

Driving for Better Business: South West Regional Summit

25 September 2019



Anne-Marie Penny
Senior Programme Manager
Highways England

Driving for Better Business: Not just business as usual

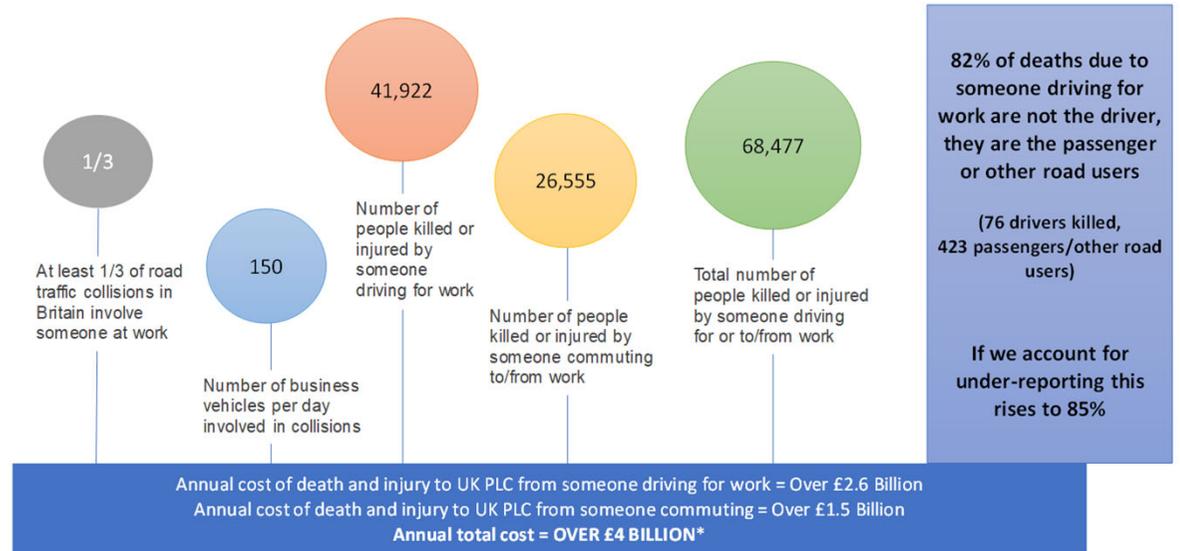
Anne-Marie Penny
Senior Programme Manager
Road User Safety

12 November 2019

What is Work Related Road Risk?

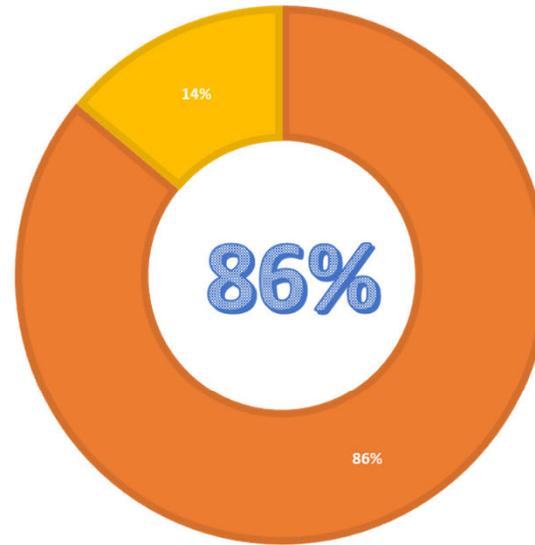


The Work Related Road Risk Challenge



Known to be significantly under reporting true scale of the problem
Academic research suggest only 20% of collisions record journey purpose

The Work Related Road Risk Challenge

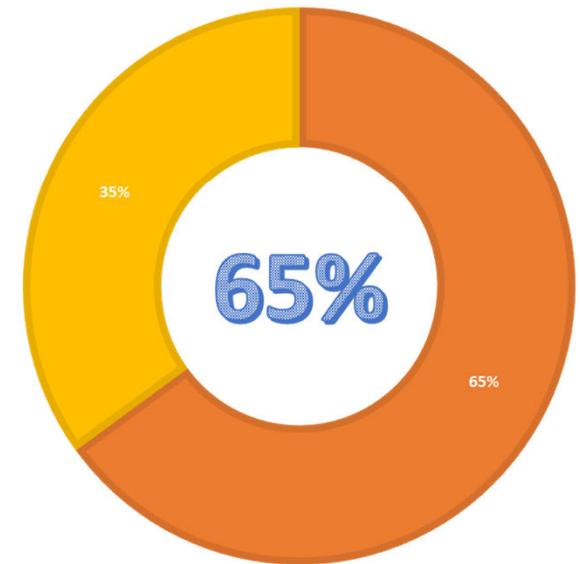


Percentage of fleets that have experienced a collision in the past 12 months

(IAM RoadSmart)

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

(AA Drivetech)



The Work Related Road Risk Challenge – Which laws apply?

Legislation

Legislation is the process of making or enacting laws by the legislative branch of a government and a law or set of laws that a government and its agencies are required to follow.

- Health and Safety at Work Act
- Management of Health and Safety at Work Regulations
- Health and Safety Offences Act
- Road Traffic Act 1988
- Road Safety Act 2006
- Corporate Manslaughter and Corporate Homicide Act
- Road Vehicles (Construction and Use) Regulations
- Carriage of Dangerous Goods Regulations

Driving for Better Business: Aim, Ambition and Mission



OUR AIM

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



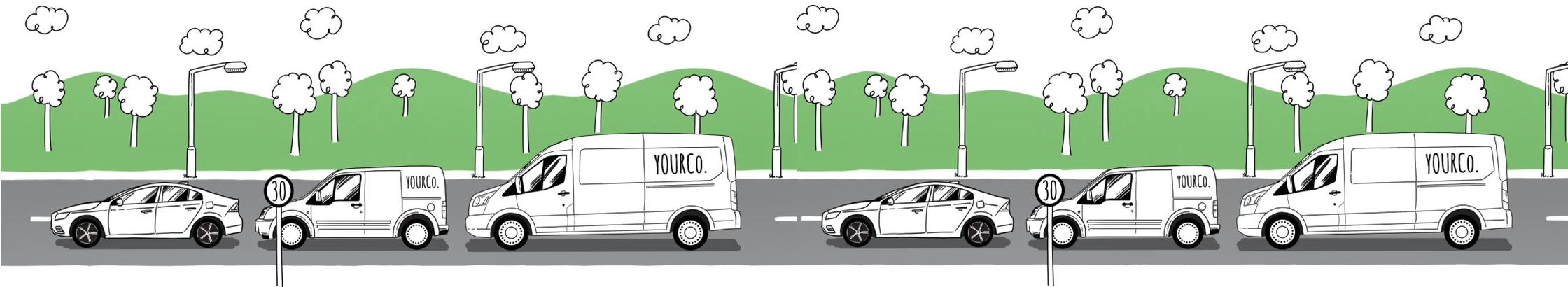
OUR AMBITION

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.



DfBB Strategic Partners



Reducing Work Related Road Risk – Why DfBB?

Working in partnership with the HSE to promote the legislation, guidance and good practice

Has strategic links to other road safety areas of concern

Central hub for all work related advice, guidance and good practice



Reducing Work Related Road Risk – Why DfBB?



- Easy steps to compliance and meeting health and safety standards for road risk
- Contributes to:
 - Protecting customers and staff
 - Cost efficiencies
 - Reducing incidents on the road and cost to UK PLC
 - Effective collaboration between Public and Private sectors
 - Enabling British employers to be safer, compliant and more efficient
- Creates an expectation for WRRR compliance within our Supply Chains

Reducing Work Related Road Risk – What does DfBB provide?



- A toolbox to check risk and meet compliance with minimum standards for H&S legislation
- Easy steps with full guidance, **free** to access and use
- A DfBB Commitment to state that as an employer you meet WRRR H&S standards



Reducing Work Related Road Risk – What does DfBB provide?

Next steps and resources for continuously improvement:

- Fleet Software
- Driver Improvement
- Safer Vehicles
- Environmental Choices
- Address risks specific to your organisation

"Championing Strong Leadership to Keep Those Who Drive for Work, Safe and To Reduce Occupational Road Risk"

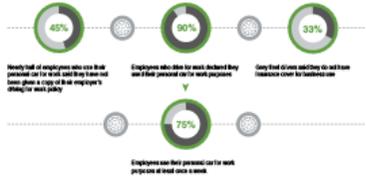
Driving for Better Business commissioned a survey to explore the underlying attitudes and behaviours that persist in organisations where employees drive for work-related purposes and the impact on Occupational Road Risk – the dangers associated with driving for work.

The survey found alarming, and potentially dangerous behaviours and attitudes in 255 UK C-suite executives and 1,006 employees.

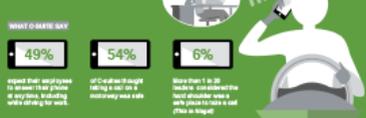
DRIVING FOR WORK POLICY NOT COMMUNICATED PROPERLY TO GREY FLEET DRIVERS: THOSE WHO DRIVE THEIR PERSONAL CAR FOR WORK



WHAT EMPLOYEES SAY



IMPACT OF LEADERSHIP STYLE ON EMPLOYEE WELL-BEING



WHAT EMPLOYEES SAY



DRIVING CHECKS AND MAINTENANCE



Driving for Better Business is a registered charity. For more information, visit www.drivingforbetterbusiness.com

Key Findings

C-Suite Leadership Survey



LEADERSHIP AND EMPLOYEE WELL-BEING

Company C-suite executives were asked if their organisation reviewed its driving for work policies and associated documentation.

- 17% of respondents said they have not reviewed their organisations fleet insurance claims
- On average, C-suite personally reviewed their organisation's driving for work policy 8 months ago



MOBILE PHONE USAGE WHEN DRIVING FOR WORK

- 49% of respondents expect their employees to answer their phones at any time, including while driving for work. 24% said they would ask the employee to pull over to take the call when contacting them on the road, though they would continue talking to them while they find somewhere to park

When asked what they considered was a safe place for an employee to take a call:

- 29% named a lay-by or service area
- 84% said hands-free while driving on any lane
- 22% said hands-free while driving on the inside lane
- More than 1 in 20 leaders (6%) considered the hard shoulder was a safe place to take a call



GREY FLEET COMPLIANCE

C-suite were asked about their company's position on managing employees that use their own personal car to drive for work

- 80% stated they were unsure if any or how many employees use their own car to drive for work purposes
- 63% believed employees that use their own personal car to drive for work purposes were not the company's responsibility
- 76% said they ensure employees are aware of their legal obligations when driving their own vehicle for work purposes

C-suite were asked whether their organisation undertook document checks for employees that used their own vehicles for work-related road journeys:

- 82% do not give employees in this category a copy of the organisation's driving for work policy
- 4% do not check that employees in this category have a valid driving licence
- 82% say their company does not check employees in this category have vehicle insurance that covers business use if they use their personal car for work purposes

More than **1 in 20 leaders (6%)** considered the hard shoulder was a safe place to take a call
This is illegal

Key Findings

Employee Survey



LEADERSHIP AND EMPLOYEE WELL-BEING

- 86% of employees said they experience stress trying to keep up with a busy schedule while driving for work

The top three factors that caused stress when driving on work purposes are:

- Being late or delayed (76%)
- Heavy traffic (76%)
- Road works or diversions (74%)

- 45% of U.K. employees who drive for work said they experience stress when they receive a call from their boss. 37% said a phone call from a colleague can cause them stress when driving



Factors that caused employees to experience an incident while driving for work:

- 16% of U.K. employees who drive for work said they have been involved in an incident when driving for work due to a phone call from their boss
- 20% of male employees who drive for work said they have been involved in an incident when driving for work due to a phone call from their boss, compared to just 11% for females.
- 47% of employees in London who drive for work said they have been involved in an incident when driving for work due to heavy traffic

GREY FLEET COMPLIANCE

- 61% of 25 to 35-year-old employees that drive for work stated they had been involved in a road incident as a result of a call from their boss or a colleague

MOBILE PHONE USAGE WHEN DRIVING FOR WORK

- 42% of employees who drive for work said they do not always find a safe place to take or make a phone call
- 19% said they sometimes find a safe place to take or make a phone call
- The top three places employees considered safe while taking a call when driving for work are:

- In a lay-by or service area (66%)
- Hands-free while driving on the inside lane (81%)
- Hands-free while driving on any lane (26%)
- 13% of employees who drive for work said they feel safe taking a work call on the hard shoulder

GREY FLEET COMPLIANCE

- 90% of employees who drive for work declared they used their personal car for work purposes
- 76% use their personal car for work purposes at least once a week

Among the respondents who use their personal car for work:

- 89% said they do not have insurance cover for business use
- 84% said their employer has not checked their driving licence
- 45% said they have not been given a copy of their employers driving for work policy



VEHICLE CHECKS & MAINTENANCE

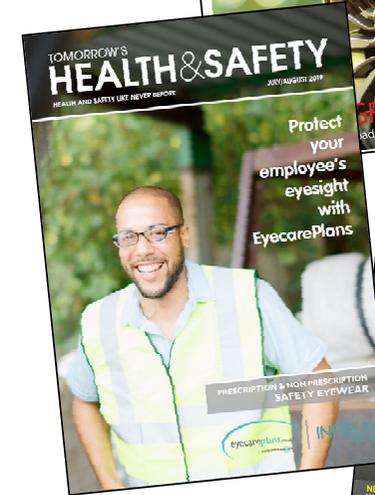
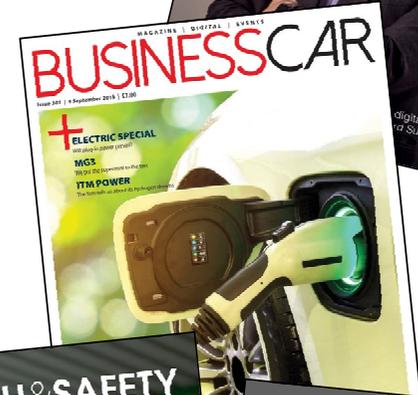
Employees that drive for work were asked what steps they took to ensure their tyres were roadworthy. Although 75% of employees claimed to check their tyres at least once a month to make sure they were roadworthy, among the respondents:

- 82% said they do not check the pressure of their tyres
- 85% do not check their tyres for damage such as nicks, cuts or bulges
- 74% said they just take a quick glance to check their tyres look OK

Leadership Survey Report



18 pieces of media coverage with a total reach of 1.9 million



Reducing Work Related Road Risk – Private Sector Summit

- McLaren Automotive
- Thought Leadership Centre, 8th May 2019
- Engaging the UK’s leading business and industry sectors
- Discussing common challenges for a free-flowing Strategic Road Network
- Improving awareness and driving improvements in WRRR standards through business networks and supply chains



We in HSE have the powers to go up the chain of activities to bring to account those people and organisations who fail the drivers and the public through the unreasonable conditions they impose on their drivers.



Martin Temple CBE
Chairman
Health and Safety Executive

Through our partnerships with Driving for Better Business, Highways England and the Police, we can educate people about what, not just good, but best practice looks like, and then focus our resources on the non-compliant fleets to raise standards.



Becky Thomas
Director of Strategy and Policy
Driver & Vehicle Standards Agency

Drivers	Comp. Cars	Vans / LCVs	HGVs
135,017	31,984	27,376	26,232





Engagement so far

Target for 31st March 2020: **1 million drivers & 500,000 vehicles**

Have you registered with DfBB?

More employers are registering with Driving for Better Business every day to benefit from the resources available, or to share stories of how they've met particular challenges. Our 7-Step Process helps employers at any level – whether they are starting out on a journey of improvement, or wanting to share with others the benefits they've seen from good management practices.

They are seeing significant business benefits such as reduced costs for repairs, fleet insurance, fuel use and servicing/maintenance costs – plus they're seeing fewer collisions, lower emissions and happier, more productive staff. You can see how they did it in our case study section.

These forward-thinking employers include growing SMEs, budget-conscious public sector organisations and international blue-chips. Together they manage a huge number of drivers and vehicles.

599,229

Drivers (including grey fleet)

141,126

Company Cars

225,829

Light Commercials

58,295

Heavy Commercials

[REGISTER YOUR BUSINESS FOR FREE NOW](#)

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 significant 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.



GET STARTED WITH OUR 7 STEPS TO EXCELLENCE



Reducing Work Related Road Risk

Where to find the DfBB information?

www.drivingforbetterbusiness.com

Reducing Work Related Road Risk

The Supply
Chain; your
captive
audience



Reducing Work
Related Road Risk –
The Gig Economy

Self-employed
drivers

Whose
Responsibility?



Reducing Work Related Road Risk

Compliance Strategy



Reducing Work Related Road Risk

Compliance Strategy



- Delivering multi-agency initiatives
 - HSE, police, customs, DVSA and Traffic Officer Service
- 9 pilot events targeting;
 - Driver compliance
 - Roadworthiness
 - Load security
 - Towing
 - Tyres
- Over 85% average non-compliance rate
- Engaging with the companies
- Deterrent effect as well as raising awareness



Reducing Work Related Road Risk – A moral, financial and legal imperative for all employers



Driving for Better Business

REDUCING RISK • CUTTING COST • IMPROVING COMPLIANCE

It's not just business as usual

Connect ♦ Inspire ♦ Lead



Anne-Marie Penny

Anne-marie.penny@highwaysengland.co.uk