

Fleet Risk Management Academy

Presented by Colin Knight and Matt Kiernan

July 2021

Welcome



Our DNA

Vision

The Challenger

Business Idea

This will happen through unique relationships, best in class decision-making and cost effective solutions

Main targets

Cost and quality leadership

Profitable growth

Top 3

Values

Credible

Open

Bold

Committed



Academy Curriculum

Eight on line fleet risk modules



Introduction to Fleet Risk Management	July 2021
Collision Reporting and Investigation	TBC
Driving for Work Policy & Risk Assessment	TBC
Using Vehicle Data to Engage Drivers	TBC
Improving Driver Training Curriculum	TBC
Using Data to Set and Track Safety Performance Metrics	TBC
The Importance of Effective Leadership to Improve Safety	TBC
Putting it all Together (case study)	TBC

Module Guidelines

What to expect

To make the session run smoother

Please post questions through the chat facility

To reduce background noise please mute your microphone

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Take part in the activity



Take the supporting E-Learning Module



Ask questions through chat



Challenge opinions



Enjoy yourself

Module 1

Introduction to Fleet Risk Management

Presented by Colin Knight and Matt Kiernan

May 2021



Learning Goals

Aims and objectives

- The FRM business case
- The risks arising from driving at work
- Grey fleet and at work driving
- Risk factor vs road type
- Common crash causes
- Current UK legislation
- Suitable and sufficient risk assessment
- The benefits of accurate incident reporting and investigation
- Driving for work policy
- How managers can influence driver behaviour



The Business Case for Fleet Risk Management

Built around protecting your organisations three biggest assets

People

Value

Reputation



People

- Keeping drivers safe
- Supporting managers

Brand Ambassadors

Operating Costs

- Reducing RTC's/Claims

Improving Value



Brand Image

- Making confident fleet safety decisions

Safe Systems of Work

The Risks

Managers and Supervisors

Over-worked

Under-loved

Under pressure



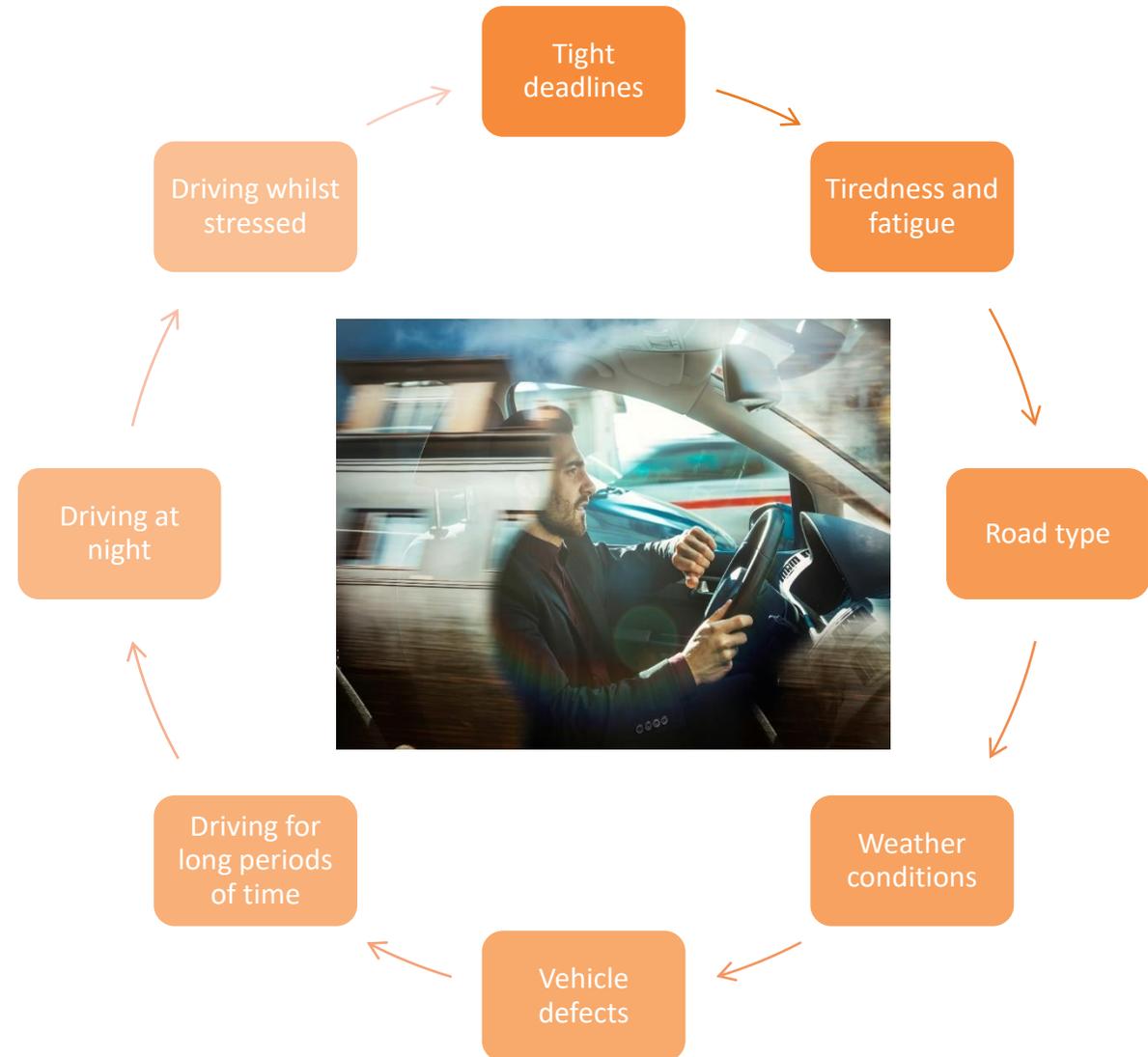
The Risks

It's not just younger drivers that create road risk

Young and/or inexperienced drivers



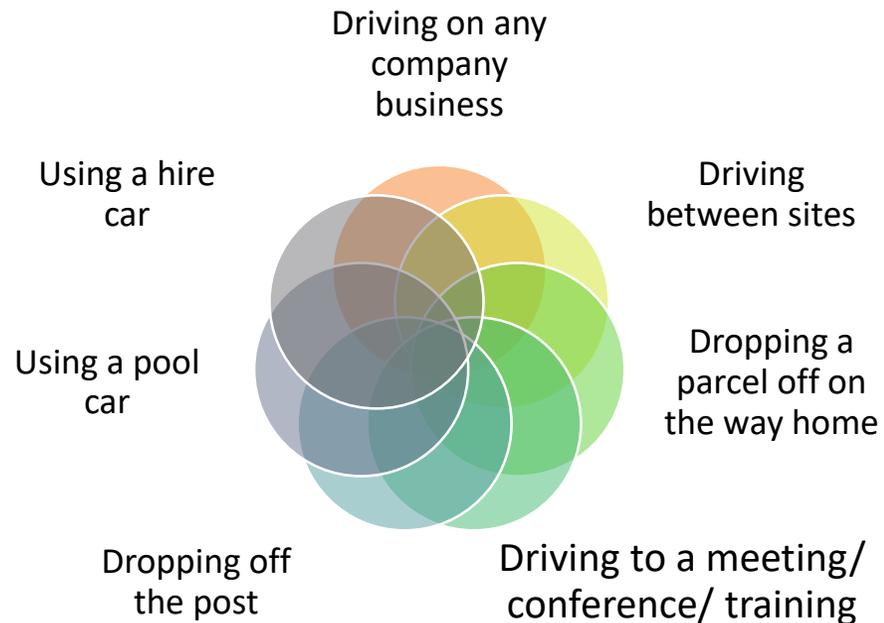
- Lack driving experience
- Expected to drive larger vehicles
- Driving in high risk locations
- Driving in busy traffic periods



Grey Fleet

Driving for work

In the UK, there is over 1 million company cars and an estimated 9 million grey fleet!



Companies must ensure that they adopt a safe system of work to manage the use of private vehicles for business purposes



Risk Factor vs Road Type – The Reality

Quick Quiz

Collisions%

Fatalities%



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Which driving environment do you think most RTCs occur

 Start presenting to display the poll results on this slide.

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Which driving environment do you think most fatalities occur?

 Start presenting to display the poll results on this slide.

Risk Factor vs Road Type – The Reality

Quick Quiz

Collisions%

Fatalities%



75

44



21

51



4

5

The Most Common Causes



Driver error or reaction

Accounts for nearly 3 out of 4 collisions

The most common errors are:

1. LBDSA
2. Failure to judge speed or path
3. Loss of control



Action based on poor judgement

Accounts for around 1 in 6 collisions

The main factors are:

1. Travelling too fast for the road conditions
2. Exceeding the speed limit
3. Following too close
4. Sudden braking

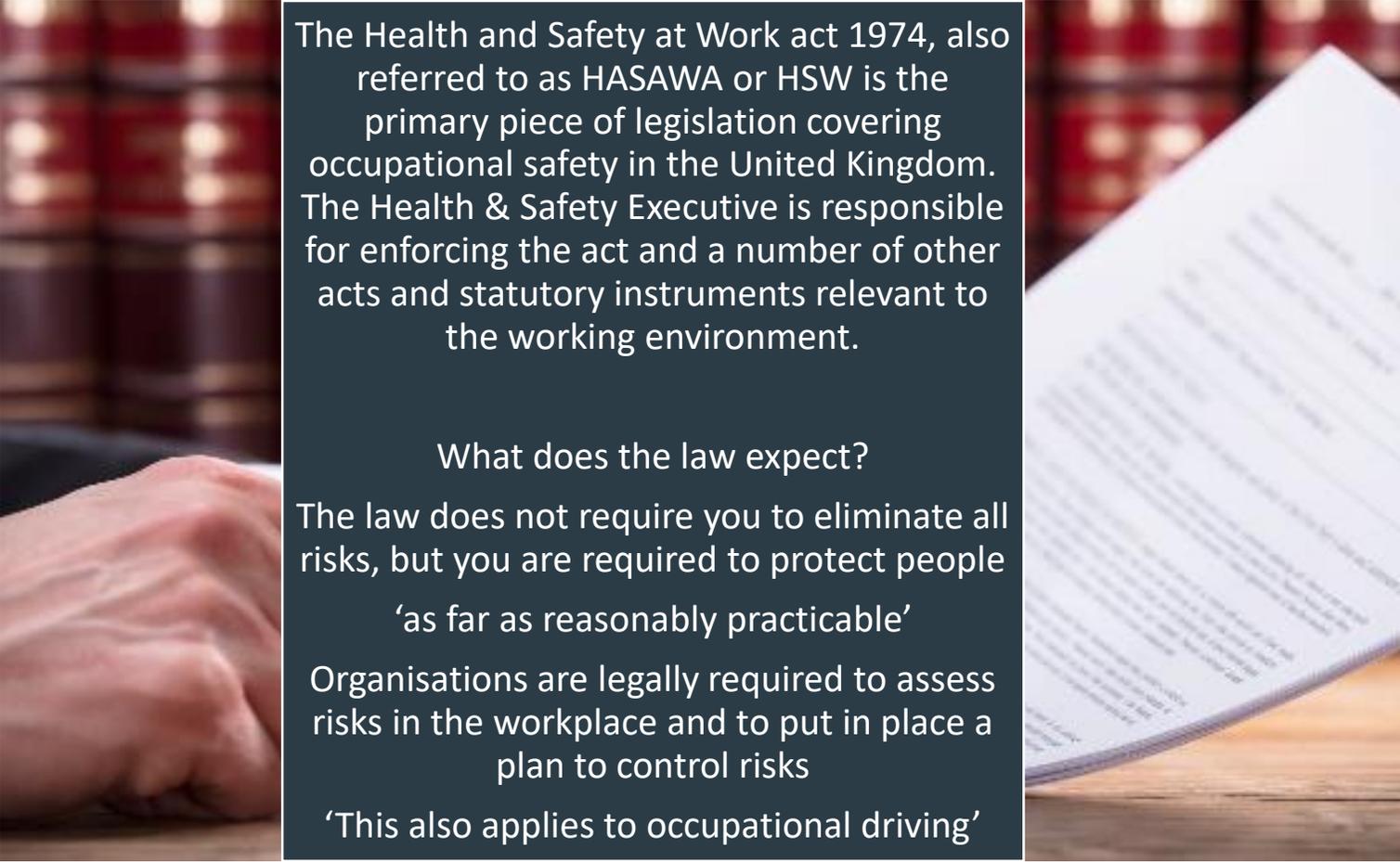


Being careless or reckless

Contributes to over 1 in 6 collisions

Current UK Legislation

HASAWA and more



The Health and Safety at Work act 1974, also referred to as HASAWA or HSW is the primary piece of legislation covering occupational safety in the United Kingdom. The Health & Safety Executive is responsible for enforcing the act and a number of other acts and statutory instruments relevant to the working environment.

What does the law expect?

The law does not require you to eliminate all risks, but you are required to protect people

‘as far as reasonably practicable’

Organisations are legally required to assess risks in the workplace and to put in place a plan to control risks

‘This also applies to occupational driving’

Management of Health and Safety at Work Regs 1999

Reg 3: To carry out assessments of risks to employees

Reg 4: To have an appropriate safety management in place

HASAWA Section 36

When a person commits an offence under any of these statutory provisions, due to the acts or default of another person,

THAT OTHER PERSON shall be guilty of that offence, and may be charged and convicted

- Operators Licence
- Road Traffic Act 1994
- Highway Code
- Construction and Use Regs 1986
- Corporate Manslaughter & Homicide Act 2007

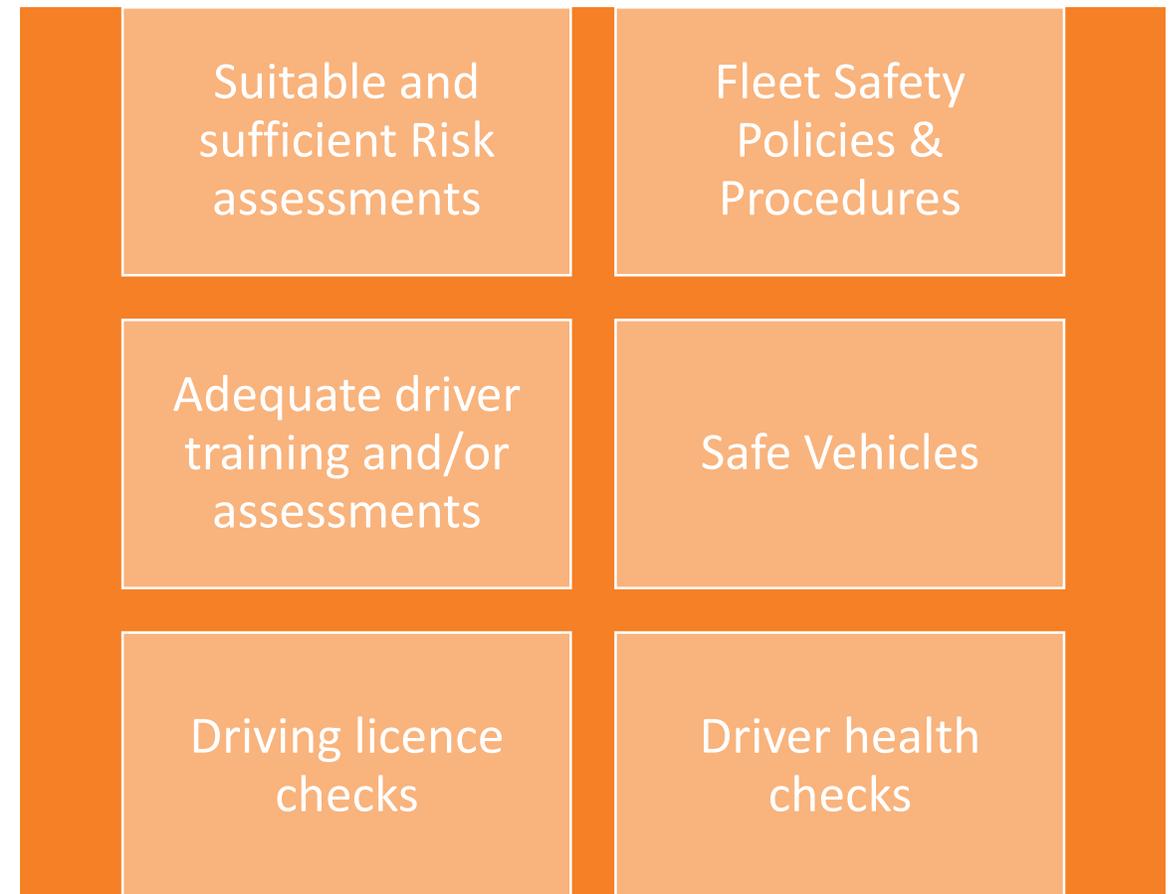
Current UK Legislation

Duty of care

Employers duty of care means



Employers should provide



Further Guidance

Additional resources

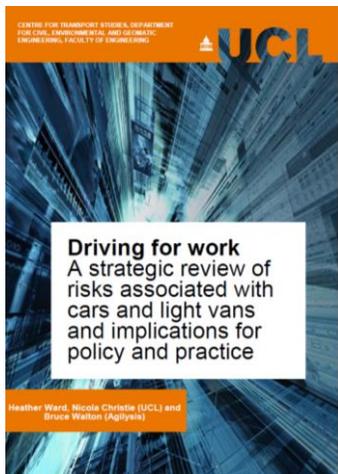


Some additional and useful HSE Guidelines

The HSE Driving at Work publication contains more information on managing work related road risk

INDG 382 – Driving at work: Managing Work-related Road Safety

Download your copy here: <https://www.hse.gov.uk/pubns/indg382.pdf>



About 1 in 3 road deaths, 1 in 5 seriously injured casualties and 1 in 4 casualties of all severities are sustained when someone is driving for work

More deaths occur from road travel whilst working than at the workplace

Download your copy here: https://www.ucl.ac.uk/civil-environmental-geomatic-engineering/sites/civil-environmental-geomatic-engineering/files/final_report_ward_christie_walton_dec_2020.pdf

Suitable & Sufficient Risk Assessment

Keep it simple

The Driver



Who should
conduct the Risk
Assessment?

- Management & designated safety representatives
- Competent persons
- Familiar with activity
- Get driver involvement

The Vehicle



A competent
person(s) should:

- Identify significant risks
- Identify persons affected
- Identify necessary controls to reduce risks
- Enable prioritisation of measures
- Ensure the risk assessment is appropriate to nature of work
- Ensure the risk assessment is valid for a reasonable period of time

The Journey



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Do you currently have driving for work risk assessments in place?

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Incident Reporting

And investigation

Accurate incident reporting and investigation forms the bedrock of a good fleet safety strategy. Instructions should be embedded in your **driving for work policy/handbook**

Create clear guidelines to reflect mandatory incident reporting

Adequate training for managers and drivers are essential components of the process

All staff should be encouraged to report any road traffic incident however minor the damage

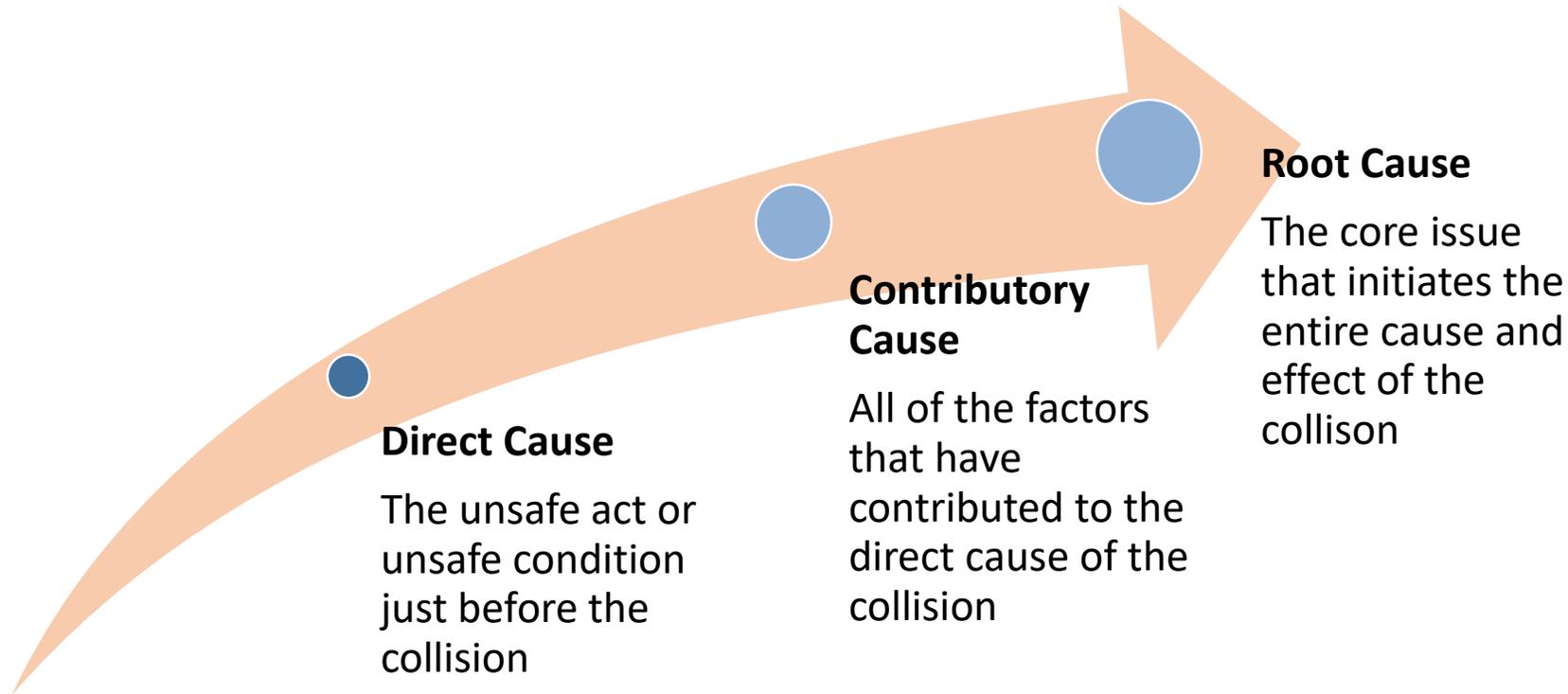
Ensure lessons can be learned and control measures adopted to reduce the likelihood of reoccurrence



Create a culture that enables drivers to feel comfortable to report all incidents, however minor - visibility is key to good management!

Causational Factors

Three main types



Root Cause Analysis and the 5 Whys?

I reversed into a parked car

Why?

I didn't see it

Why?

I didn't look properly

Why?

I wasn't concentrating

Why?

I was behind schedule

Why?

I left the Depot late

Driving for Work Policy

Consider

Policy	Intent	What you say you do
Organisation	Commitment	Management
Planning	Resources	What is available
Implementation	Initiatives	What you actually do
Evaluation	Effectiveness	Is it working?
Action for Improvement	Performance	Review

Policy statement (commitment)

Management responsibilities

Driver responsibilities

Legislation

Journey Management

Driver Distraction

Safe Speed

Drug & Alcohol

Fit to Drive

Risk assessment & training

Safe Vehicle

Mobile Phone

Reversing and manoeuvring

Collision reporting & investigation

General Safe Driving

PROTECTOR
insurance

Top Tips:

- Make sure the policy is endorsed by Senior Management
- Conduct a knowledge test for drivers on the policy to check understanding
- Keep records to confirm drivers accepted the policy
- Review every (2) years or after a significant change

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Do you have a driving for work policy/handbook in place?

 Start presenting to display the poll results on this slide.

Effective Leadership to Improve Driver Behaviour

The 4 pillars of fleet safety management



One of the fundamental skills of anyone responsible for fleet safety management is the ability to **connect** and **engage** with drivers in order to promote driver safety and well-being.

Leadership	The Driver	The Vehicle	The Journey
<p>Fleet safety leadership, key safe behavior promotion and reinforcement</p> <p>Accurate incident reporting and investigation</p>	<p>Develop robust programmes to improve driver curriculum</p>	<p>Improve standard safety equipment and in vehicle technologies</p>	<p>Improvement in situational awareness for drivers 63% of incidents attributed to inattentiveness and distraction</p>
<p>Ensuring mechanisms exist to build a culture of safety delivered through training plans for managers</p> <p>Full review of Fleet Safety policies and associated documents</p>	<p>Recognition and recruitment (expanding on current incentive schemes) This includes a feedback loop between camera data and driver training plans</p>	<p>In-cab camera tech and telematics data to develop driver safety performance metrics</p>	<p>Advanced technology and warning systems for high risk locations</p> <p>Programme out high-risk locations</p>

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We really value your feedback ! was today's module useful?

 Start presenting to display the poll results on this slide.

END

Questions ?

