

# Welcome

## A Risky Business - Driving for Work

Sandra Pennyfather, Driving Ambition

...protect your staff



...protect your vehicles



...protect your reputation



# Housekeeping

## Fire Alarm



## Toilets



## Mobiles



# On the agenda

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**Road Risk - Real Risk?**

**The organic component that makes the mistake**

**Distractions that increase the risks that drivers face**

**'Blade Runner'**

**Traditional road risk management**

**The role of on-line resources**

**Questions**

# Road Risk - Real Risk?

For the majority of people driving is the most dangerous thing that they do while at work.

Health & Safety Executive 2006



approximately 3 people die...



...every day, while at work...



...on the UK's roads.



# Is this a new problem or...

19<sup>th</sup> Century?



20<sup>th</sup> Century?



21<sup>st</sup> Century?



# Is this a new problem or...

17 Aug 1896



+922 Days



+3 Days



# Famous Fatalities



# How big is the problem?

**Ian Roberts**

**Professor of Epidemiology  
and Public Health**

**London School of Hygiene  
& Tropical Medicine**



# What usually causes the problem...

95% of all collisions are caused by...  
the driver



The Vehicle?



The Driver?



The Road?



# Distractions & Impairments



# Blade Runner Landscaping Ltd

Based in Somerset Market Town

Established 5 years

MD, Secretary & Six Groundsmen



Distinctive Vans



PA - Fiesta



MD - Audi A3



# Clients

Varied Portfolio

Turnover 500K



60% - £300K



20% - £100K



20% - £100K



# Then...



# BBC Points West

**“This was a tragic accident, we are all very shocked. We have had a number of near misses in the past but I never imagined that something as terrible as this would follow.**

**My heart and mind is with the family of the victims, rest assured my company will do everything possible to make amends”**



# Bristol Evening Post

## Nanny killed and three pedestrians injured after Van mounts pavement

A woman was killed and three others injured when a Transit Van mounted a pavement on Whiteladies Road.

Susette Florid, 33, was crushed after being trapped between the bonnet of the Blade Runner Van and the wall of a building when the driver lost control.

Two other women and a man were also hit in the crash, which demolished a shop front.

Ms Florida, a mother-of-one, had been working as a nanny and cleaner for a Wells family and was on her way to the bus station.



# National Press

What impact has this incident had on Blade Runner's reputation?

What is the immediate affect on the business?



# Driver is Charged

**40 mph  
9 points on licence  
Driver on mobile  
Front tyres at 1.5mm**

**New Publicity**



# Police & HSE

**Vehicle & Driver Records**  
**Minimum Standard Statement**  
**Risk Assessments**  
**Near Miss Reports**  
**Accident Investigation**  
**Training Records**  
**Driver's Policy Document**



# Answers

“There here somewhere”

“I asked Julie to do that”

“I didn’t know”

“Training?”



# Legal Action

**Corporate Manslaughter Act**  
**Road Traffic Act**  
**Health & Safety at Work**  
**Legislation**



**Directors face prison**



**Large fines**



**Requirement publicise**



# How's business

**Income Plummets**  
**Turnover down from 500K**  
**To £150K**



**£300K down to 50K**



**£100K down to 20K**



**£100K down to £80K**



# Financial Impact

**Vehicle replacement  
Solicitor / Barrister  
Low morale  
Recruitment problems  
Increased insurance  
New enquires nil  
Civil case from families  
Suppliers reluctant to supply  
Bank reluctant to lend**



# The Result

**CLOSED**



# What if?

**Drivers Risk Assessed and  
Trained**

**Licence Check**

**Disaster Statement**

**Vehicle Inspection System**

**Driver's Handbook**



# Financial and safety priority

**Maximise safety**

**Reduce driver stress and fatigue**

**Comply with current legislation**

**Protect from negative publicity**

**Protect the environment**

**Reduce costs**



# Cost Savings

Area of Saving	Current Spend	Typical Reduction	Estimated Annual Saving
Repair costs (excluding reversing)	£65,124	10%	£6,512
Reverse gear collisions	£36,630	25%	£9,157
Total Insurance Premium	£235,520	1%	£2,355
Fuel consumption	£1,506,325	5%	£75,316
Maintenance costs	£1,244,208	10%	£124,420
Carbon offsetting	£39,505	5%	£1,880
<b>Total Annual Saving</b>			<b>£219,640</b>

# Bespoke Programme

**Assessors**

**Theory workshops**

**Drivers risk assessed in vehicle**

**Daily vehicle checks**

**On road training**

**Manoeuvring courses**

**Driver's Handbook**



# Best option?



# Online risk assessments

**On-Line Profiler  
Questionnaire and Quiz  
Takes around half an hour  
Assesses driver risk level**



## Attitude

### Question 1

The main causes of accidents are?

- a) badly designed roads
- b) poorly maintained vehicles
- c) driver error
- d) adverse weather conditions

## Knowledge

Question 1

What does not have to be used after a crash?

- a)
- b)
- c)
- d)



## Concentration & Observation

Question 1 Please copy entries on the screen below.



# Login codes sent via email

## Welcome

Welcome to the Client Area of the E-Driver Profiling web site.

To ensure that you to view all aspects of the assessment please check that your monitor's resolution is set higher than 1024 pixels by 768 pixels. If you are unsure of how to do this please [click here](#).

To continue please login:

Username:

Password:

Auth Code:

Please tick this box to AGREE that you have read the System Requirements in the Customer

Support section of our web site:

login



# Driver Completes Questionnaire

We require some information from you in order to continue:

## Information about you:

Title:

Mr

First Name:

Surname:

Job Title

Company:

Department or Depot:

Line Manager:

Email Address:

How long have you worked for this company?

New to the company

How old are you?

years old

Driving Licence Number

Number of years held full licence:



# Questions on Attitude

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## Question 1

The main causes of accidents are?

- a) badly designed roads
- b) poorly maintained vehicles
- c) driver error
- d) adverse weather conditions

# Knowledge

## Question 9

What shape road sign would be used at this junction?

- a) 
- b) 
- c) 
- d) 



# Hazard Perception

Question 9 In the time allotted, click on any potential hazards you might see in this picture.



# Concentration & Observation

Question 1 Please concentrate on the scene below.



# Manager's Area

You are currently viewing the assessment for Graham Hurdle,

**Name:** Graham Hurdle  
**Auth Code:** Espere0122  
**Job Title:** Boss  
**Time Started:** 12/06/2007 17:34:06  
**Time Finished:**

Overall Risk Rating:

**Medium Risk**

## Attitude Feedback

- The driver's attitude is generally acceptable

## Knowledge Feedback

- The driver was are weak on driver knowledge. We recommend that the driver review their Highway Code

## Concentration and Observation Feedback

- The driver's observation skills are average and should be refined further

## Hazard Perception Feedback

- The driver's hazard perception skills are below average and we recommend further development

# Online Training

**“Katie” talks through on-line training  
For about an hour and a half**



## Motorway

Copy required



## Braking Demonstration



## Engine Checks



# Online training login supplied

## Please Log In

Welcome to e-drivertraining.com.

To continue please log in using the information provided by our Support Team. If you cannot find this information email us at [support@e-drivertraining.com](mailto:support@e-drivertraining.com)

**Username:**   
**Password:**   
**Auth Code:**

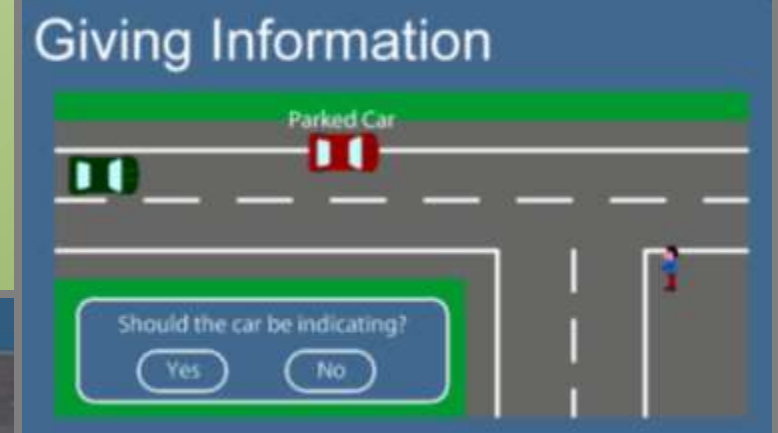
Please tick this box to confirm you have read our [Terms & Conditions](#)

Login >>

NB: This training system uses video and sound. Please ensure that your computer's speakers are turned on.



# Training subjects include



# Certificate of Completion



## CERTIFICATE OF COMPLETION

This certificate shows that the person named below successfully completed the online driver training system, e-drivertraining.

Name: **Graham**

Date: **12/09/2006**

Signed: *Graham Hurdle*  
e-drivertraining.com



# New Risk Assessment

You are currently viewing the assessment for Graham Hurdle,

**Name:** Graham Hurdle  
**Auth Code:** Espere0122  
**Job Title:** Boss  
**Time Started:** 12/06/2007 17:34:06  
**Time Finished:**

Overall Risk Rating:

**Medium Risk**

## Attitude Feedback

- The driver's attitude is generally acceptable

## Knowledge Feedback

- The driver was are weak on driver knowledge. We recommend that the driver review their Highway Code

## Concentration and Observation Feedback

- The driver's observation skills are average and should be refined further

## Hazard Perception Feedback

- The driver's hazard perception skills are below average and we recommend further development



# Targeted on-road training

## High Risk Drivers

Delivered by specialist company driver trainer  
Targeted at identified weaknesses  
Written report covering progress and recommendations



# Best option?



# It is as easy as 1-2-3

## Step 1

- On-line Profiler, a questionnaire and quiz (multiple choice) to assess initial risk level
- Low Risk drivers stop at this point

## Step 2

- On-line development training program for “Medium” and “High” Risk drivers
- High risk drivers also complete a further on-line quiz to assess new risk level
- Drivers who remain at “High Risk” move to Step 3

## Step 3

- On-road driver training for High Risk Drivers
- Focussing on areas where risks have been found
- Written risk assessment produced

## COSTS

- Total cost - all three steps - £60 per driver

# Benefits to you and your business

**You can relax.  
You are fulfilling your  
moral and legal obligations  
to look after your company's drivers.**



**Environmentally Sound**



**Easy to Budget**



**Targeted at risky drivers**



# The Next Step

## Option 1

- Call Sandra Pennyfather on 01749 330507 to have your questions answered

## Option 2

- Find out more details at [www.fixedcostdrivertraining.co.uk](http://www.fixedcostdrivertraining.co.uk)

## Option 3

- Check out a demo - request your [trial login](#)

## Remember

- **The total cost is only £60 per driver for the entire program**