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Driving for Better Business announces new partnerships

Over the summer, the programme development team at Driving for Better Business has been busy forging new partnerships with businesses in fleet, technology, insurance and conferences who want to share resources with their customers.

DfBB is a free-to-access business engagement programme from National Highways, that aims to improve work related road safety by promoting good risk management practices and demonstrating the business benefits of managing drivers and vehicles in line with current industry good practice.

New partners now working with the Driving for Better Business programme now include:

Lightfoot

Advanced technology from Lightfoot, the fleet decarbonisation and safety technology specialist, has been developed to help businesses take the guesswork out of fleet safety by empowering drivers to be better, making them responsible for their own performance behind the wheel, and celebrating safer, smoother driving practices with ongoing rewards and recognition. Real-time feedback to drivers makes them aware of dangerous manoeuvres such as speeding, harsh braking, sharp cornering, and rapid acceleration. Ultimately, this is proven to reduce at-fault incidents, minimise vehicle wear and tear, lower running costs, cut fleet emissions, and significantly decrease risk. This helps businesses create a safety-first culture that positively impacts every area of the fleet.

Lightfoot Managing Director Paul Hollick says: "Through this affiliation, our customers will have access to a range of free resources, guides and tools. These will help deliver significant benefits, both for the companies and their employees: an important milestone on the journey towards safer roads for all."

Aon

The human and financial costs associated with running a fleet, managing drivers and insuring vehicles are a constant challenge and many businesses seek ways to reduce risk, limit costs, and manage driver behaviour and performance.

Aon supports organisations to make better decisions and has a suite of tools to support the management of fleet risk. Alongside Aon's new Fleet Risk Intelligence platform, it also offers in-depth fleet risk assessments, training for employers and drivers, driver risk profiling and e-learning.

Curtis Scott, Executive Vice-President of Future Mobility at Aon, said: "Aon Fleet Risk Intelligence blends client, insurer and geospatial data to equip businesses with the actionable insights they can leverage to help rein in costs, while focusing on growth and operational performance. It's a new era of smart decision-making".

Dr Neale Kinnear, Head of Behavioural Insights at Aon, adds: "Road trauma is a significant public health concern costing over £43 billion annually in Great Britain. Companies operating fleets expose their drivers to this risk every day. Thankfully we know this risk can be reduced through data-led, pro-active risk management. It's fantastic to work alongside Driving for Better Business to support organisations operating fleets to better understand their risk and to be able to use data, feedback and principles of behaviour change effectively – which is what Fleet Risk Intelligence is all about."

HSE Global Series

The fleet decarbonisation and safety technology specialist, HSE Global Series manages a range of events, webinars, and forums, to connect 30,000 professionals and industry experts in the health & safety sector.

Katie Clark at HSE Global says: "Our aim is to improve safety, reduce incidents and save lives. Our events are designed to elevate HSE professionals' skills and unlock new perspectives, improving safety across the board. We are delighted to partner with Driving for Better Business and look forward to supporting their mission to improve safety and reduce risk for all those who drive or ride for work, by promoting good management practice and demonstrating the significant business benefits."

Couriers Depot

The one-stop-shop for delivery agents, Couriers Depot specialises in connecting and supplying the sector with essentials such as insurance, fuel cards, training and recommended apps. Its website offers guidance on vehicle maintenance, safe loading and the law, as well as advice on personal health, comfort and safety.

Justin Cox, Founder of Couriers Depot says: "DfBB has a host of resources, such as the Van Driver Toolkit, that are perfect for our target market with a potential reach of tens of thousands of couriers. We see this partnership as one of education to the courier industry, as well as influencing mini-cab companies and managers of haulage firms."

Flagship Partners

Fleet consultants and trainers, Flagship Partners, currently has 600 clients, an extensive contact list of 4000, and its free Fleet Geeks podcasts have had 100k downloads. Its mission is to future-proof clients making them safer and greener, and it makes a clear link between a commitment to safety and best practise and improving operations and productivity.

"We will promote DFBB guidance and best practise through our podcast and email channels, as well as weekly newsletters to our members, and quarterly briefings online," says Pete Rushmer, Founder of Flagship Partners.

Convey Technology

Convey Technology has developed a full range of driver and vehicle compliance modules, designed to form a comprehensive, integrated solution, for commercial vehicle, and all

controlled from a single, easy to use, cloud-based interface and backed with valuable guidance and support from experienced, customer service and support specialists. Operators using Convey's modules benefit from significant costs and time savings, increased operational efficiencies and improved productivity gains.

"Partnering with Driving for Better Business (DfBB) further supports our commitment to helping improve road safety which has always been at the core of our business and something we remain incredibly passionate about." says Karen Crispe, Director. "We look forward to working together, sharing the valuable information available from DfBB to help support operators not only with road safety and their legal requirements but also improve their productivity.

VDO UK

Tachograph management expert, VDO UK works with its clients, automating work processes in compliance with national and European legal requirements. It currently serves more than 20,000 customers – in turn, managing 200,000 vehicles and 400,000 drivers.

Ben Klarich, Head of UK Sales and Marketing Commercial & Special Vehicles Services for VDO UK says: "Our commitment to road safety, operational efficiency, and environmental sustainability aligns perfectly with the goals of Driving for Better Business.

"With our tachograph solutions, related legislation changes and wide knowledge of this equipment, we can provide businesses with the insights needed to enhance safety, reduce costs, and maximise staff satisfaction with tachograph related-activities. Together, we can drive meaningful improvements in fleet operations and road safety across the UK."

The new partnerships were created by the DfBB programme development managers, Jim Magner, Sharon Mitchell and Nigel Holmes.

Commenting, Jim Magner says: "Partnering with organisations that share our vision is inspiring and I'm especially pleased to welcome these organisations to the Driving for Better Business family, and to work together promoting good practice in road risk management, among their customers, helping everyone to get home safe and well.

"Our programme works to support employers in both the private and public sectors to reduce work-related road risk, control the associated costs, and improve compliance with current legislation and guidance.

"Everything we offer is free of charge and can be downloaded and used as many times as relevant. These will help deliver significant benefits, both for the companies and their employees."

For more information visit <https://www.drivingforbetterbusiness.com/>

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About Driving for Better Business

Driving for work is one of the highest-risk activities that many employees undertake, whether they drive a commercial vehicle, a company car or make work journeys in their own vehicle.

Driving for Better Business is a free to access National Highways business engagement programme, delivered in partnership with RoadSafe, to help employers reduce work-related road risk, protecting staff who drive or ride for work, and others who they may share the road with.

Our mission is to improve safety and reduce risk for all those who drive or ride for work by promoting good management practice and demonstrating significant business benefits.

Our vision is a world where those who use the roads for work do so safety, efficiently, and sustainably.