



National Highways Driving for Better Business Programme

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The Driving for Better Business Programme

We'll cover:

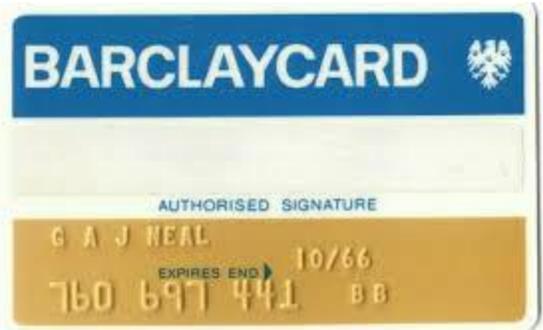
- A little bit of history
- Using the roads for work safely
- The Driving for Better Business Programme
- Being the change

A little bit of history:

1966

1966 Celebrations

- *British Rail* begins full electric passenger train services over the West Coast Main Line from Euston to Manchester with 100mph operation from London to Rugby.
- Stop-motion children's television series, *Camberwick Green* first shown on BBC One as part of *Watch with Mother*
- Regular *hovercraft* services begin across the English Channel
- *Barclays* introduces the Barclaycard, the first British credit card
- The *motorway network* grows
 - M1, M4 and M6 motorways expanded
 - New motorways emerge M32 and M74



1966 Celebrations

England beats West Germany 4–2 to win the 1966 World Cup at Wembley.



Geoff Hurst scores a hat-trick, and Martin Peters scores the other English goal, in a game which attracts an all-time record UK television audience of more than 32 million.

Road Crash Casualties 1966

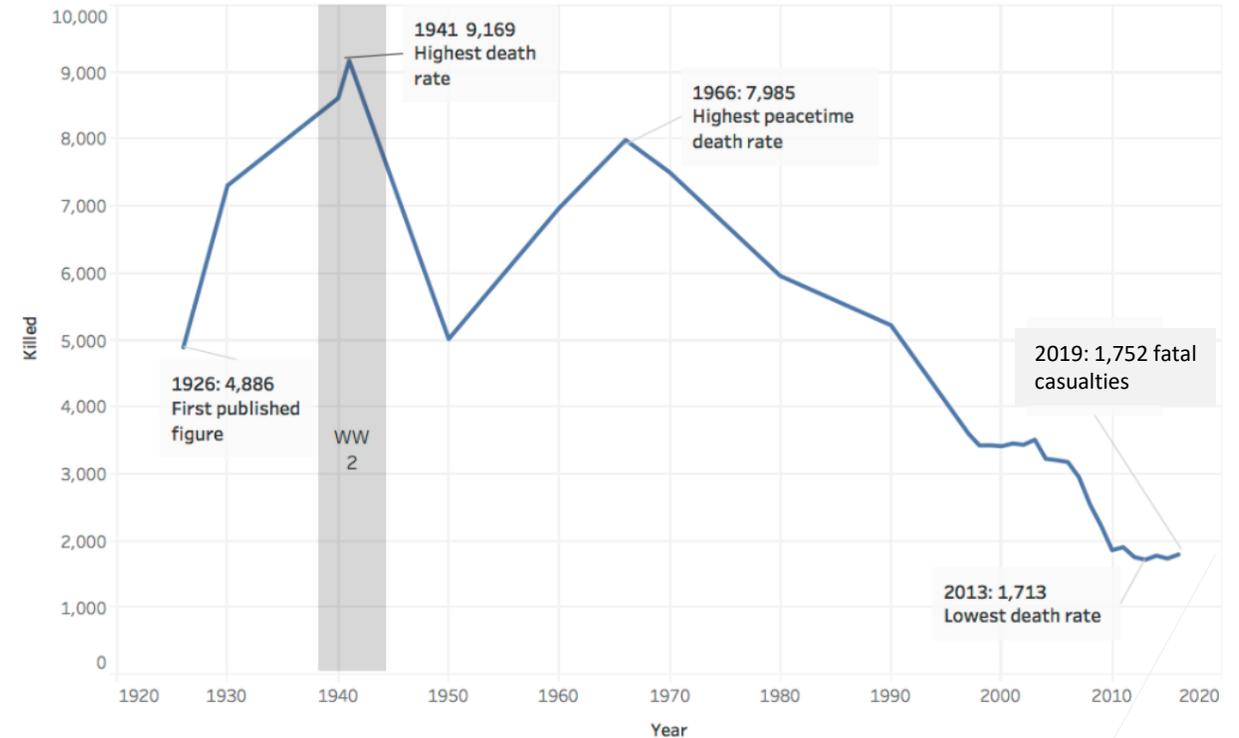
1966 saw the highest peacetime road death figures in Great Britain.

Since 1946 traffic levels had risen by 8% annually and casualty figures by 5% annually.

1967 the Government produced the White Paper, 'A Fresh Approach' to address rising casualties.

Central to this was the creation of a central Road Safety Unit "to be the main link with the whole range of people working in road safety".

Killed on GB roads 1926-2016



Using the roads safely for work

The DfBB programme

Employer responsibilities



LEGAL



MORAL



FINANCIAL

Employers have a **legal obligation** to manage road risk

Health and Safety at Work Act sections 2, 3, 7 & 37

Comparing with other workplace fatalities

Fatal injuries to workers (RIDDOR)

Construction, Agriculture, & Manufacturing	75
Other industries	36
Members of the public killed due to work related activities	92



**Fatal injuries in the workplace
(2019/20)**

203



528



Fatalities where driving as part of work

Driver/rider driving as part of work	63
Passenger of driver/rider driving for work	25
Other casualty in accident involving a driver/rider driving for work	440



Fatal collisions where at least one person is driving for work (2019)

The Driving for Better Business Programme

How it is helping employers

Driving for Better Business

Our Vision

“A world where those who drive or ride for work do so safely, efficiently, and sustainably.”

Our Mission

“to improve safety for all those who drive or ride for work by sharing good management practice and demonstrating the significant business benefits.”

Driving for Better Business: What do we do

Free membership: to create the company WRRR 'digital briefcase', map progress, and access and share resources

Gap Analysis: to identify where the improvement focus is needed

Driving for work policy builder: to create or refresh your driving for work policy

Case Studies: practical examples to reduce road risk

Employer resources: e.g., Subject matter expert advice, toolkits

Driver Resources: for employers to share with staff



Your Organisation: DfBB Programme

- My Dashboard
- My Progress**
- My Briefcase
- Gap Analysis
- Benchmarking
- Resources
- More Resources
- Help

My Progress

7 Steps to Better Driver Management

If you are the nominated Road Risk Champion for your organisation you will be able to complete all 7 steps.

If you are not, you will be able to complete steps 1 to 5, and you will be able to check on your progress bar when your organisation's Road Risk Champion completes 6 & 7.

My Progress

2/7

7 Steps: 1. JOIN OUR COMMUNITY, 2. UNDERSTAND YOUR RESPONSIBILITIES, 3. EVALUATE PRACTICES, 4. FIND WAYS TO IMPROVE THEM, 5. DEMONSTRATE LEADERSHIP, 6. INSPIRE OTHERS, 7. (partially visible)

Driving for Better Business
Reducing Risk • Cutting Cost • Improving Compliance

highways england

SECTION 1: YOUR ORGANISATION

This sections starts to build a picture of your organisation's understanding of work-related road risk as

		INFO	YES	NO
	Red Questions = Legal Compliance Green Questions = Good or Standard Practice			
Q1	Are all owners, directors and managers in the business aware of their legal obligations to manage work-related road risk?	Hover for Guidance		
Q2	Does your business have a documented HSE-compliant 'Driving at Work' road safety policy?	Hover for Guidance		
Q3	Is a named Director responsible for managing this policy?	Hover for Guidance		

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BICK MECHANICS

Free Work Related Road Safety Resources

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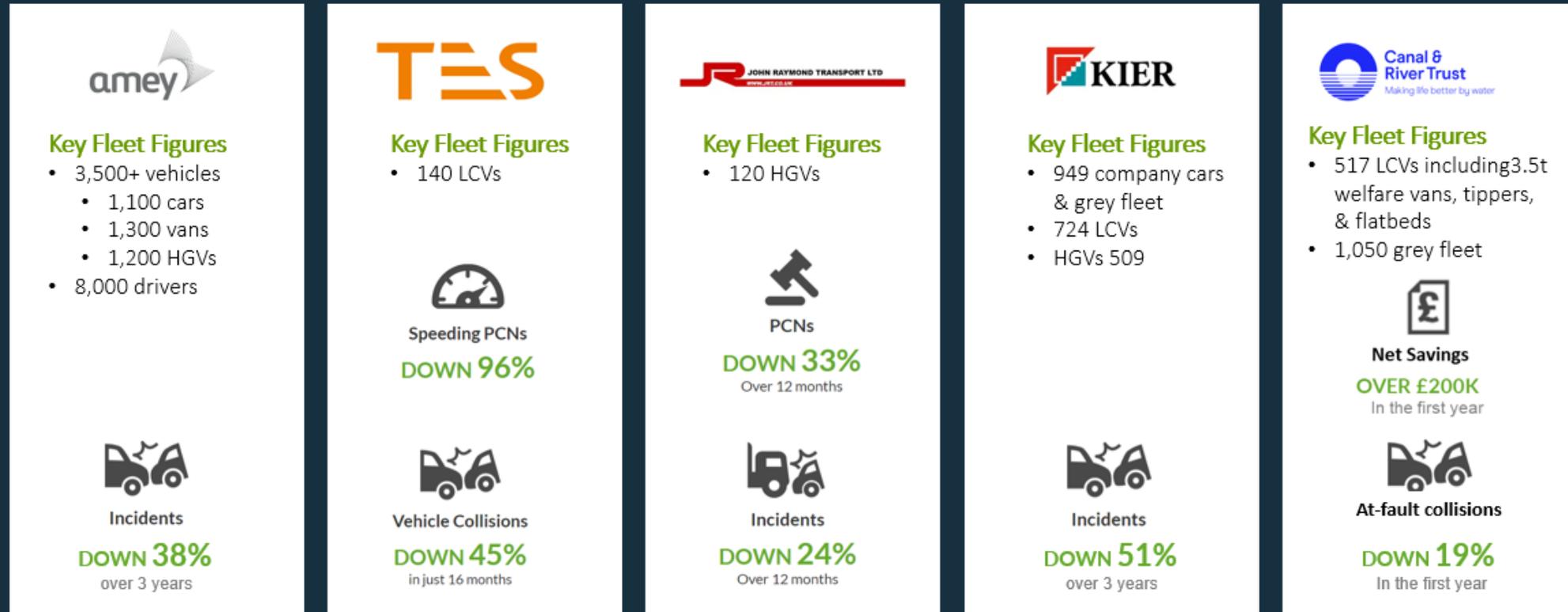
- Evaluating Procedures
- Strengthening Culture
- Improving Performance
- Demonstrating Leadership

Driving for Better Business: **business benefits**



Case studies have shown that when good management practices promoted by DfBB are implemented a wide range of benefits are realised

Case studies: Collision and incident reduction examples



Case Studies: Collision and incident reduction

Driving for Better Business in numbers

We currently reach over

5.5m

drivers, through companies registered with our programme



We proudly have

128

Partners...



...and over

30k

companies influenced through our 26 Trade Association partners



More than

100k+

resource downloads...



And our case studies show

10%

average year on year reduction in incidents and collisions



Being the Change:

What can we do...

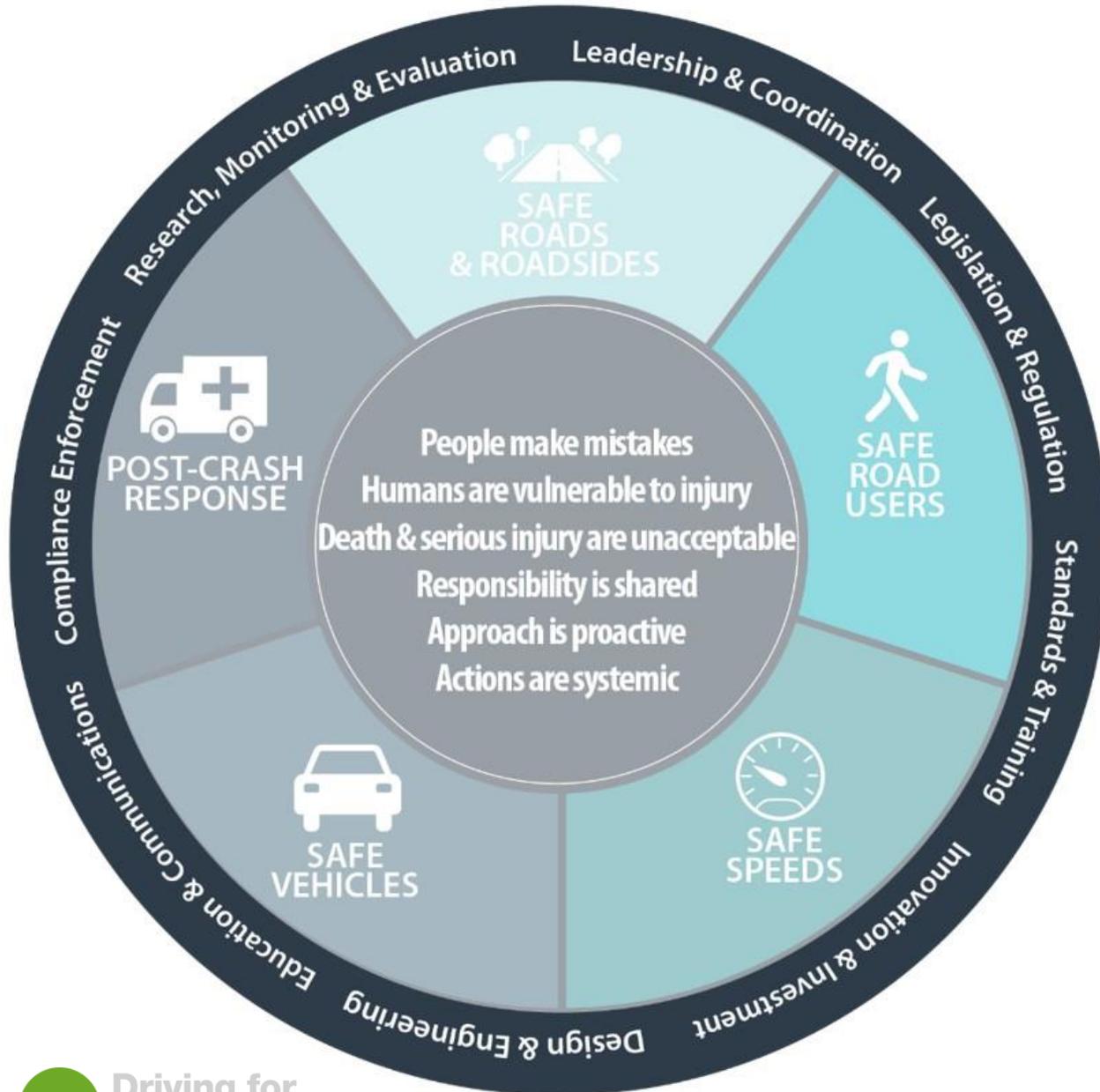
Road Safety: A shared responsibility

Road Safety is a shared responsibility:

- Those who design, build and maintain roads
- Vehicle manufacturers
- Those who manage occupational drivers
- Those who use the roads

Employers are an enabler within the Safe System to:

- Improve management of road risk
- Raise standards of driving behaviour
- Ensure roadworthy vehicles
- Ensure roadworthy drivers



Improving Safety on our Roads

Achievements over the last 58 years:

Vehicle standards



Improved road design



Principles of Human Factors



Collision Investigation standards



Legislation



How did we get here

2023:

#DrivingChange

2024:

Vehicles don't crash...people do

2025:

The why, the what, and the how





Driving for Better Business

A FREE programme from  national
highways

www.drivingforbetterbusiness.com