



# Driving for Better Business



**If you employ or manage drivers  
this award-winning  
free programme is for you**

In collaboration with



**West Midlands  
Combined Authority**



**Transport for  
West Midlands**

**FIND OUT MORE AT**  
[www.drivingforbetterbusiness.com/westmids](http://www.drivingforbetterbusiness.com/westmids)



**Would you like to...**

- ✓ **improve driver safety?**
- ✓ **reduce business risk?**
- ✓ **control fleet costs?**
- ✓ **improve efficiency?**

Driving for Better Business is a multi-award-winning, National Highways programme, delivered in partnership with RoadSafe, to help employers in the private and public sectors reduce work-related road risk.

Our mission is to improve safety for all those who drive or ride for work by sharing good practice and demonstrating the significant business benefits.

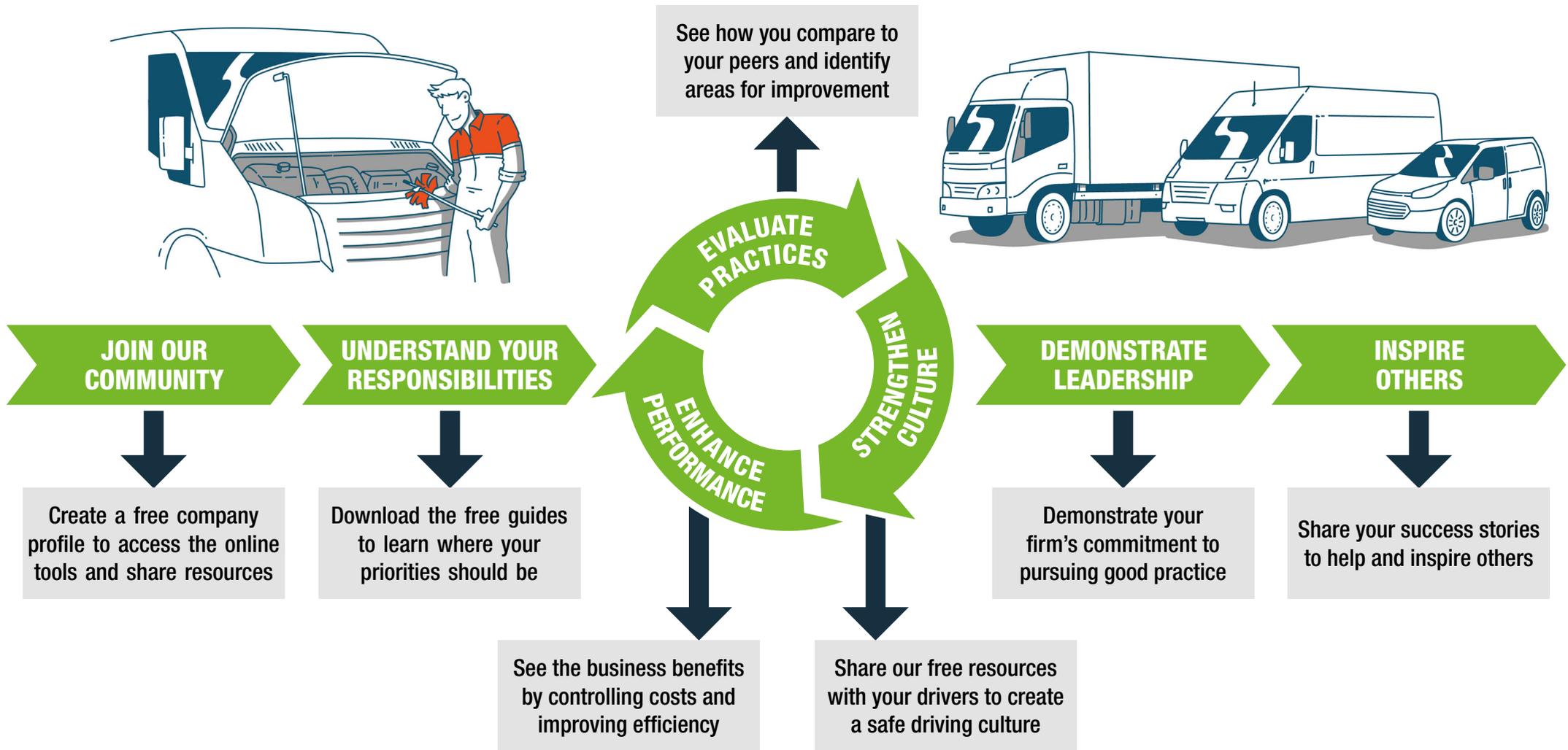


**The business benefits can be significant**



# Simple steps to better driver management: Your journey through our **7-step framework**

We've created a series of steps for you to follow, and resources to share with drivers and colleagues, that will help you implement good practice, and start to realise some significant benefits.



## What is work related road risk?

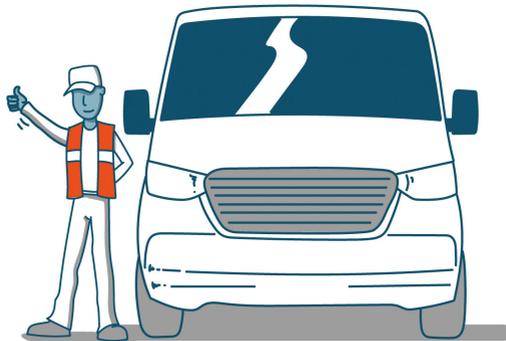
At its simplest, it is the risk that one of your employees could be involved in a collision while driving for work, with the potential of injury to the driver or other road users.



- 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 & 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 organisation's 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.



The Driving for Better Business team have created some amazing resources to help understand your risks and improve driver safety...

## Award-winning FREE resources



**CAMPAIGN AGAINST LIVING MISERABLY**

**CALM Driver**

Support your drivers in tough times

**FloraNews AWARDS 2021 WINNER**



**Benchmarking**  
Check your fleet performance



**Gap Analysis**  
See where you could improve



**Listen to the Podcast**  
Latest insights for driver managers



**FloraNews AWARDS 2022 WINNER**



**Van Driver Toolkit**  
Free driver awareness resources

# Driver Toolbox Talk Resources

We've created a series of professionally produced video toolbox talks to help your drivers understand some of the key safety topics.



Download the toolbox talks at [vandrivertoolkit.co.uk](http://vandrivertoolkit.co.uk)

FIND OUT MORE AT  
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