

## PRESS RELEASE

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### DfBB launches new podcast series - 'The Hidden Risk'

Each year, there are around 500 fatalities and 35,000 injury casualties that involve at least one person who was driving for work at the time.

This sobering statistic is a powerful reminder of the urgent need for improved safety measures and a renewed commitment to protecting everyone who drives as part of their job.

In response to this preventable crisis, **Driving for Better Business**, an award-winning National Highways programme, proudly announces the launch of its new free video podcast series – '**The Hidden Risk.**' The first in this podcast series launches on **10 October** - World Mental Health Day 2025 and kicks off with Tom Geraghty the co-founder and CEO of 'Psych Safety,' talking about why psychological safety is vital for a strong safety culture and the impact that a lack of such an environment can have on those who drive for work.

This timely initiative brings together industry leaders, seasoned professionals, and safety specialists to share innovative techniques, focusing on improving safety for all road users.

With the nation's businesses relying on millions of drivers to keep the economy moving, poor driver risk management has a major impact on organisations across every sector.

Understanding challenges like this one, and being able to take the right action, makes for a higher performing, efficient business, with happier, safer, and more productive staff.

The podcasts offer actionable insights and expert advice including fascinating interviews and discussions to help organisations and their managers navigate their way through the legislation and find practical help to improve their own risk management.

Tom worked with Driving for Better Business on the '[Driver Roadworthiness Guide](#)' which highlights how driver health, mental state, and physical fitness all significantly impact driving safety. It provides actionable strategies for assessing and maintaining driver roadworthiness.

Tom says: "It is not vehicles that cause collisions but rather the human beings driving them. By focussing on the context in which drivers work and how we work together, employers can create an environment where everyone in the team feels safe to speak up with ideas, questions, concerns or mistakes. This results in improved outcomes, better safety and prevention of accidents, as well as more resilient organisations."

Recognising the importance of managing driver health and wellbeing, Driving for Better Business is also launching its' **'Driver Wellbeing Toolkit'** on 10 October; the free online course for managers that offers 20 minutes of CPD, provides a wealth of information and a guide to understanding the basics of managing driver wellbeing. It can be accessed on the Driving for Better Business website: [Driver Wellbeing Toolkit](#)

Simon Turner, Engagement Manager for Driving for Better Business is hoping this new podcast series, and the associated resources will be extremely valuable for driver risk managers, he said: "With our new podcast series *The Hidden Risk*, we're going to be shining a light on many occupational road risk issues that all too often go unseen – yet have a profound impact on driver safety, wellbeing, and operational performance. My hope is that this series helps leaders across all business sectors see and understand those hidden risks, challenge outdated mindsets, and take confident, strategic steps toward safer, stronger, and more responsible operations"

Episode two of the podcast, to be released in early November, will explore the introduction of safety ratings for commercial vehicles – something that has had a major impact among both van and truck manufacturers, as well as the fleets that buy or lease them. Safety is the key focus of the Driving for Better Business programme, and Safer Vehicles is a key element of the UK's Safe System approach to road safety, so the work of Matthew Avery, Strategic Development Director at Euro NCAP will be a really useful episode for anyone wondering how safe the commercial vehicles they operate actually are.

To find out more about Driving for Better Business visit the website:  
[www.drivingforbetterbusiness.com](http://www.drivingforbetterbusiness.com)

**Ends**

**Notes to Editors:**

Driving for Better Business (DfBB) is an entirely free to access, award-winning National Highways programme to help employers reduce work-related road risk, control the associated costs and improve compliance with current legislation and guidance.

National Highways is the government company charged with operating, maintaining and improving England's motorways and major A roads. Our ambition is to ensure our major roads are more dependable, durable and – most importantly – are safe.

**For more information about the Tom Geraghty:**

Tom Geraghty – Co-founder of Psych Safety, [The Psych Safety Team - Psych Safety](#)

For more information and to request an interview with Driving for Better Business please contact Julie or Ella at [Straight to the Point PR](#) by calling 07946 398311 or email: [julieella@straighttothepointpr.co.uk](mailto:julieella@straighttothepointpr.co.uk)