



# Driving for Better Business

REDUCING RISK • CUTTING COST • IMPROVING COMPLIANCE

## Public Sector



Driving for Better Business is a Highways England Programme  
to deliver improvements in Work-Related Road Safety

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

# What is Driving for Better Business?

*Driving for Better Business is a government-backed Highways England programme to help employers in both the private and public sectors reduce work-related road risk, decrease the associated costs and improve compliance with current legislation and guidance.*

## OUR AIM

To improve awareness of work related road safety, employers' duty of care and employees' responsibilities.

## OUR AMBITION

To bring about a radical change in how organisations think about work-related road risk.

## OUR MISSION

To improve the levels of compliance for all those who drive or ride for work and to demonstrate the significant business benefits of managing work-related road risk more effectively.

## What is Work-Related Road Risk?

At its simplest, it is the risk that one of your employees could be involved in a collision while driving for work, with the potential of injury to the driver or other road users.

- » It puts your staff at risk
- » It puts other road users at risk
- » It can cost your organisation a lot of money
- » It puts you, your organisation and your reputation at risk

You have a legal duty under 'health and safety at work' legislation to manage it properly.

Put simply, in order to comply with all this legislation:

- » Your organisation must not do anything that puts drivers at risk.
- » Your organisations work-related driving activities must not endanger other road users.
- » Directors must put appropriate policies and procedures in place to ensure this is so.
- » All employees must follow those policies and procedures at all times.

You also have a moral duty to ensure your staff get home safe and well at the end of each day.

Then there is the financial case because good management can help you make significant reductions in your operating costs.

Driving for Better Business is **FREE** to join and there are lots of **FREE** resources, guides and tools to help you...

- ➡ **REDUCE** collision repair costs
- ➡ **REDUCE** maintenance costs
- ➡ **REDUCE** fleet insurance and excess costs
- ➡ **REDUCE** third party claims costs
- ➡ **REDUCE** fuel use and emissions
- ➡ **REDUCE** business mileage claims
- ➡ **REDUCE** replacement staff and vehicle costs
- ➡ **REDUCE** hidden management and admin costs

*The Driving for Better Business programme works on the simple idea that employers have a role to play in the safety of drivers. As employers, and supply chain managers, we've got to focus on work-related road safety. Public procurement has a very strong role to play in making our roads safer.*

*The absolute clincher in making companies adopt this is that it saves more than it costs. It is genuinely better business!*



**Jim O'Sullivan**  
Chief Executive  
Highways England

*Road safety isn't just a matter for government. It's an issue that requires support from the public sector more widely, and that means organisations making sure they are compliant with current legislation.*



**Jesse Norman MP**  
Parliamentary Under Secretary of State  
for Roads, Local Transport and Devolution

*Driving for Better Business is definitely one of the things that we're really keen for local businesses to do but you need to lead by example so I'm signing up Devon & Cornwall Police, and my office, to Driving for Better Business and we will be working to drive this through the whole country.*



**Alison Hernandez**  
Road Safety Lead, APCC  
PCC for Devon, Cornwall & Isles of Scilly

*Having a branded fleet means your vehicles are much more visible across the county, which means driving behaviour comes under much more scrutiny. Improving how we do things has led to better safety and vehicle utilisation as well as significant reductions in fuel use, fleet insurance and emissions.*



**Sean Bone-Knell**  
Road Safety Lead, NFCC  
Director of Operations, Kent FRS

# Driving for Better Business Champions

Collectively, our Business Champions save millions of pounds every year through better management of staff who drive for work.



“ ‘At fault’ incidents are down 38% in just 12 months, fuel is down plus utilisation is up a staggering 30%



“ We’ve reduced repair costs by over 70% maintenance costs are down by 30% and fuel use is down too



“ We’ve improved vehicle utilisation, emissions are down, and we reduced fuel use by over 50,000 litres



“ The reduction in repair costs and third-party claims comes to more than £180,000 per year



“ In 12 months we’ve brought the number of collisions down by 17% and collision costs down by 18%



“ Our fleet insurance came down by 26% and we’ve improved the end-of-life value of our vehicles too



“ At fault claims are down around 20% over the year reducing repair costs and fuel efficiency is up 30%



“ Our fleet insurance claims are down by more than half resulting in a big drop in insurance premium



“ Bringing non-operational staff into the driver management system saw collisions down by 71%

# Your Driving for Better Business Journey

Get the basics right with our free guides and resources

*"We have a real opportunity here from the public sector to lead by example. I fundamentally believe that this can be the biggest change in road safety in a generation."*



**highways**  
england

**Stuart Lovatt**  
Strategic Road Safety Lead  
Highways England

## 7 STEPS to EXCELLENCE



### REGISTER

Become a member of our community now – For FREE



### LEADERSHIP

Why it's important for you and your business



### RISK ASSESS

Find the gaps and learn how to plug them



### POLICIES

Tell your drivers what you expect of them



### MEASURE

Understand your risks and costs



### COMMITMENT

Are you compliant with guidance and legislation?



### GOOD PRACTICE

Bigger benefits from constant improvement