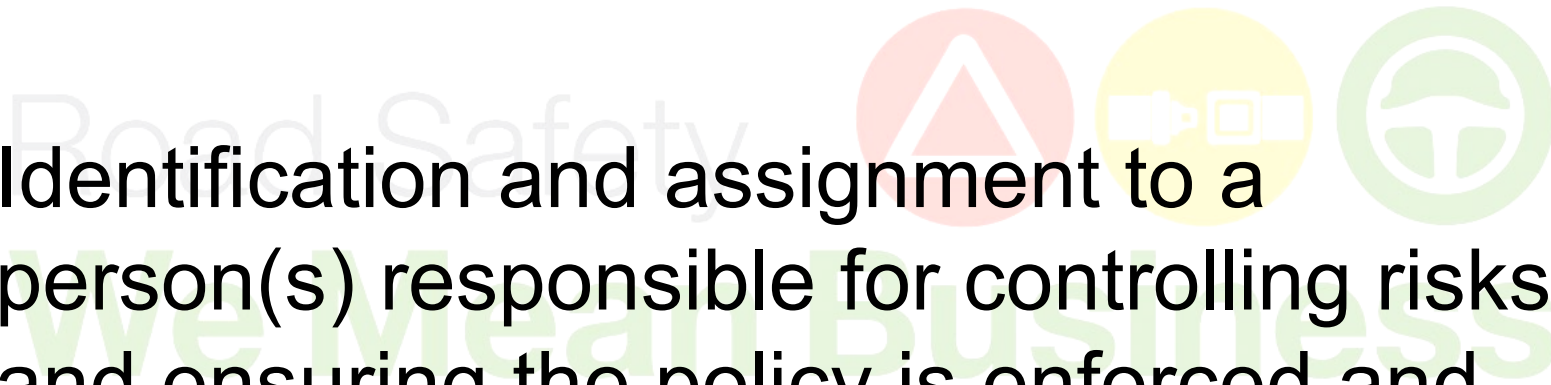
What methods would you use to implement the policy?

How would you monitor it?




What is a WRRS Policy?

- A method to understand and control risks associated with driving for work
- Identification and assignment to a person(s) responsible for controlling risks and ensuring the policy is enforced and defined



Stage 1 - Risk Assessments

- Undertake risk assessments
 - Driver
 - Vehicle
 - Route (length of journey/time of day/road types)
- Establish likelihood of risk occurring and consequence
- Reduce risks using ALARP principle

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Stage 2 – Transfer to Policy

- The ALARP process defines
 - What needs to be done to reduce the risk
 - Who is responsible for ensuring this risk is reduced
- Statements detailing this need to be written into the work related road safety policy
- It doesn't have to be implemented all at once – set deadlines and timescales in the document

Phase 3 – Carrot and Stick

- Benefits of complying with the policy and penalties associated with non compliance need to be considered
- Different parts of the policy may carry different benefits/penalties
- These need to be detailed in the policy

Phase 4 – Checking Compliance

Your policy should also include checks to ensure the policy is being followed

These can be:

- Periodic Checks
- Spot Checks

The details of how and when these checks may occur should also be included



Phase 5 – Policy Statement

- A simple statement should be written as an overview to the policy

- It should summarise the policy and reiterate key components

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Phase 6 – Ensuring Awareness

Communication is key:

- A copy of the completed policy should be given to every staff member
- Each staff member should sign to say they have read it and understand its contents, and their responsibilities

Driver Manual

It may be useful to develop a driver manual for all drivers

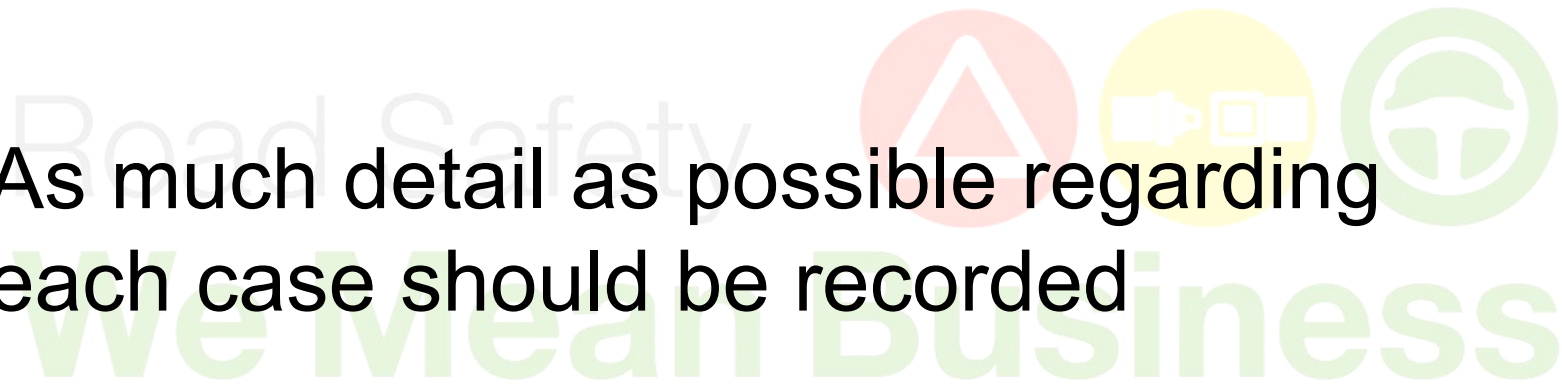
This can include

- Their responsibilities as defined by the work related road safety policy
- What to do in the event of a breakdown/accident



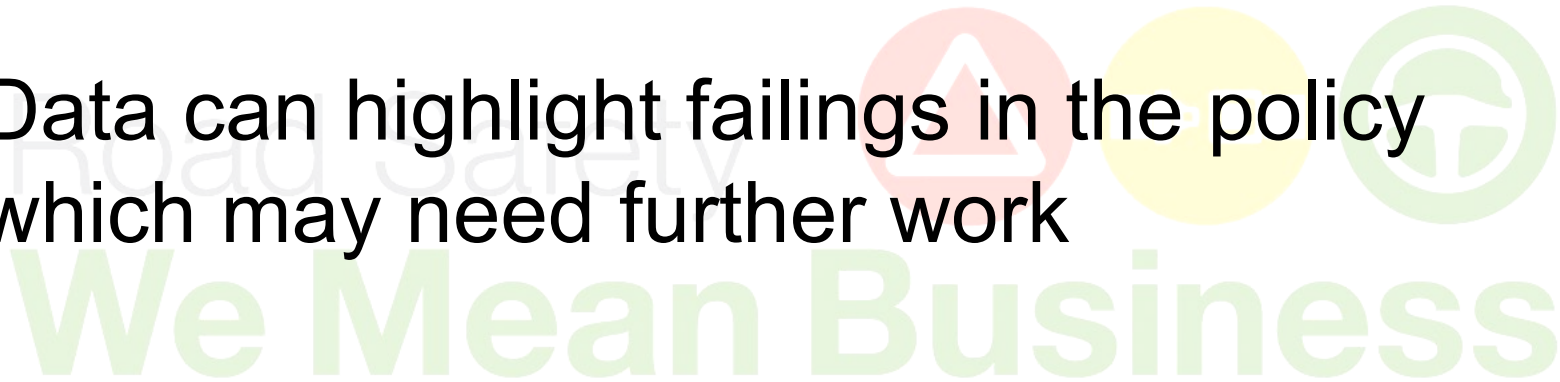
Recording

- Crashes and breakdowns (and near misses) should all be recorded
- As much detail as possible regarding each case should be recorded



Auditing & Improving

- Crash and breakdown data can be used to ensure your policy is working correctly
- Data can highlight failings in the policy which may need further work
- The policy can then be re-evaluated and improved



Useful links

The screenshot shows a Windows Internet Explorer browser window displaying the HSE website. The address bar shows the URL <http://www.hse.gov.uk/roadsafety/experience.htm>. The page title is "Work Related Road Safety - from experience". The navigation menu includes "Home", "News", "Guidance", "About you", "About HSE", and "Contact HSE". The "Guidance" section is active, and the "From experience" sub-section is highlighted. The main content area features a list of 17 case studies, each with a right-pointing arrow and a file size in brackets (e.g., [100KB]). The case studies listed are: Ault Brothers Timber Merchants [100KB], British Nuclear Fuels Ltd [244KB], British Telecommunications Ltd [199KB], Coca-Cola Enterprises Ltd [261KB], Devon County Council [205KB], Highland Council [444KB], Hoyer UK Ltd [438KB], Huntsman Polyurethanes [678KB], John Lewis Partnership [858KB], Norbert Dentressangle UK Ltd [205KB], Permabond [664KB], Powergen UK PLC [495KB], Robert Wiseman Dairies [407KB], Sainsbury's [152KB], Scottish and Southern Energy PLC [604KB], and Transco [368KB]. Below the list, there is a note about viewing case studies without charge at the Driving for Better Business website, with a link to <http://www.drivingforbetterbusiness.com/casestudies/default.aspx>. The footer contains the text "Updated 08.01.09" and links for "Copyright", "Disclaimer", "Privacy", "Accessibility", "FOI", "Directgov", and "Back to top". The Windows taskbar at the bottom shows the Start button, several open applications (Inbox - Microsoft Outlook, We Mean Business final.ppt, Work Related Road S...), and the system tray with the time 12:43 and date Wednesday.

www.hse.gov.uk

Things to consider

- In vehicle data recorders

- ‘How’s my driving’ scheme

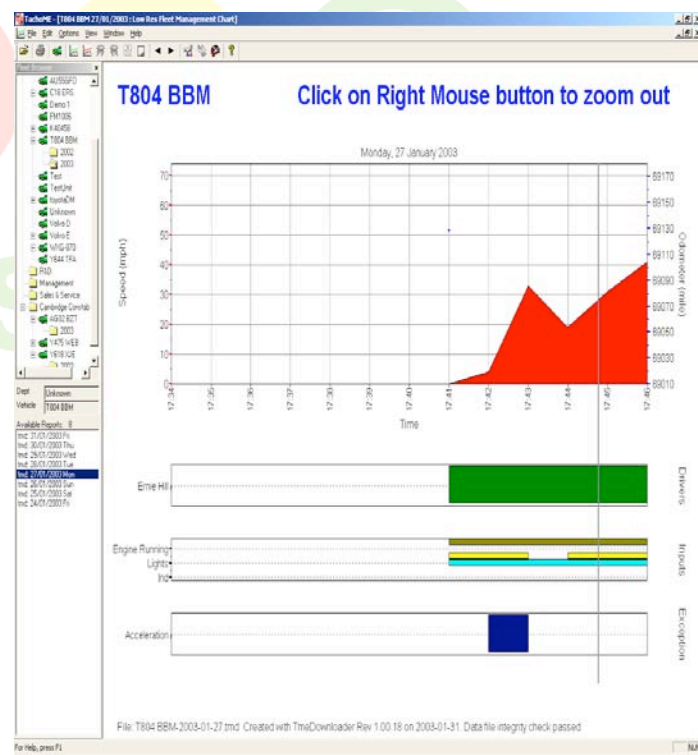
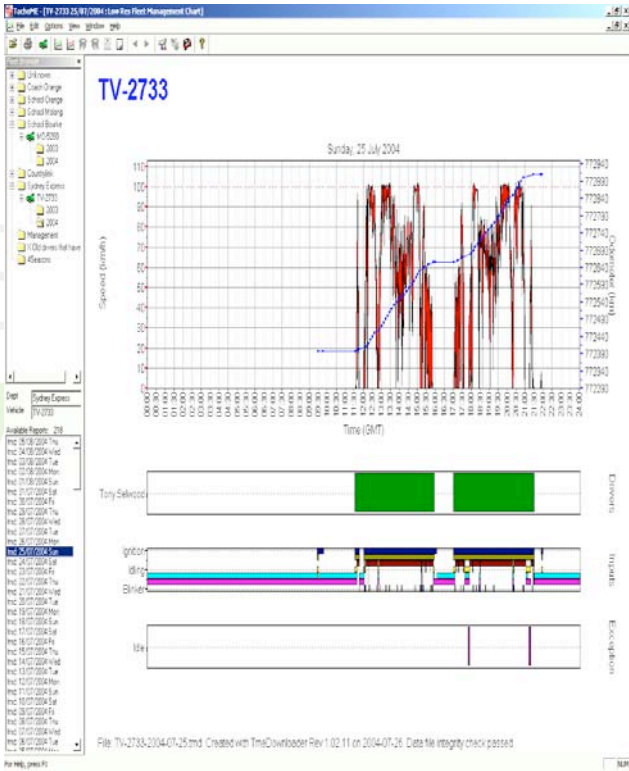
- Incentives for drivers



In Vehicle Data Recorders



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How's my Driving?


How's My Driving Comment - Windows Internet Explorer provided by Welcome to SCC

http://www.howsmy.co.uk/hmdrivingcomment.htm

File Edit View Favorites Tools Help


How's My Driving Comment


YOUR VIEW





Please fill out the form below to express your comment.


Section A


 Badge Number


 Vehicle Registration Number


 Company Name

 Road/Town/Direction

 Date


 Time (approx.)


 Weather Conditions


 What happened?

Everything below this line is optional - thanks for bearing with us

Section B

 Your Name

 Telephone Number

 Feedback Required?

a big **THANKS** for taking the time.

Done

Start

Inbox - Microsoft Outlook

We Mean Business Final.ppt

How's My Driving Co...

Internet

100%

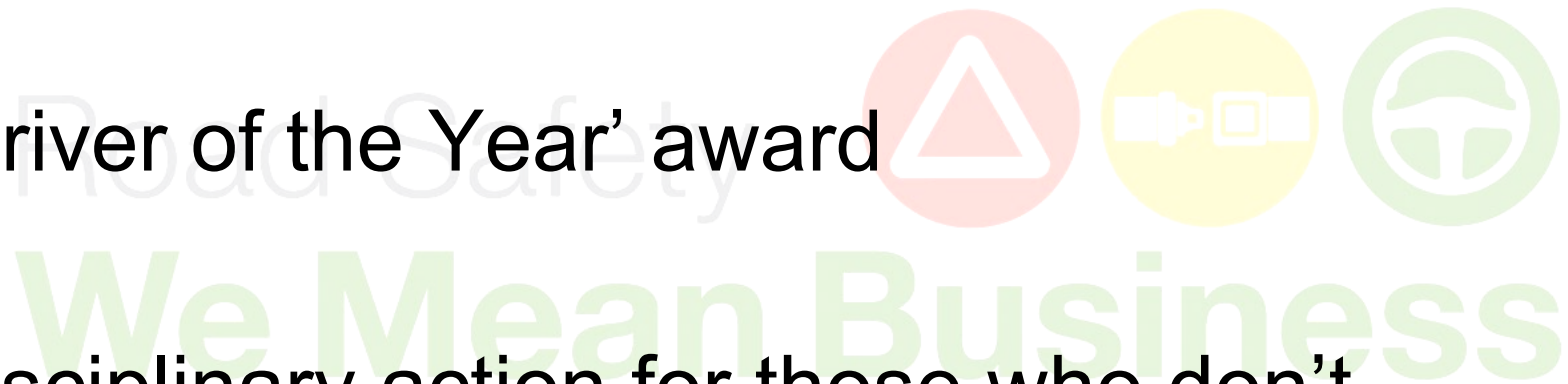
11:46

Wednesday

www.howsmy.co.uk

Incentives

- Bonus for no crashes, best kept vehicle etc
- ‘Driver of the Year’ award
- Disciplinary action for those who don’t comply



How we can help

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Assistance with policies

- Help with starting a WRRS policy
- Evaluation of existing policies
- 1-1 consultation



Driver Profiling & Training

- DRI (full psychometric assessment)
- Policy Knowledge & Understanding Quiz
- 4 hour driver training session
- Full written and verbal report
- Recommendations for future monitoring and training

Suffolk Travel Plans

car Share



Car Share - Save money and build a special relationship with Tim from accounts...

free Wheeling



Save £s & lbs. Cycling to work keeps you fit and saves you money both on petrol and gym membership.

on the Buses



Get on board for a stress-free, cost effective journey to work.

What is a Business Travel Plan?

- A package of travel measures that encourage employees to reduce reliance on the car.
- Offers alternatives to the car, such as walking, cycling, car sharing, use of public transport.
- Provides an innovative approach to the way employees travel to, and for, work.

For further information

- Please contact Kerry Allen or Ben Collins, Travel Plan Coordinators for Suffolk County Council by e-mailing:

kerry.allen@suffolk.gov.uk

- Visit the Suffolk Travel Plan website:

www.suffolktravelplans.com

The next stage

- Leave your details for further contact
- Send in your policy for evaluation
- Stay for lunch & discuss your requirements
- Spread the word!

Thank You

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